Main results of the workshop

The main MaaS vision components include brand, quality promise, ecosystem supporting MaaS implementation and user-oriented services.

MaaS conceptualization and branding is considered important to increase interest in MaaS. Value added services itself create demand. MaaS is expected to be mainly market-oriented, although it may also include subsidized transport. Quality promise would ensure users homogenous services or at least with a minimum criteria regardless of the service provider.

MaaS ecosystem is a complex network of actors, and a functional service system requires clear roles and responsibilities. Regulations and political decisions would support mobility services. Common technology interfaces have to be specified, including international roaming. Test lab for MaaS services would contribute to the implementation of functional MaaS services.

The basis for MaaS services include user needs and ease of use (e.g. one-stop-shop principle), as well as door-to-door travel chains. In a upper level, living as an entity should be taken into account and integrated when defining service needs as MaaS – like mobility in general - serves as an enabler e.g. for working, hobbies and land use. The variety of MaaS services extensively serves for different user groups with different mobility and transportation needs.

In addition, it was considered important to take into account changes in urban structures and the enabling influence of MaaS to keep Finland throughout habitable from the mobility point of view.

The need of professionalism in service production (e.g. Business ID) divided opinions. Therefore it should be discussed for the future development of MaaS.

Other components discussed in the workshop include:

- Positive effects of MaaS on emissions and energy use, as well as on human health, well-being and quality of life
- New culture of work and MaaS: connection and effect
- Implementation should take into account the practical benefits, data / information utilization, user interfaces, modal choice and time used for mobility
- Taking individuals into account in service offering, incl.: possibility to choose, subsidized transport and different needs of urban and rural areas
- Common and big vision taking into account e.g. mega trends, as well as change and transformation of system
- Black and white confrontation should be avoided, such as "car ownership versus MaaS".
- The establishment of a MaaS professorship
- Freight and passenger transport integration
- A champion is needed