

MaaS en Finlande

Jenni Eckhardt, Experte scientifique
Centre de Recherche Technique de
Finlande VTT S.A.

6èmes journées nationales du
management de la mobilité

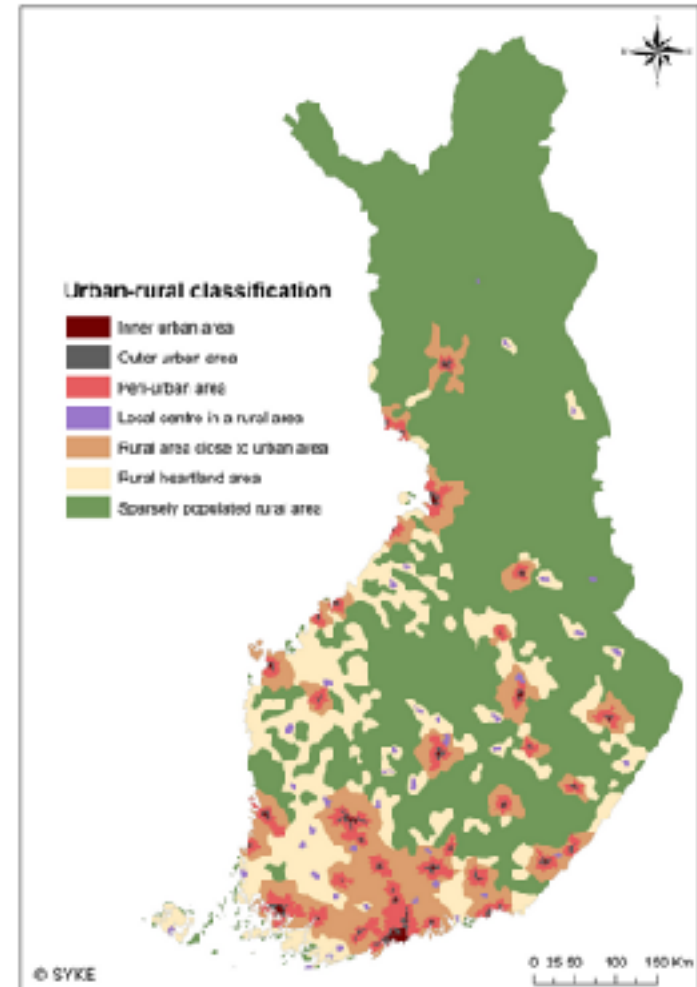
Toulouse 5.7.2018

Finlande

- Population: 5,5 millions d'habitants
- Superficie: 338 130 km²
- Densité: 18 hab./km²



Photo: Jenni Eckhardt



MaaS dans différents zones géographiques

Cities

Objectives:

- Reduce the use private of cars (congestions, parking)
- Reduce emissions

Based on:

- Existing public transport
- Extended with rental and shared cars and bikes...

Suburban areas

Objectives:

- No need for a 2nd car
- First-/last-mile accessibility

Based on:

- Park & ride -services, on-demand transport and other services connecting suburban to city transport services

Rural areas

Objectives:

- Increase efficiency and utilization rate
- Maintain sufficient service level
- Improve accessibility

Based on:

- Demand-responsive transport, taxis, busses and connections to long-haul transport, and car pooling
- Additional services: parcel deliveries, library services, and food and medicine distribution...

National and international levels

Objective:

- Offer easy all-in-one packages

Based on:

- Long-haul transport including air traffic
- Additional services: accommodation, event tickets, activities...

European MaaS Roadmap 2025

	Status Quo	+1-3 years	+4-9 years	Vision 2025
Drivers	<ul style="list-style-type: none"> Tightening efficiency and environmental requirements Goals for increasing in the share of PT 	<ul style="list-style-type: none"> Urbanization and change of urban structures Decreasing public funding Incentives on all levels 	<ul style="list-style-type: none"> Automation and changes in vehicle fleet (shared, electric, connected) 	<ul style="list-style-type: none"> High efficiency and utilization rate Cross-cutting collaboration and coordination Accessible and sustainable transport for all regions
Markets	<ul style="list-style-type: none"> MaaS hype and uncertainty Few MaaS offers and low market share Uncertainty regarding legal possibilities 	<ul style="list-style-type: none"> Steadily growing and stabilizing MaaS market Mobile services becoming more common and intelligent Change of user demands: safe, easy, fast, flexible, comfort Bring the users on board step by step 	<ul style="list-style-type: none"> New forms of collaboration and cross-financing (e.g. P2P) Some sharing is possible 	<ul style="list-style-type: none"> Profitable MaaS markets Strong demand for MaaS services Strong demand for MaaS P2P services commonly available
MaaS services	<ul style="list-style-type: none"> Increasing number of pilots, of which best will scale-up Expanding service integration and combinations Imbalance between transport modes Opening up data and information processing 	<ul style="list-style-type: none"> Combined public and private sector ; private cars as part of public transport One-stop-shop mobility services; from cities to everywhere 	<ul style="list-style-type: none"> One-stop-services combining all purposes of mobility and activities Defined My data concept enabling efficient data analysis 	<ul style="list-style-type: none"> Minimum SLA for MaaS defined PT carried out as DRT
Enablers	<ul style="list-style-type: none"> R&D financing incentives Extensive national and international networks Roadmaps and strategies under development 	<ul style="list-style-type: none"> Principles for cost/profit/ subsidising Cross sector operation models incl. all transport modes; viable business models (B2B, B2C, P2P, B2G...) Standards for data, ticketing... Incentives for using MaaS: change mind-set, create business cases International MaaS platforms 	<ul style="list-style-type: none"> Systematic research; MaaS integrated into academic domain Pol. and econ. steering promoting sustainable society development 	<ul style="list-style-type: none"> Guidelines for city/infra planning MaaS as a part of coming business services

VAMOS!

VALUE ADDED MOBILITY SERVICES!

BUSINESS
FINLAND

TRAVELLING WITH SERVICES

Go to and around your travel destination with ease

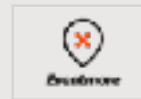
Find, buy and pay safely an increasing range of affordable mobility services

by your smart phone

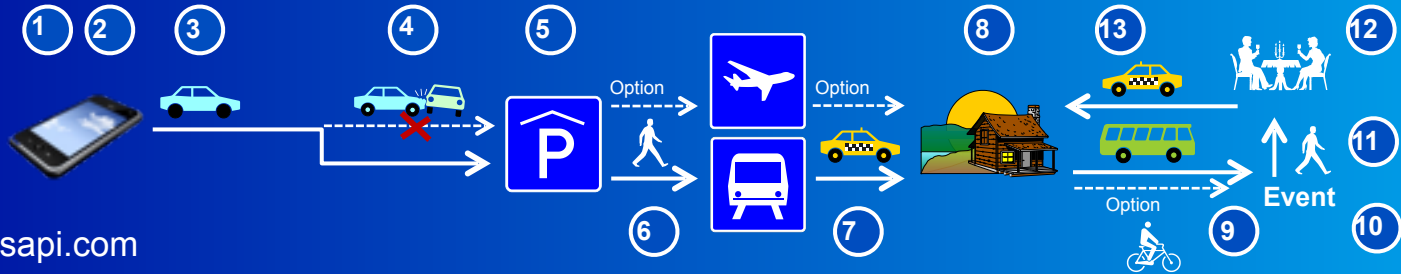
Joint R&D ecosystem:

- R&D project 2/2017 - 12/2018
- SMEs and VTT developing and piloting new mobility services

<http://vamosapi.com>



“How to make everything extremely easy for the end user?”



Visit <http://vamosapi.com>

Mobile ticketing and payment services

Event services and event media channel

Ecosystem research and commercialization support

Audience engagement media tool

API management platform

Car as a shared resource

Smart hotel services

Intelligent car parking services

...and much more

Code de service de transport en Finlande 2018

- Initiative des autorités
- Obligation d'ouvrir les interfaces (à partir du 1.1.2018)
 - Tout les services de mobilité (train, bus, taxi etc.)
 - Les information essentielles en format lisible par ordinateur
 - Incl. routes, horaires, arrêts, tarifs, accessibilité
 - L'interface des systèmes de tickets et de paiement
- Libéralisation de taxi (à partir du 1.7.2018)
 - Moins de bureaucratie
 - Le nombre de taxi est illimité
 - Tarifs libre (mais il faut annoncer en avance)
 - Véhicules acceptées: voiture, van, camion, trois et quatre roues



Une révolution
de transport

Merci!

www.vtt.fi/sites/maasifie
<http://vamosapi.com>



Jenni Eckhardt
jenni.eckhardt@vtt.fi
+358 40 750 5615



www.vttresearch.com
#vttpeople / @VTTFinland

