A short, personal summary of the MaaS conference
J. Roberto Reyes G., Univeristy of Twente

The one-day conference attracted about 500 participants mostly from Belgian and Dutch municipalities, transport/maas operators, and smart city and mobility) consultancies.

The main topics that were presented and discussed:

- **In ARVAL’s vision, MaaS is not a threat for car ownership (or leasing). MaaS would be sometimes the second choice for those who own a car**: In this presentation they referred to the three future mobility models proposed by Mckinsey (2016):  
  - 1. Clean and Shared;  
  - 2. Private Autonomy;  
  - 3. Seamless Mobility
  - Model 1 + Model 3 = eMaaS!

- **GVB in Amsterdam is facing difficulties with the integration of QR for opening the metro gates**:  
  - This is one of the challenges/difficulties for Whim to start operations in Amsterdam < Whim is exploring to offer a limited solution for tourists but it is not the main goal of the company.
  - For tram and buses the users could show the ticket to the driver (like with the Tranzer app) but for the metro this is not feasible
    - GoodMoovs is exploring the idea of implementing QR readers in buses in Utrecht, NL, in order to integrate PT offer in its app (in collaboration with WeDriveSolar)

- **Contrary to what currently happening in NL, the position of Whim and Antwerp’s municipality regarding MaaS is against tenders and pilots: "Let the market take care of business!"

- **There was an interesting presentation about EU-H2020 funded research project on MaaS: “MyCorridor”**:  
  - Strong focus on interoperability and regulations
    - Example: New data policies for transport providers are being implemented.
    - In Finland already happened with the new act for transportation
    - In the UK is taking place too -> "No (PT) data sharing, no service allowed!"

About the eMaaS participation:
- **Special interest shown to the levels of MaaS and the business models’ examples.**
- **Some useful input from the audience:**  
  - Users of NS Business Card can now use GreenWheels cars and the bill will be invoiced together with the rest of the other services charges.

---

1 One of th eMaaS consortium partners
- Whim app also offers planning. In some cases not possible to buy all means of transport but part(s) it.
- Hely also integrates PT in their MaaS solution (they expect it to come into the Dutch market this year)
- eMaaS was invited to combine the work with the MaaS providers overview shown in MaaSKaart.nl
  - According to their website it seems that they have already included all the providers that can be found in the eMaaS data base.


3 http://www.mycorridor.eu/