



MaaS4EU partners
MaaS4EU demonstrations

Project Coordinator



Scientific & Technical Coordinator



Project Partners



UNIVERSITY OF THE AEGEAN

www.maas4eu.eu

[@MaaS4EU](https://twitter.com/MaaS4EU)

[in linkedin.com/in/maas4eu](https://www.linkedin.com/in/maas4eu)



MaaS4EU

End-to-End Approach for Mobility-as-a-Service tools,
business models, enabling framework and evidence for
European seamless mobility



www.maas4eu.eu



The project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No 723176

THE PROJECT

*"With the projected growth in transport demand, the current **modus operandi** in transport supply is deemed unsustainable and generates the need for innovative services that could support seamless mobility and a shift from car ownership to user ship. An emerging trend towards this direction is the integration of public and private transport modes in terms of journey planning, booking, payment and ticketing leading to the Mobility as a Service (MaaS) Concepts".*

MaaS4EU is a research and development project funded by the Horizon2020 Research and Innovation programme, bringing together 17 partners from several sectors and backgrounds to provide viable evidence and solutions about the MaaS concept.

MaaS4EU is a user-centric, intelligent mobility distribution model, in which users' needs are met via a single platform and are offered by a service provider, the mobility operator.

THE FOUR PILLARS OF MaaS4EU

MaaS4EU will provide quantifiable evidence, frameworks and tools to remove the barriers and enable a cooperative and interconnected EU single transport market for the MaaS concept, by addressing challenges under four pillars:

1. Business

MaaS4EU designs prototype Business Models (BM) for a cross-company MaaS enterprise involving multiple actors within the EU single market. These BM demonstrate the value, the benefits, the potential and viability of the MaaS concept. Several MaaS products are designed based on users' needs and are tested to assess the advantages and disadvantages of each case.

2. End-Users

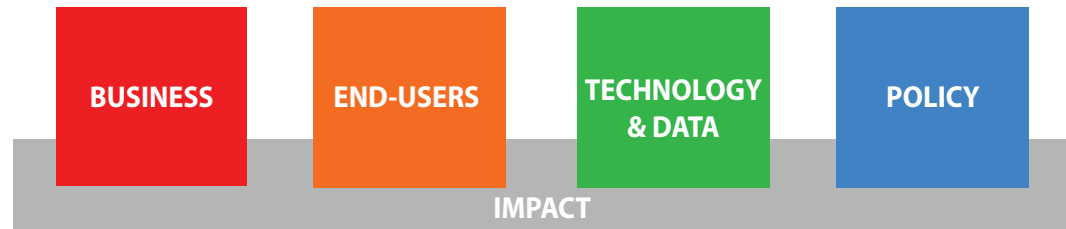
MaaS4EU explores the needs, preferences, demand and acceptance of various end-user groups for MaaS services and products via MaaS living labs and real life demonstrations.

3. Technology & Data

MaaS4EU designs and develops an open platform by bringing together (existing and new) well-defined technologies, processes, interfaces for plugging-in disparate data sources enabling urban and cross-border multimodal planning, booking, ticketing and payment. Any Mobility Service Provider could accommodate its data and any MaaS operator could use the platform to test, develop and scale its services.

4. Policy

MaaS4EU proposes the required "MaaS Policy Framework" that provides guidelines for a co-operative transport ecosystem regarding financing, technology, privacy and security, passenger rights, and regulations to enable the implementation of MaaS across Europe.



LIVING LABS

The holistic **MaaS4EU** solutions are demonstrated and validated in real life via Living Labs at three pilot areas.

The impact of MaaS services on end-users' short-term (activity patterns) and mid-term (car-ownership) travel choices are monitored and evaluated to provide feedback to authorities about the advantages and disadvantages of the concept.

