



MaaS meets co-mobility – a Swedish perspective

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4th World Collaborative Mobility Congress

Warsaw 8th September

Can anyone see the car?

5th AVE NYC
1900

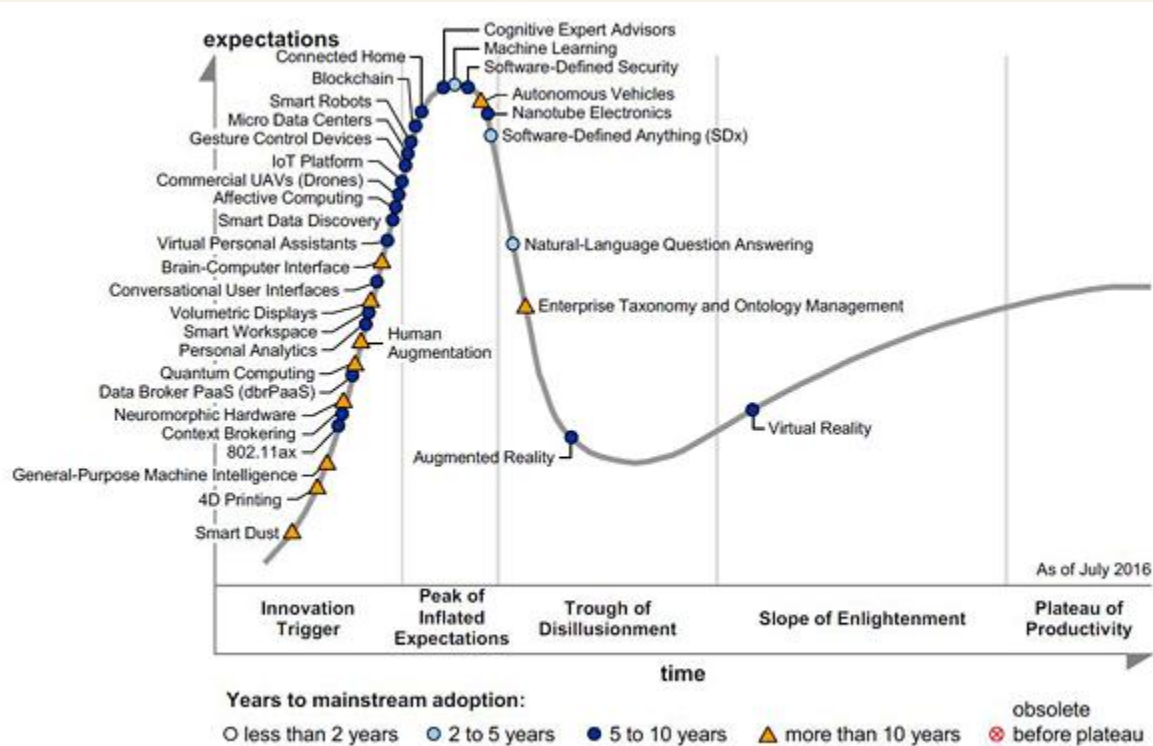


Can anyone see the horse?

5th AVE NYC
1913



The Hype...



Source: Gartner (July 2016)

Source: Gartner, July 2016

Three key trends...

Transparently immersive experiences: Technology will continue to become more human-centric to the point where it will introduce transparency between people, businesses and things.

The perceptual smart machine age: Smart machine technologies will be the most disruptive class of technologies over the next 10 years due to radical computational power, near-endless amounts of data, and unprecedented advances in deep neural networks that will allow organizations with smart machine technologies to harness data in order to adapt to new situations and solve problems that no one has encountered previously.

The platform revolution: Emerging technologies are revolutionizing the concepts of how platforms are defined and used. The shift from technical infrastructure to ecosystem-enabling platforms is laying the foundations for entirely new business models that are forming the bridge between humans and technology.

Source: <http://www.gartner.com/newsroom/id/3412017>

The Paradigm Shifts...

The Electrified Transport system

The Connected Transport System

The Automated Transport System

The Sharing Transport System

The Service-based Transport System

→ Sustainability & \$\$\$€€€'s

The same thing happens in many areas



+ DIGITALIZATION + NEW BUSINESS MODELS =



+ DIGITALIZATION + NEW BUSINESS MODELS =



+ DIGITALIZATION + NEW BUSINESS MODELS =

THE SERVICE OF
LESS FRICTION



+ DIGITALIZATION + NEW BUSINESS MODELS =



Drivers for Sweden

Automotive industry – self driving vehicles



Telecom industry – IoT/Digitalization

Cyber Security industry – Robust solutions

Servitization “industry”



Knowledge from pilots in Sweden

- UbiGo pilot in Gothenburg between 2013-2014 with real families, real money and all transport modes in the city combined with one app.
 - Everybody loved it...first out of curiosity, but after the test period it was economy/practicality instead.
- Since this pilot, we've tried to get a pre-commercial procurement going regarding MaaS....but failed...
 - Lessons learned from this period is that public transport authorities (PTAs) are not matured enough to fully utilize the power in combined mobility services
 - The “state/government” need to construct new legislation that steers the PTAs in a more innovative way to avoid them hindering/controlling the transformation



Shared mobility in a mobility ecosystem

- In many parts in Sweden shared mobility is driven from a necessity/”sence of urgency” perspective. E.g. rural areas where public transport already “carries” packages to individuals, etc.
 - In urban areas the driving force is different...practicality/economical/status instead. E.g. city developers, youngster...
- ➔ But it all converges to the “natural law” that sharing unused resources are always good for the society

What do “we”/”the government” do?(The Swedish Way)

- Eliminate potential institutional barriers, policy/legislation
 - The subsidizing of public transport
 - Brand, Image and self-image of public transport
 - Tax-legislation for subsidizing commuter-transport
 - Actual open real time data
 - Sharing economy issues – peer-2-peer issues...
 - Create long term regulatory framework in order to get actors to invest
- More pilots as a means to get more empirical data of MaaS
- Boundary conditions as to make the service evolution “sustainable”???

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