Mobility as a Service

Research perspective on Nordic MaaS

John Hultén & Göran Smith
Persontrafik, Stockholm 2018.10.24
MaaS Topology

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
End-users

MaaS Trajectories

Market-driven development

Public-transport providers
Transport service providers
End-users
MaaS Operators
MaaS Integrators

Public-private development

Public transport providers
Transport service providers
End-users
MaaS Operators
MaaS Integrators

Public-controlled development

Public transport providers
Transport service providers
End-users
MaaS Operators
MaaS Integrators

The public sector's roles
MaaS Objectives

*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

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!

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