



MaaS Alliance 2022



MaaS declaration

ITS European Congress

June 2014, Helsinki

MaaS Alliance
White Paper published
September 2017

MaaS Alliance recognized as
the **best organization**
in the MaaS field by BMaaS
July 2018

MaaS Alliance
Playbook published
March 2021

2015

2022

MaaS Alliance established
at **ITS World Congress**
October 2015

50

Members
in MaaS Alliance
May 2018

100

Members
in MaaS Alliance
March 2020

Phase I: Establishment

Phase II: Setting the framework

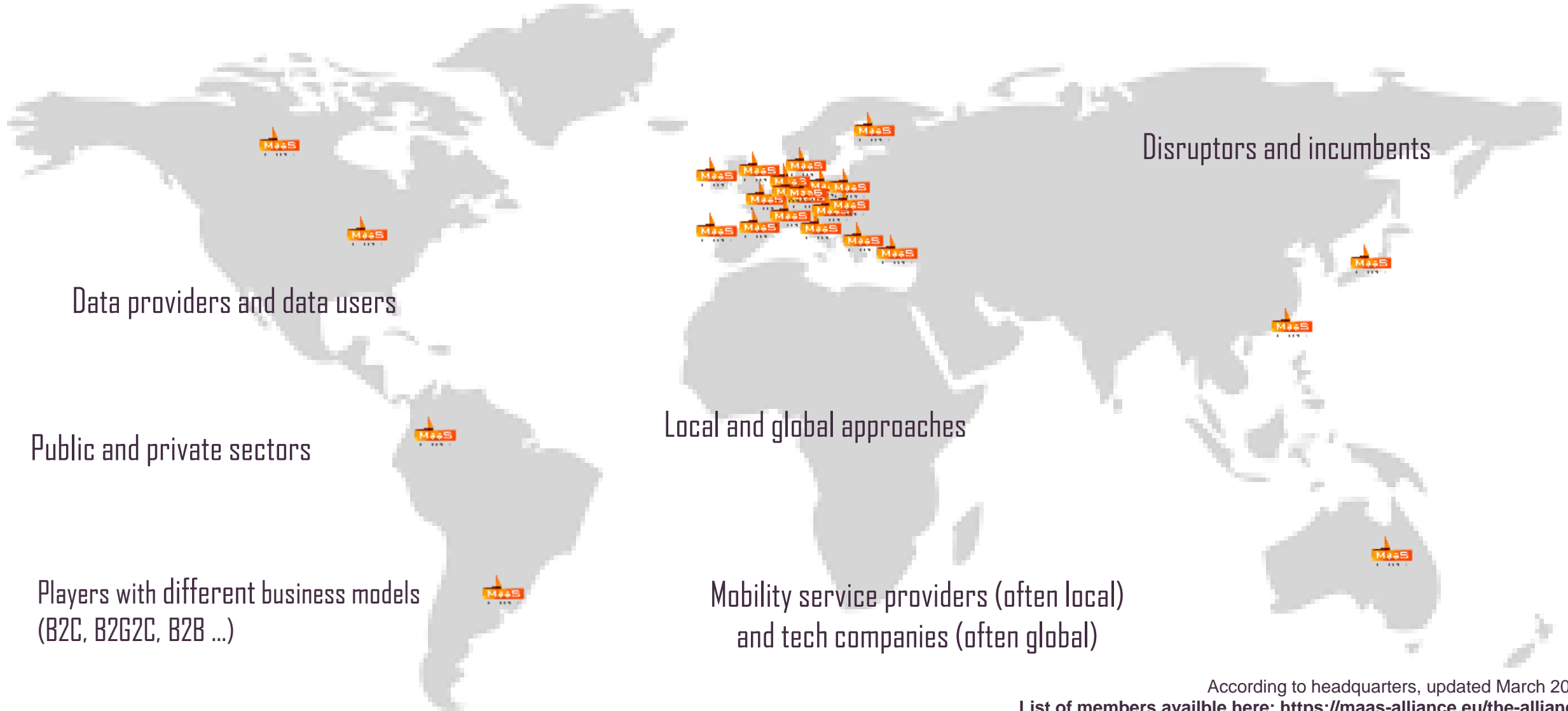
Phase III: Creation of the ecosystem

5+ years with the MaaS Alliance:

Global public-private-partnership & thought leader



MaaS Alliance brings the global MaaS sector together – 116 members from 27 countries



According to headquarters, updated March 2021
List of members available here: <https://maas-alliance.eu/the-alliance/>



Build

an open and sustainable MaaS ecosystem



Enhance

inter-operability and roaming of services & scalability of businesses



Provide

market insights and MaaS information



Connect

"problem-owners" with solution providers



Develop

trust, partnerships and collaboration



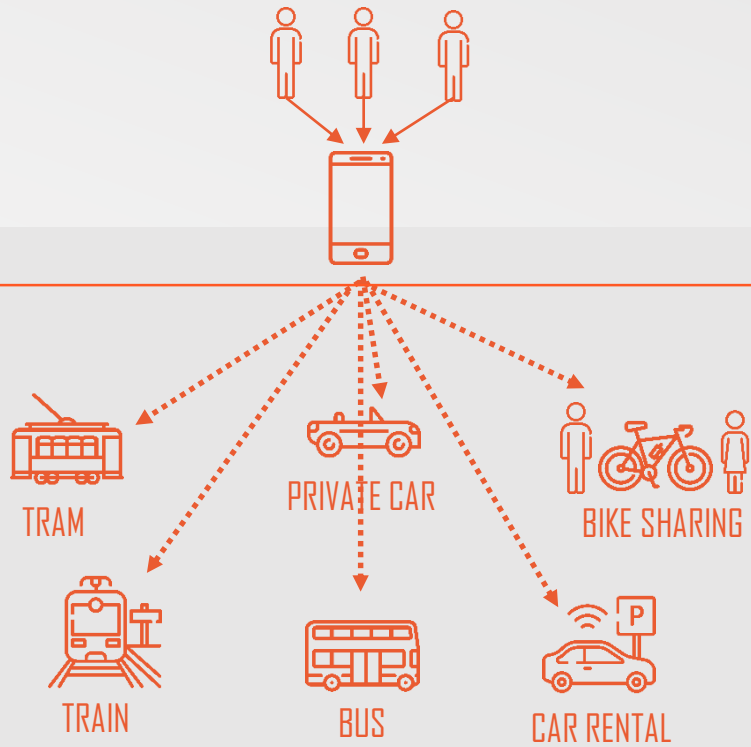
Define

ecosystem principles

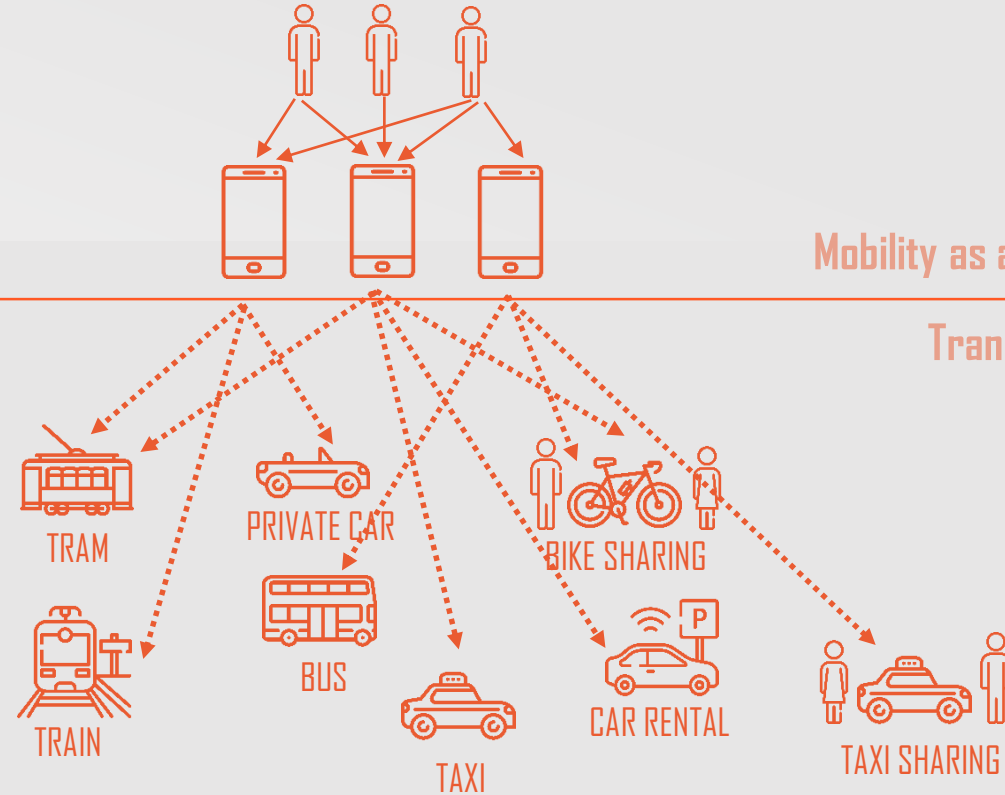


What do you need MaaS Alliance for?

Winner takes it all (UNDESIRE)



Open ecosystem (DESIRED)

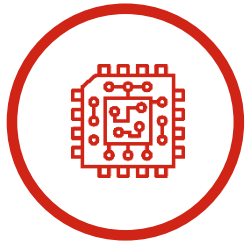


- Access to market
- Data sharing
- Public-private partnerships

Mobility as a Service (aggregators)

Transport service providers

Vision: an open MaaS ecosystem



Technology & Standards Working Group



Governance & Business Models Working Group



Users & Rules Working Group



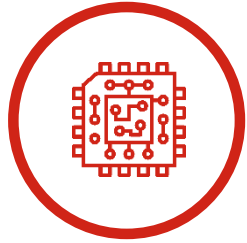
- Collaborate in regular monthly conference calls and through our collaborative platform
- Get peer-to-peer support and find partners
- Engage in interesting discussions on the latest MaaS developments and future evolutions

Working Groups:

Collaborate to create an open MaaS ecosystem



Activities at Working Groups in 2022



**Technology &
Standards**
Working Group

Interoperability of APIs
Data Models
Ticketing



Users & Rules
Working Group

Environmental performance of MaaS
“MaaS Monitor” Blog Posts
User-centric MaaS Webinars
Formulating position in regulatory consultations
MaaS & Urban Planning



**Governance &
Business Models**
Working Group

Business Models for MaaS

- **Archetypes and attributes**
- **Model Scheme Agreements**
- **Guidance for business model challenges**
- **Commercial model benchmarking & expansion**

2022 preview

4

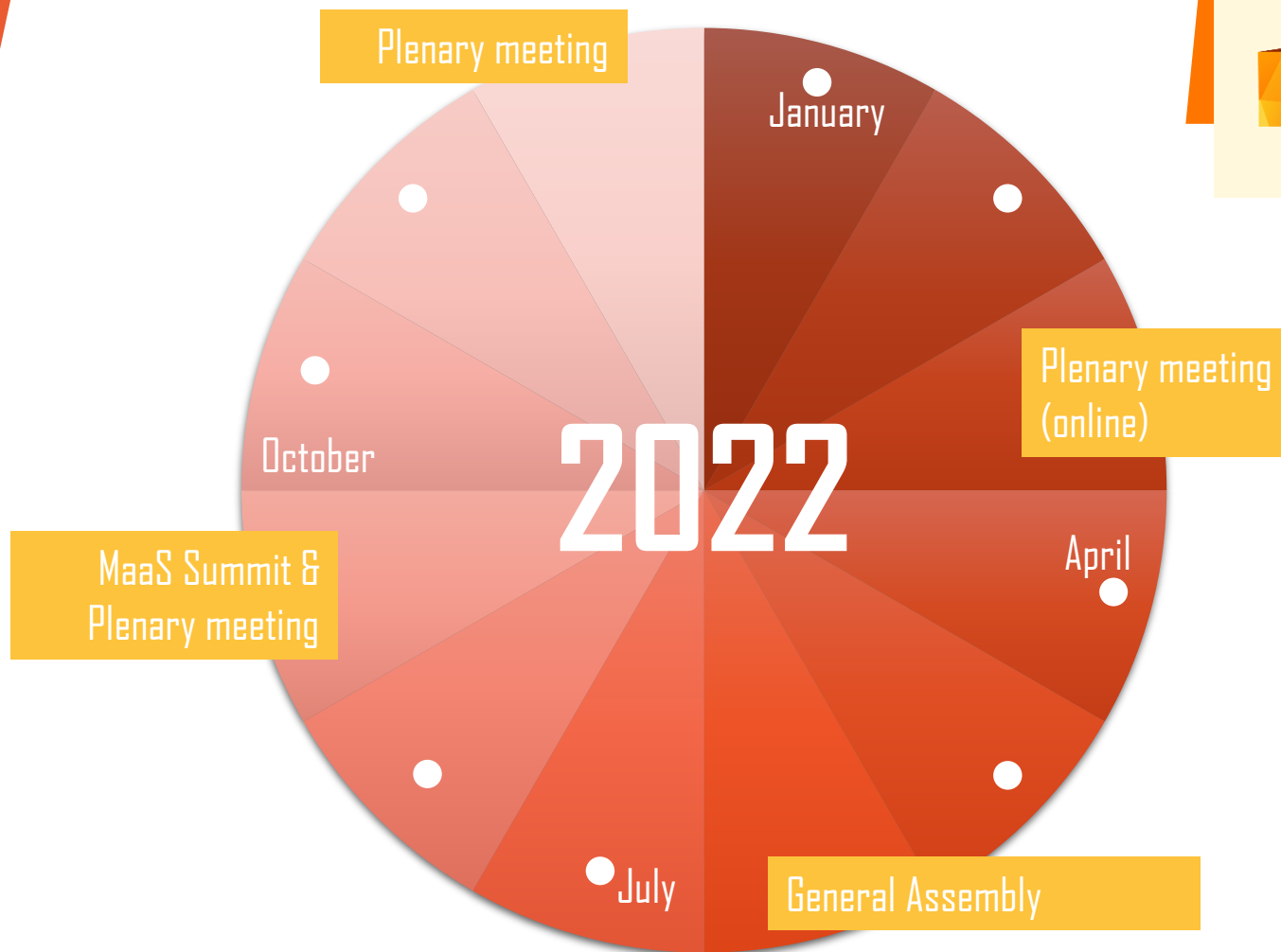
plenary meetings

3+

thematic events/workshops

monthly

Working Group meetings (online)





Website

Exchange updates on news and events concerning MaaS



Promotion materials

Partners can request slides for their presentations, leaflets, etc.



Monthly Newsletter

(communicate with members)
~415 contacts



Bi-annual Newsletter

(communicate with general audience)
~3,000 contacts



Social media

Connect through:
Twitter: ~4,200 followers
LinkedIn: ~3500 followers



Our Communication Channels

are your Communication Channels

 [@MaaS_Alliance](https://twitter.com/MaaS_Alliance)

 [maas-alliance](https://www.linkedin.com/company/maas-alliance)

 [MaaS Alliance](https://www.google.com/cloud/maaS-alliance)

 www.maas-alliance.eu



Join the ride!
www.maas-alliance.eu
info@maas-alliance.eu