The eMaaS Project

• Develops and stimulates an open ecosystem for eco-friendly (shared & electric) Mobility as a Service

Our Goals:

• Support large scale adoption of EVs through new business models
• Connect EV sharing services to other eco-friendly modes of mobility
• Put users at the centre and provide easily accessible solutions
The consortium

Sweden
- MoveAbout Sweden

Netherlands
- GoodMoovs
- University of Twente

Germany
- [ui!] urban institute

Austria
- MoveAbout Austria

Hungary
- [ui!] urban institute Hungary Zrt.
What constitutes eMaaS?

The eMaaS ecosystem – actors & connections

User
Mobile App
eMaas Provider
Transport Operators
Charge Point Operator
Smart City Dashboard

Example
Additional Actors

* icons from flaticon.com
What does the eMaaS project do?

Motivate Users!

We develop and implement **one mobility offer** for

- Private Users throughout cities and regions in Europe
  - e.g. residents of new housing developments
- Companies & (Public) Organizations
  - Employees or the public nearby can use company vehicles also for private trips

We use **gamification** to stimulate eco-friendly behavior and uptake of shared mobility
What does the eMaaS project do?

Standardize! - eMaas Provider(s) & Transport Operators

Design & Implementation of an API for open communication

Ongoing Collaboration with Dutch Ministry of Infrastructure & Water Management

Transport Operator / MaaS Provider

Functional Blocks

- AUTHENTICATION
- PRIVACY & REGISTRATION
- PLANNING
- BOOKING
- TRIP EXECUTION
- PAYMENT
- SUPPORT

ASSET INFORMATION

Transport Operator to/from MaaS Provider API
What does the eMaaS project do?

Integration! – Shared EV Roaming

Enable EVs sharing between transport operators!
- A key accelerator for the shared EV market
- eMaaS aims to deliver an API implementation and business model development

Operator App also offers cars of other transport operators
What does the eMaaS project do?

Visualize! – eMaaS in Smart City Dashboards

Visualize key eMaaS data from providers and operators

• Usage of road, parking & charging infrastructure
• Trip frequency, durations and routes taken
• Etc. etc.

Example: routes driven by a shared electric vehicle based in Utrecht, NL
In Summary

The eMaaS project …

• … provides standardization, integration and visualization of smart data!
• … aims to motivate users through an integrated offer and gamification
• … is finalizing the designs that enable this
• … will implement these designs in various planned pilots

Interested in our activities? Want to collaborate with us? More info?

• Project Website: [www.emaas.eu](http://www.emaas.eu)
• Presentation of J. Roberto Reyes García - Wed 22-5 9:00 - Session G2