A short, personal summary of the MaaS conference
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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)[1-2]:
        - 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[1] 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"**[3]
    - 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.

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[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.

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[1] https://www.mckinsey.com/business-functions/sustainability/our-insights/an-integrated-perspective-on-the-future-of-mobility

2 Last update by McKinsey -> Three scenarios: 1. Business-as-usual urbanization; 2. Unconstrained autonomy; 3. Seamless mobility.

Source: Hannon, E., Knupfer, S., Stern, S., Sumers, B., & Nijssen, J. T. (2019). AN INTEGRATED PERSPECTIVE ON THE FUTURE OF MOBILITY, PART 3: SETTING THE DIRECTION TOWARD SEAMLESS MOBILITY

3 http://www.mycorridor.eu/