

MAASiFiE
Mobility As A Service For
Linking Europe

a research project of the
cross-border funded joint research programme

“CEDR Call 2014: Mobility and ITS”

1) Introduction

This trans-national research programme was launched by the Conference of European Directors of Roads (CEDR). CEDR is an organisation which brings together the road directors of 25 European countries. The funding partners of this cross-border funded Joint Research Programme are the National Road Administrations (NRA) of Finland, Germany, Norway, the Netherlands, Sweden, United Kingdom and Austria. As in previous collaborative research programmes, the participating members have established a Programme Executive Board (PEB) made up of experts in the topics to be covered. The research budget is jointly provided by the NRAs who provide participants to the PEB as listed above.

2) Project Facts

Duration:	01/06/2015 – 31/05/2017
Budget:	EUR 494,505,39
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3) Project Description

The current technology trends, e.g., digitalisation, servitization, crowdsourcing and automation, create a potential basis and future for entirely new types of mobility related service concepts. In the transport sector, this new paradigm of interconnected transportation ecosystem and network is called “Mobility as a Service” (MaaS). The ultimate goal of MaaS is to bundle services of transport sector into an interconnected system that fulfils consumers’ needs through an ecosystem of mobility operators and service providers.

This MAASiFiE project aims to create a roadmap for the development of MaaS in Europe and especially in CEDR member states. In the end, the roadmap will focus on increasing the understanding of the national road administrations regarding the prerequisites for a wide scale implementation of MaaS. This is important especially for traffic management professionals at national road administrations and traffic control centres.

4) Expected Results

The MAASiFiE project is made up of five work packages (WPs) that together produce results through which the overall aim of the project can be achieved. WP1 focuses on the project management and dissemination of the project while the project work itself is done in WP2, 3, 4 and 5. The objectives and expected results of each work package are:

WP2 – Roadmap 2025:

- Clarify the MaaS concept and definitions for partners and stakeholders;
- Create a general MaaS vision and separate sub-visions for each operating environment;
- Build a Roadmap 2025 for MaaS taking different actors and legal issues into account
- To ensure the continuity of MaaS development in Europe by defining next steps towards implementation;
- In the definition of the final roadmap, WP2 summarizes and combines the results of WP3, 4 and 5 and confirms the most important elements in discussions with stakeholders.

WP3 – Business and operator models:

- Identify currently existing business models in project implementations considering available mobility service models;
- Conduct a State-of-The-Art analysis, screening and identifying established mobility concepts and cooperation models, including public and private stakeholders, their corresponding roles and responsibilities will be analysed;
- Review previous surveys, deployments and project results (e.g., Swedish Go:Smart/UbiGo and the Austrian multimodal traveller information system 'Verkehrsauskunft Österreich, VAO);
- Develop common MaaS packages for data and service provision by identifying available mobility services.

WP4 – Impact assessment:

- Evaluate two case studies (Go:Smart/UbiGo and VAO) from an user group, organisational, partner network and societal perspective;
- Assess the consequences of introducing MaaS concepts on a broader scale from different perspectives;
- Assess the socio-economic impacts and potential of MaaS;
- Assess the environmental impacts of MaaS;
- Provide a basis and support for stakeholders when taking decisions with consequences for the introduction of MaaS.

WP5 – Technology for MaaS:

- Define technology requirements and corresponding high level system architectures being applied for MaaS packages;
- Evaluate different technology deployments and strategies (e.g., multimodal travel chain information and ticketing);
- Identify required technologies to be used for defined MaaS packages;
- Formulate recommendations for MaaS package implementation.