



Mobility as a Service

Research perspective on Nordic MaaS

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Persontrafik, Stockholm 2018.10.24

CHALMERS

 VÄSTRA
GÖTALANDSREGIONEN



MaaS Topology

Sochor, J., Arby, H., Karlsson, M., Sarasini, S. 2017.

A topological approach to Mobility as a Service: A proposed tool for understanding requirements and effects, and for aiding the integration of societal goals

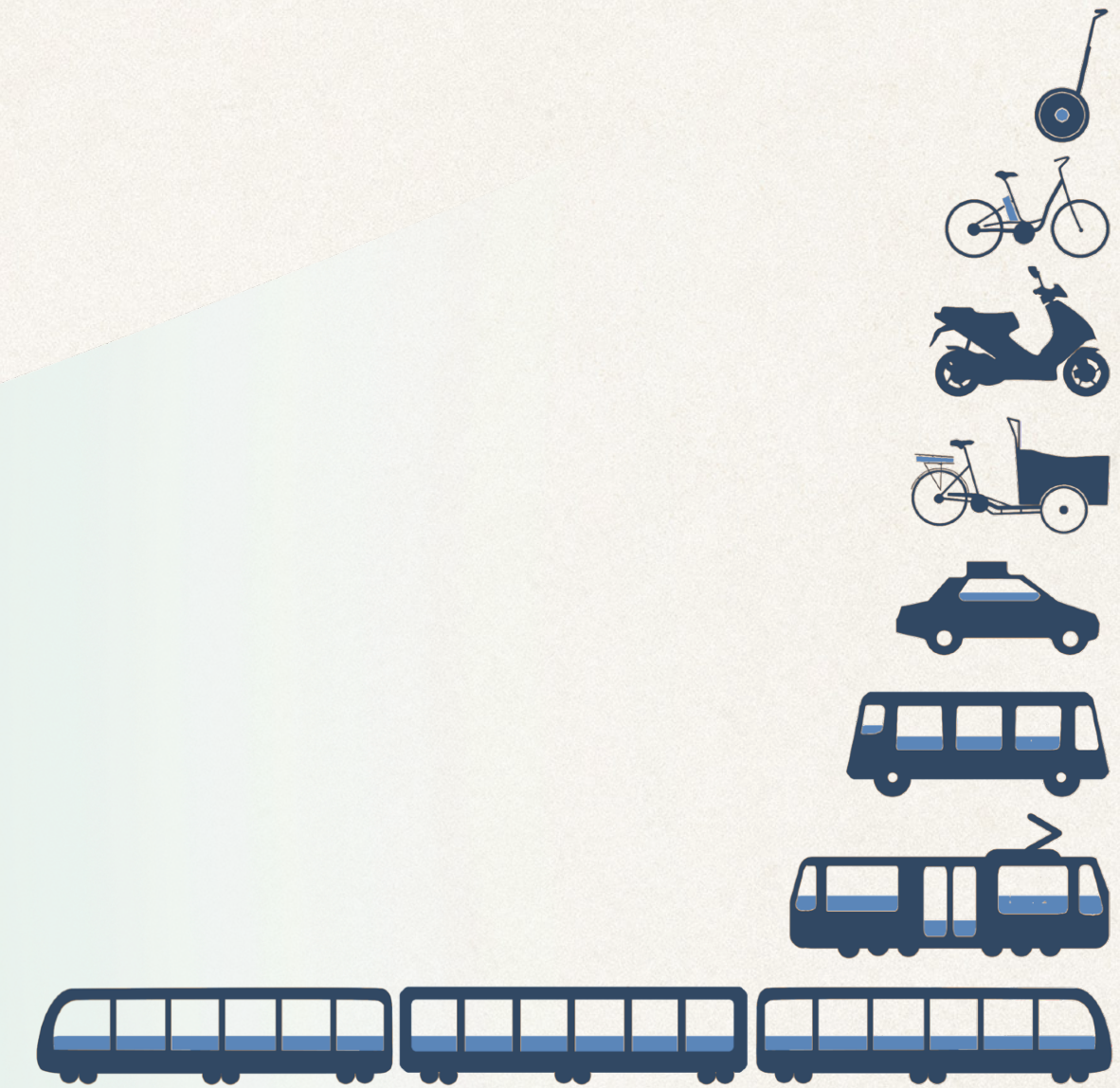
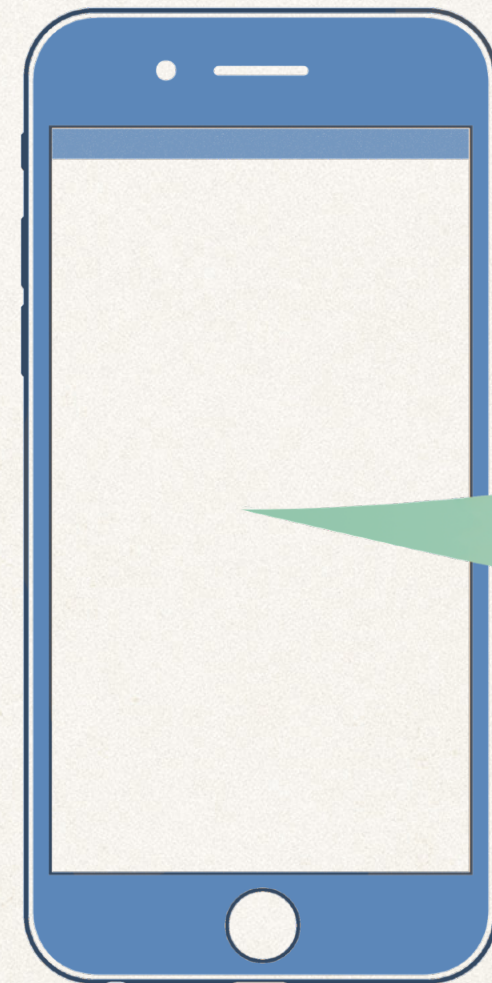
ICoMaaS 2017 Proceedings, pp. 187-201

Level 4 *Policy*

Level 3 *Packages*

Level 2 *Payment*

Level 1 *Information*

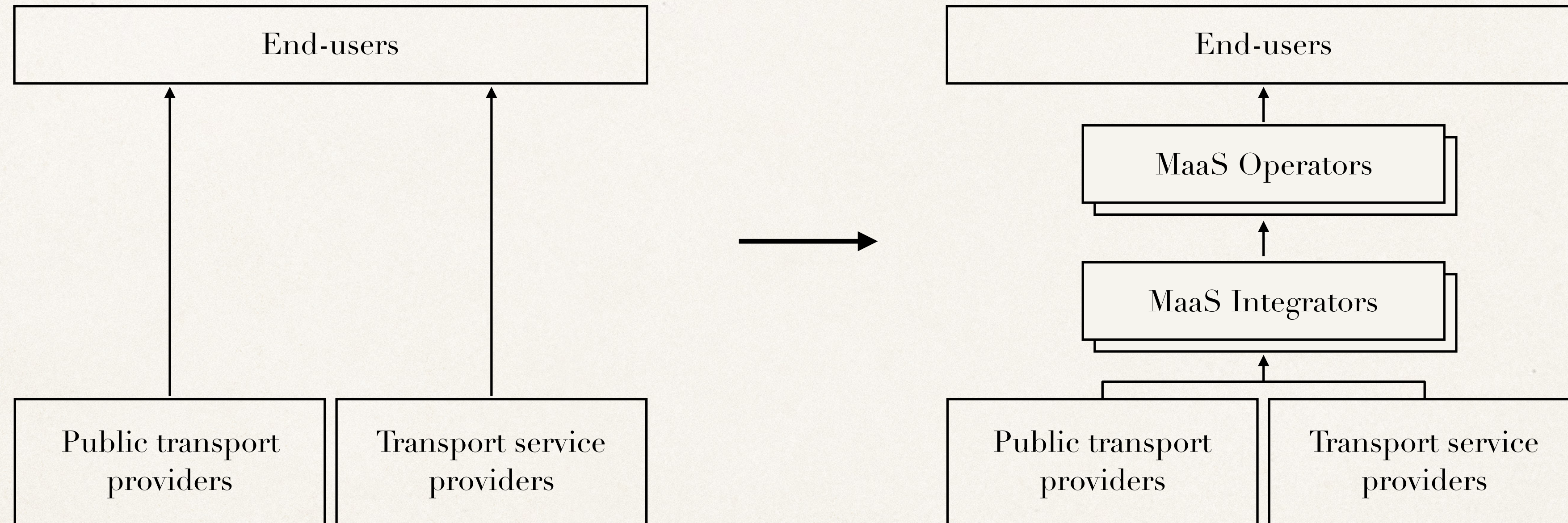


MaaS Ecosystem

Smith, G., Sochor, J., Karlsson, M. 2018

Public-private innovation: barriers in the case of mobility as a service in West Sweden

Public Management Review



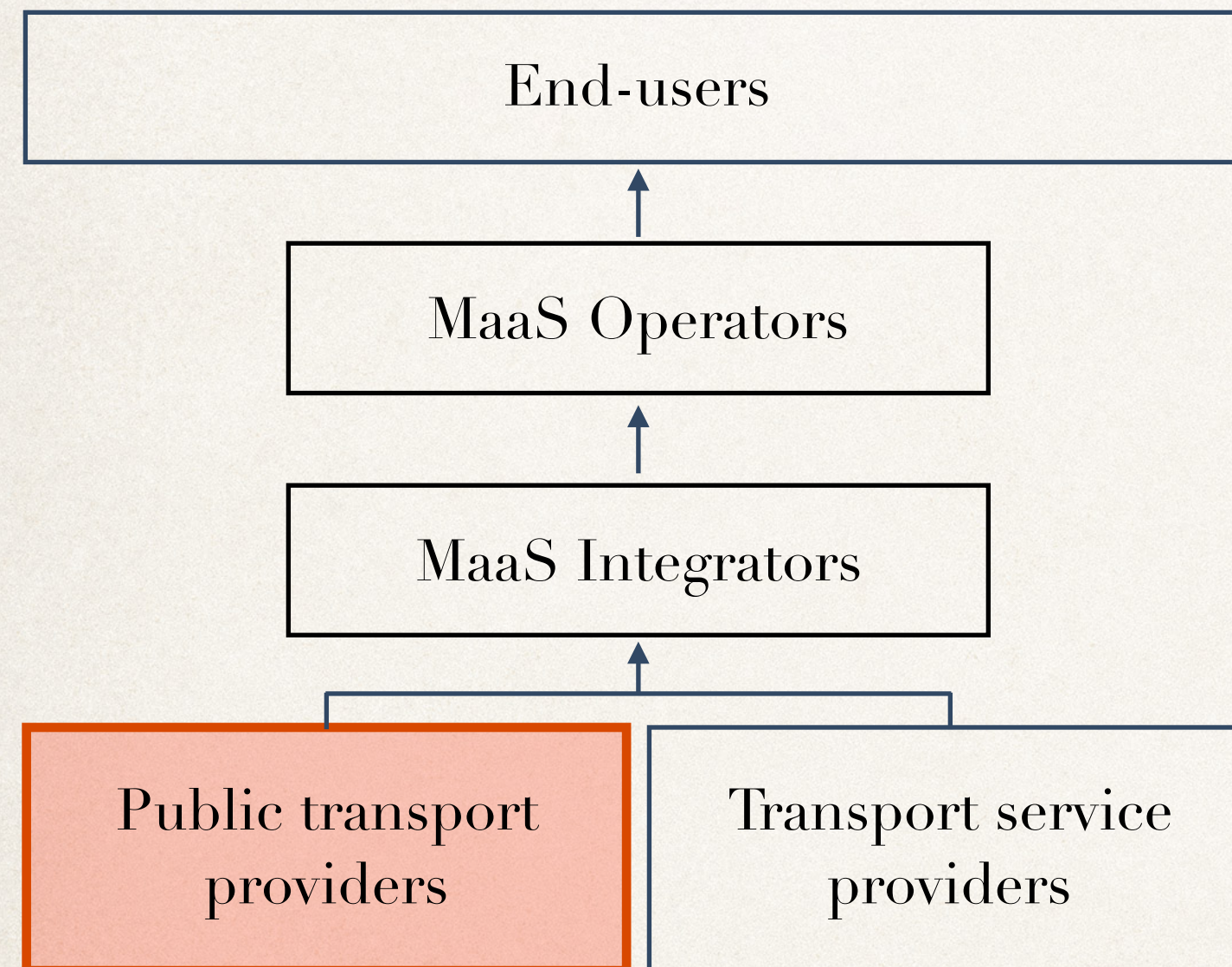
MaaS Trajectories

Smith, G., Sochor, J., Karlsson, M. 2018.

Mobility as a Service: Development scenarios and implications for public transport

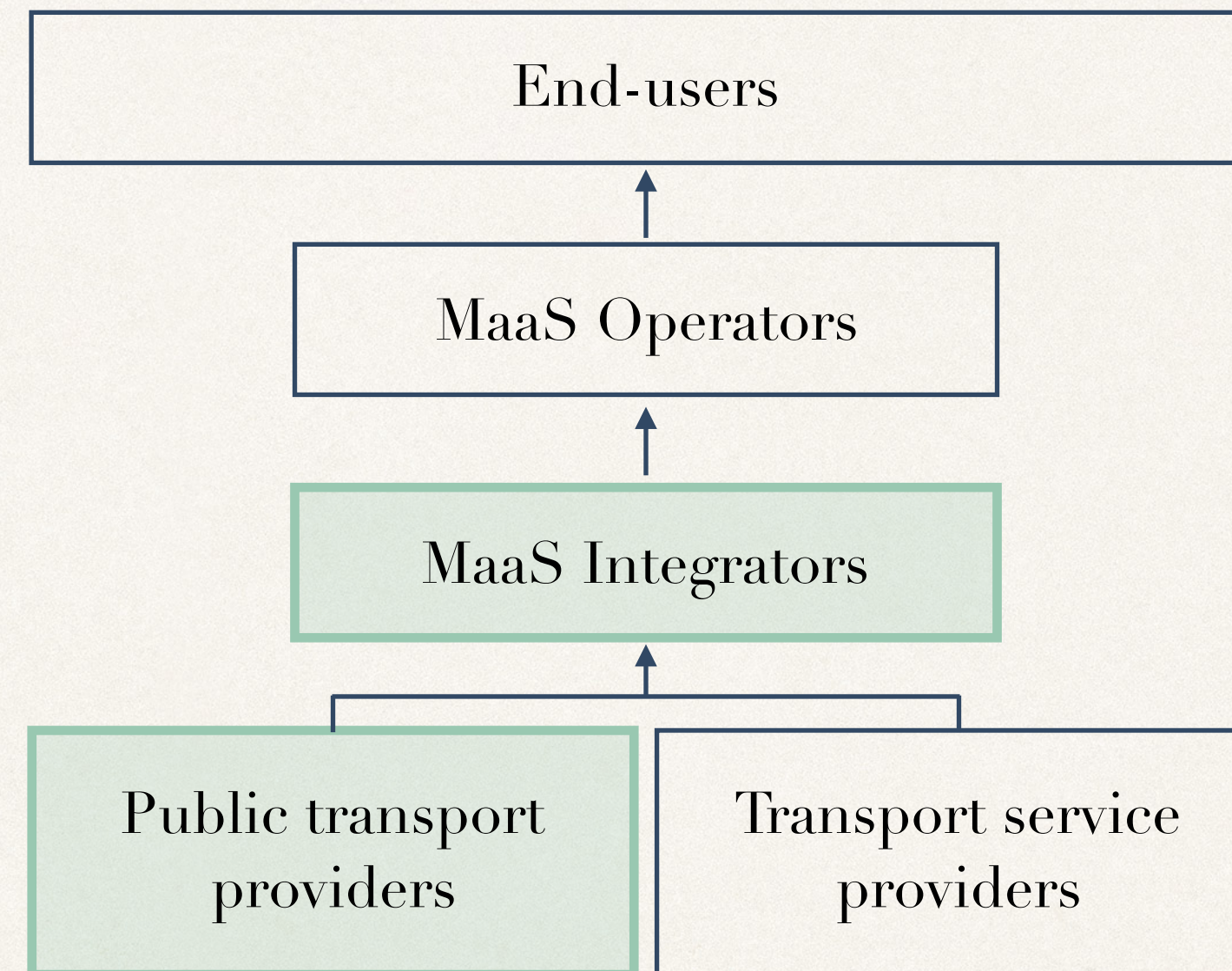
Research in Transportation Economics, doi:10.1016/j.retrec.2018.04.001

Market-driven development



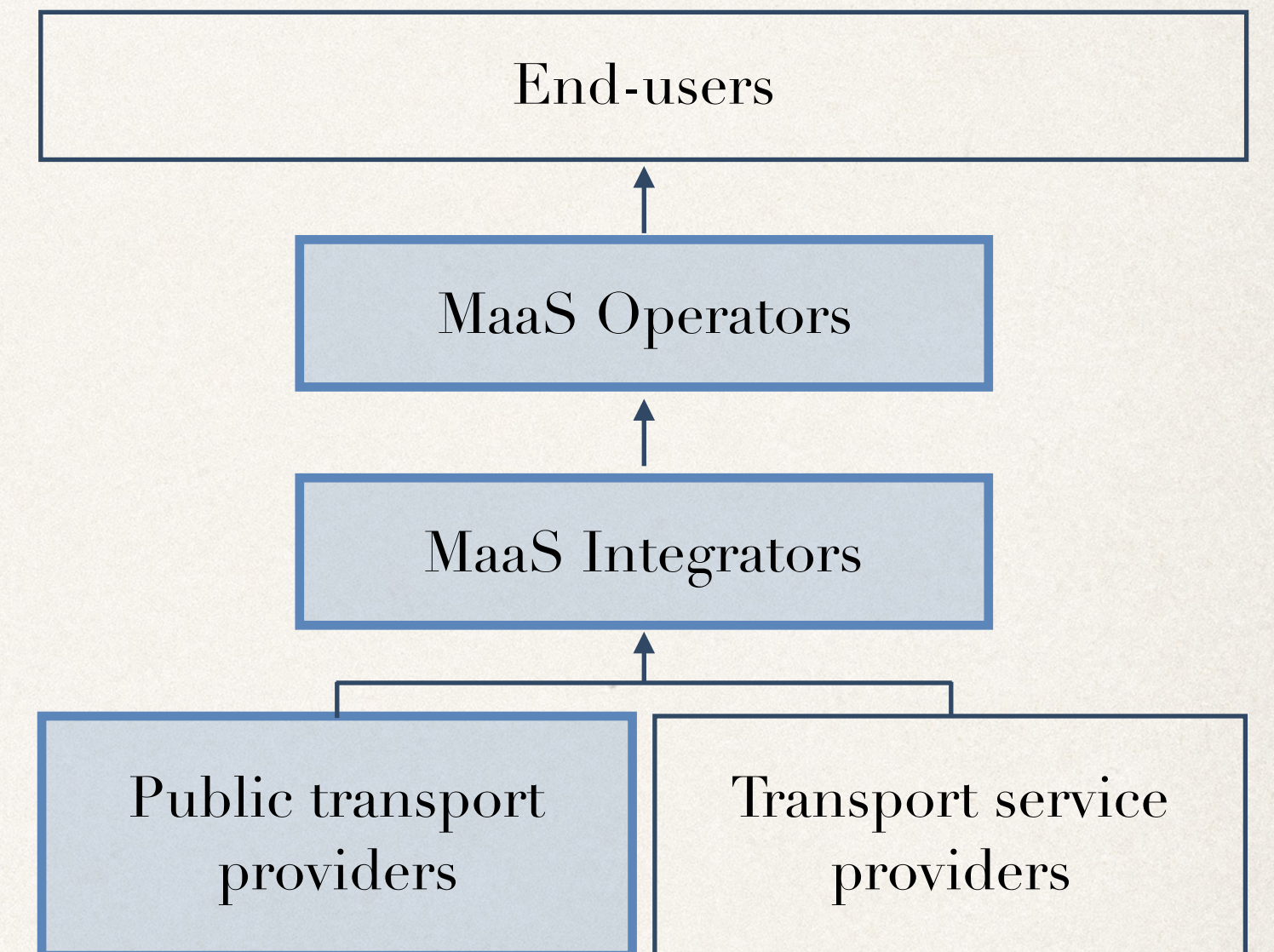
○ The public sector's roles

Public-private development



○ The public sector's roles

Public-controlled development



○ The public sector's roles

MaaS Objectives

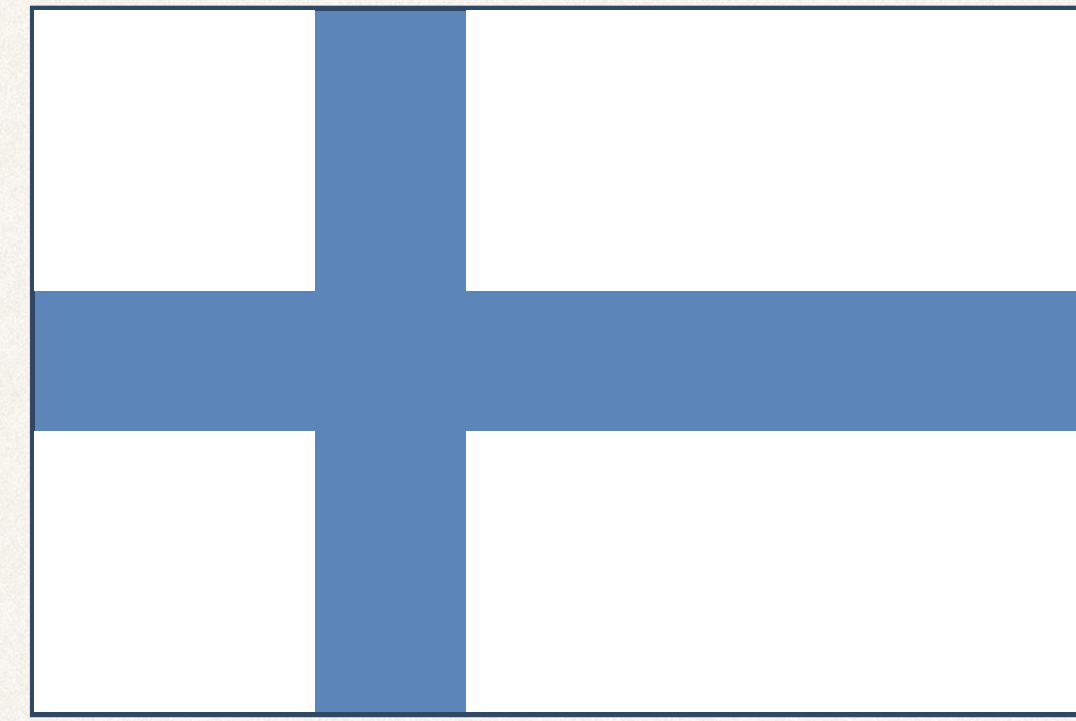
Smith, G., Sarasini, S., Sochor, J. 2017.

Mobility as a Service: Comparing Developments in Sweden and Finland

Research in Transportation Business & Management



Cost-efficiency & increasing
market share of sustainable
transport



Cost-efficiency & new
growth industries linked to
digitalisation

MaaS Policy implications

Smith, G., Sarasini, S., Karlsson, M., Mukhtar-Landgren, D., Sochor, J. 2018.

Governing Mobility as a Service: Insights from Sweden and Finland

The Governance of Smart Transportation Systems



Create a strong vision for MaaS that builds on policy objectives



Get involved in MaaS networks



Support MaaS developments, directly and indirectly



Focus on learning and long-term effects



Thank you!

John Hultén & Göran Smith

K2 - The Swedish Knowledge Centre for Public Transport

k2centrum.se