Mobility as a Service
Connecting passengers and technology

Technological developments

Growing demand for mobility
Population
Economy
Goods consumption

Shift in societal dynamics
Climate
Liveability
Pressure on mobility system
The mobility transition & MaaS

Traditional aspects of mobility

- Users
- Service
- Infrastructure & Public Space

New aspects of mobility

- Users
- Service
- Infrastructure & Public Space

Mobility as a Service

- Users
- Mobility as a Service
- Infrastructure & Public Space
Bike sharing

Annual trips
Bike sharing
Integration of travel modes
Physical space for bikes
Guiding the mobility transition

Framework of minimal requirements

Learning and testing
Integration of travel modes

7 pilots

Similar framework, different context

Central learning space

MaaS Pilot Projects
Optimising mobility
Space for bikes

Speed pedelec off the bike path

Moped off the bike path
Shaping the mobility transition

Understanding

Framework

Learning and testing
Thank you

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