



PRESS RELEASE

Creating on-demand mobility services for consumers

On 13 June, MEP Christel Schaldemose hosted a debate on how to deliver better mobility services to consumers. In a digital age, consumers demand more integrated solutions for their mobility needs. Mobility as a Service (MaaS) could be the solution. MaaS is a service distribution model in which people's transportation needs are met via one interface or app, grouping multiple transport solutions that can be used at anytime. All over Europe, MaaS initiatives are planned or starting up. To make it a reality, transport operators and regulators need to work together in order to ensure interoperability and the creation of a single MaaS market throughout Europe.

The Finnish Minister for Transport and Communications, Anne Berner said: "It's make or break time. Either Europe can be the hotbed for Mobility as a Service or we wait for actors from elsewhere. I hope, and I believe, that we can make it, and we are proud to lead the way in Finland." This summer, a Finnish start-up is launching a service that will group taxi, public transport, car rental and bike sharing into a single platform.

MEP Christel Schaldemose, said: "Delivering better mobility to European citizens would result in clear societal and economic benefits. I am pleased to encourage actors in all sectors to begin the work that will make on-demand services a reality in the transport sector."

Jacob Bangsgaard, President of the MaaS Alliance and Director General of FIA Region I, said: "Bundling services simplifies access to mobility and ensures the best use of all modes of transport. It is time for the transport community to work closely together to answer the public's concrete needs."

For MaaS to become a reality, elements such as timetables, real-time location information and payment systems need to be integrated. It is therefore critical to get all actors to agree on a shared vision, and ultimately on developing business partnerships. The event featured speakers from the automotive and public transport sector as well as consumer bodies, start-ups, and public authorities.

Notes for editors:

The Forum for Mobility and Society (FMS)

brings together the transport and mobility community to debate, draw long-term perspectives and develop visions for tomorrow's mobility. The FMS gathers Europe's key institutional actors including Members of the European Parliament, representatives from the European Commission, industry experts and society at large. It does not seek to give a definitive outlook on a particular topic, but examines current debates on mobility issues from a variety of perspectives so that new solutions may be found. The FMS regularly organises conferences, panel discussions, workshops, networking events and visits for its members and wider stakeholder community. The wide range of events aims to foster lively discussions on complex matters. www.debatingmobility.eu

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