

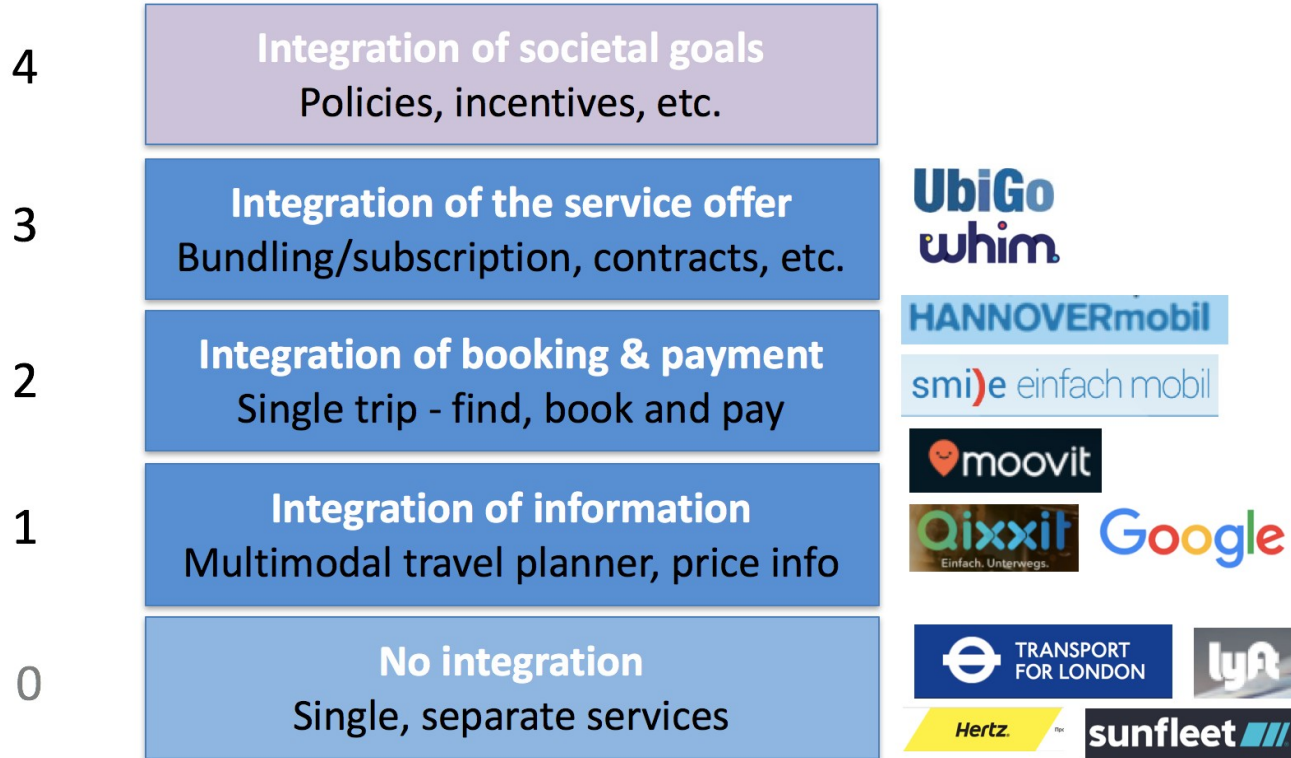
# Mobility as a Service (MaaS) in Sweden — Advancements Made and Lessons Learned

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# What is MaaS anyway? - MaaS Topology



# UbiGo Pilot 2013-14 (pre-Mobility as a Service) ...finally relaunching in Stockholm in 2019



6-month pilot with 5 modes

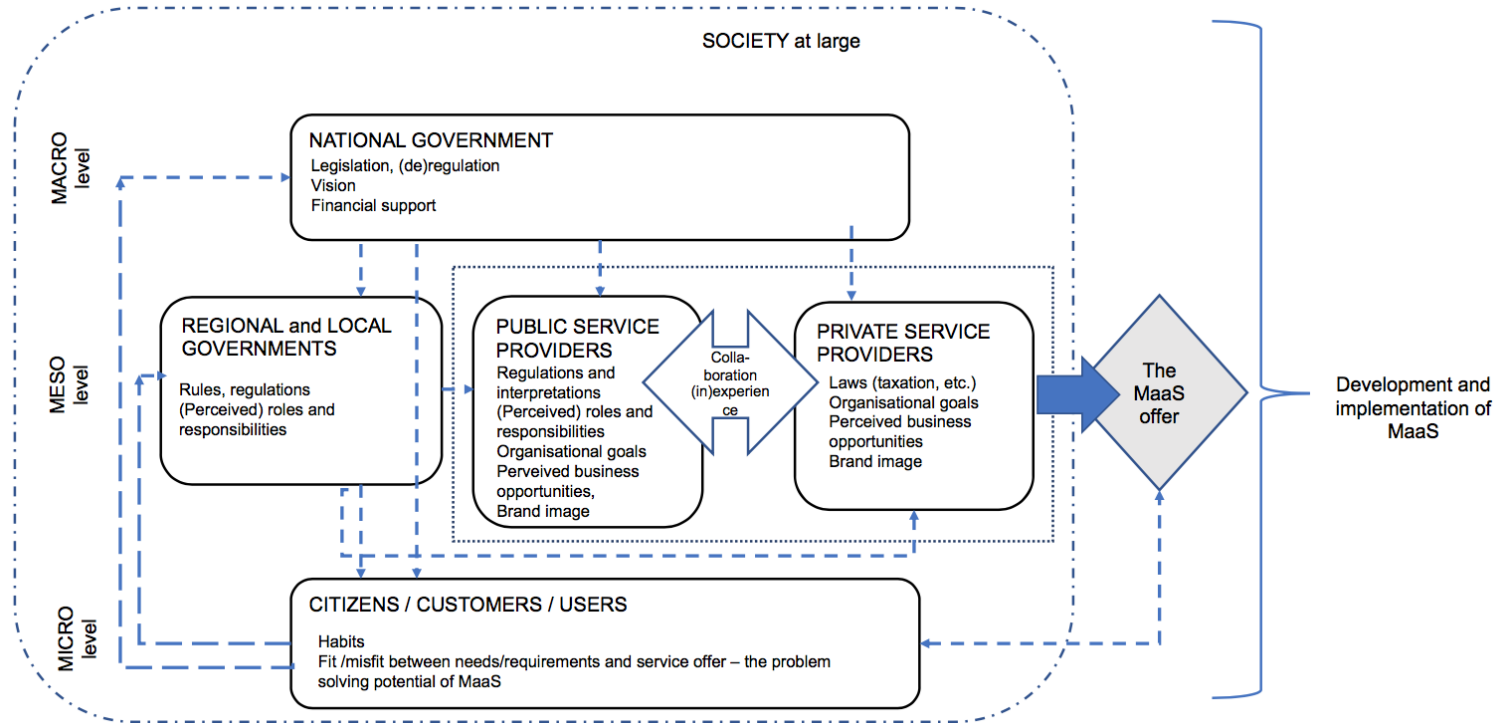
83 household subscriptions covering 195 persons; 20 private vehicles set aside  
monthly invoice, customer service, app to manage travel/subscription, etc.

*“You notice now that you’re not in it, that like...it feels kind of...it’s a bother to travel in the normal way”*

93% satisfied with UbiGo (ex-post);  
69% more satisfied with their travel compared to before the FOT

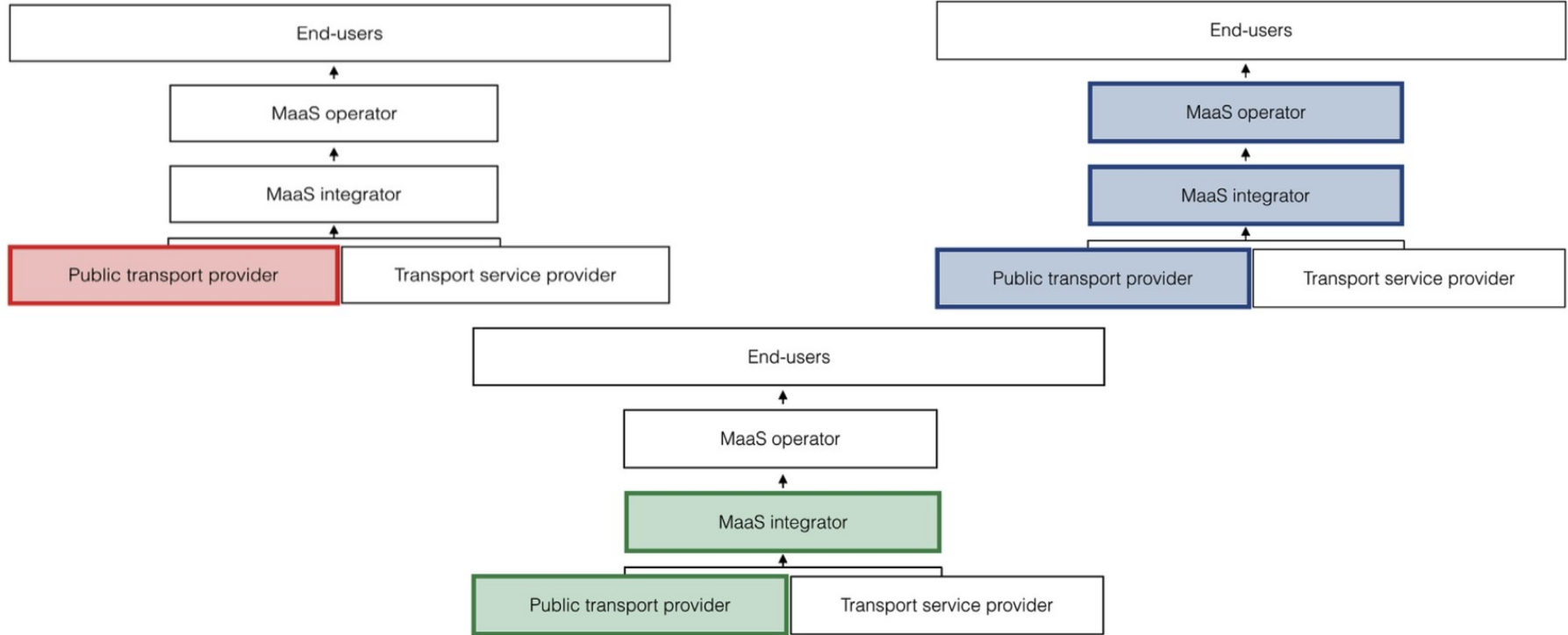
Four subgroups identified & analyzed: Car Shedders, Car Accessors, Simplifiers,  
Economizers

# Factors impacting development + analytical framework (IRIMS project, 2016-18)



# The public sector's role?

## & who takes on the two new roles in the MaaS ecosystem?



# National roadmap (KOMPIS)

<http://kompis.today/fardplanen/>

	Lay the foundations 2018-2020	Establishment 2020-2023	Change 2023-2028
Business & tickets	Make PTAs' offerings available Develop & adapt PTAs' offerings Pooling efforts for open PT data	Standard for roaming between services Investigate additional needs in order to support development	Mobility as an occupational benefit is the norm
Legislation & policy	Investigation of subsidies & occupational benefits Investigations into policy conditions	Overview of legislation for sharing services and of tax legislation & occupational benefits	Legislation is adapted to promote sharing economy & mobility services
Pilot & implementation	Implementations & pilots in metropolitan regions Pilots in sparsely populated regions	Implementation of MaaS outside the metropolitan areas Pilots with integration in relation to policies	Pilots with autonomous vehicles
Impact & consequence	Analyses of travellers and preferences Development of framework and methods for impact analysis	Impact analyses	Shared travel is the norm
Coordination & cooperation	Project management Collaboration meet-ups		

# Evaluation framework

Initial work undertaken in the **MAASiFiE** project

<http://www.vtt.fi/sites/maasifie/results>

	Ecological effects	Economic effects	Social effects
Societal level	?	?	?
Organisational level	?	?	?
Individual/traveller level	?	?	?

Continuing in **KOMPIS 4B** – KPIs and relational models (within and among levels)

# National and International Projects (selected)

- LIMA** Lindholmen Integrated Mobility Arena (2018-20, Vinnova)
- MaaS for employees at Lindholmen Science Park, Gothenburg
  - 1000 employees, 1-year pilot (2019-20) <https://www.drivesweden.net/en/lima>

- SAMS** Sustainable Accessibility and Mobility Services (2016-20, Mistra)
- <https://www.sams.kth.se/about>
- foster a transition to platform-based mobility services
  - substantially transition the urban transport system towards sustainability targets

- Smart Mobility Demands Smart Governance** (2017-20, Vinnova)
- steering instruments for use by municipalities and public transport authorities

- IMOVE** EU project (2017-19, H2020) <https://www.imove-project.eu/>
- accelerate deployment and unlock scalability, pave the way for roaming
  - living labs in Gothenburg, Berlin, Turin, Manchester, Madrid

- IRIS** EU project (2017-22, H2020) <https://irissmartcities.eu/>
- improve urban life through more sustainable integrated solutions
  - Gothenburg (e.g. EC2B), Nice, Utrecht (Lighthouse Cities)



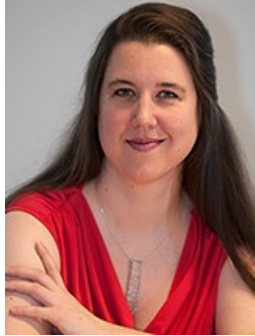
# Policy Implications

*i.e. How can public organizations create institutional arrangements that are conducive to the development and diffusion of sustainable MaaS?*

*(Smith et al, 2019, "Governing Mobility-as-a-Service: Insights from Sweden and Finland")*

- Get involved in MaaS networks
- Create a strong vision for MaaS that builds on policy objectives
- Foster an open and collaborative innovation climate
- Support MaaS developments, directly and indirectly
- Focus on learning and long-term effects

# *Thank you! Questions?*



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## MaaS RESOURCES - JOURNALS & BOOK CHAPTERS

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- <http://www.vtt.fi/sites/maasifie/results> (including downloadable deliverables and webinar link+pdf)
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