

# CATALYZING MaaS

MOBILITY AS A SERVICE : CATALYZING MARKET CO-CREATION STRATEGY

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Opening, workshop 12.9.2017

Jussi Hulkkonen, World Alliance for Low Carbon Cities



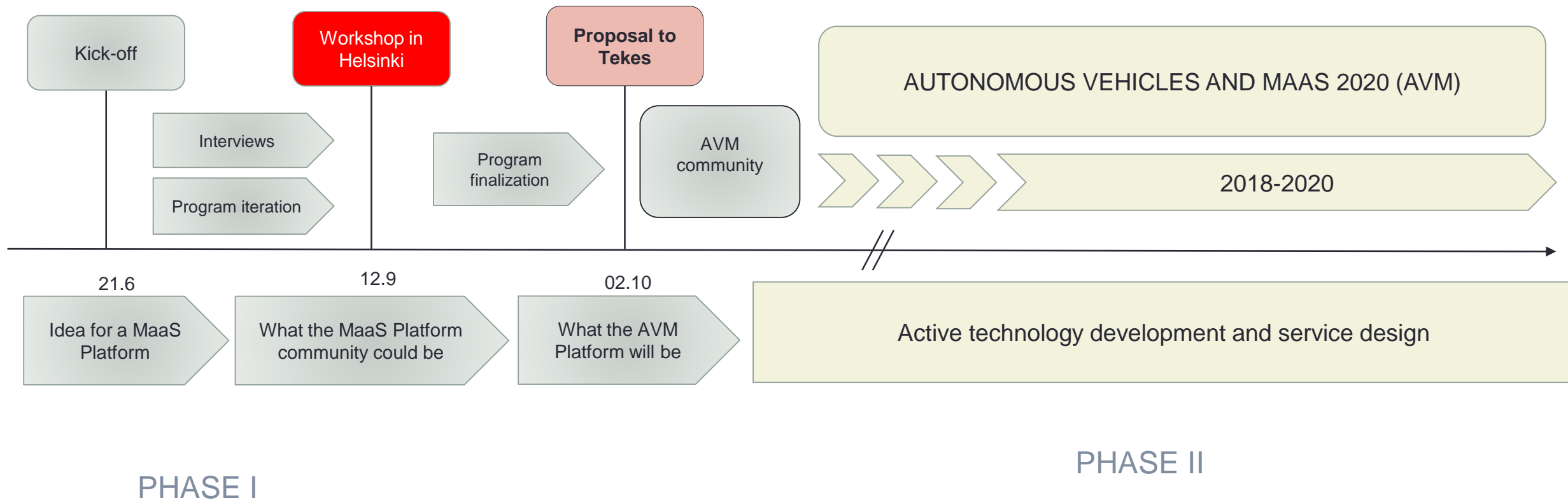
**WALCC**  
World Alliance for Low Carbon Cities

# Catalyzing MaaS – why?

- ... biggest industrial reconfiguration ever ... based on the vision of electric, self-driving cars, summoned on demand (The Economist, 2016). Two main models are that of a single, global orchestrator, or platform, (exemplified by Uber) and one driven by a car-manufacturer (exemplified by Daimler).
- The emerging Finnish alternative model strives to more strongly leverage the strong public transport system. The plans for an dynamic, multi-actor, architecture, are supported by an ambitious transportation code, political backing, infrastructural development, open data/interfaces, and funding support for the development of Mobility-as-a-Service (MaaS) solutions.
- “Whilst MaaS is still in its infancy, various MaaS initiatives have been launched although they have not yet been solidified in terms of interoperability. Many pilots, trials and research efforts into various scenarios and associated impacts are needed.” (MaaS Alliance whitepaper, 2017)
- Early Nordic pilots in this direction show the **need for dynamic capabilities to formulate sustainable and scalable business models**, while being able to multi-locally **align the interests of public and private actors**.



# Catalyzing MaaS – how?



# What we expect from you today

- Help us build towards a roadmap for the development of autonomous vehicles and MaaS for 2018-2020. In the group work we will address the following five questions:
  1. What types of pilots and demonstrations should we organize in Finland with start next year?
  2. How should we integrate the three key elements shaping the future of transport in pilots and demonstrations?
    - Electrification
    - Connectivity
    - Autonomous
  3. How can we make sure that the demonstrations will also promote Finnish exports?
  4. What more would you like the ecosystem to do for you to benefit from the AVM 2020 (Autonomous Vehicles and MaaS 2020) initiative?
  5. ... or should we have another name for the program, if so, what would you propose?



# Co-creating the new program

**12.00 Lunch**

**13.00 Welcome and introduction** Jussi Hulkkonen, WALCC

**13.10 Catalyzing MaaS: what we have learned this far** Taina Haapamäki, FLOU

**13.45 The potential of Finnish ITS expertise in a global context** Marko Forsblom, ITS Finland

**14.00 Location-driven data solutions as a platform for innovation** Mika Rytönen, HERE

**14.15 Transport innovation; how ABB can support Finnish ecosystems** Peter Lindgren, ABB

**14.30 The future of smart mobility; how to engage users** Sami Sahala, Forum Virium

**14.45 Supporting Finnish excellence in transportation** Karin Wikman, Tekes

**15.00 Incentives and enablers for transport transition; the role of government** Krista Huhtala-Jenks, Ministry of Transport and Communications

**15.15 Small group discussion: Towards a MaaS roadmap 2018-2020 (Coffee and refreshments served)**

**15.45 Small group presentations and group discussion**

**16.30 Towards the AVM 2018-2020 program, next steps**

**16.45-17.00 Networking**