



AVIMO
CONSULTING

AVIMO - ALL VEHICLES IN MOTION



VISION FOR SHARED MOBILITY IN NON-URBAN AREAS

Dr. Volker Amann, CEO AVIMO Consulting (Austria)

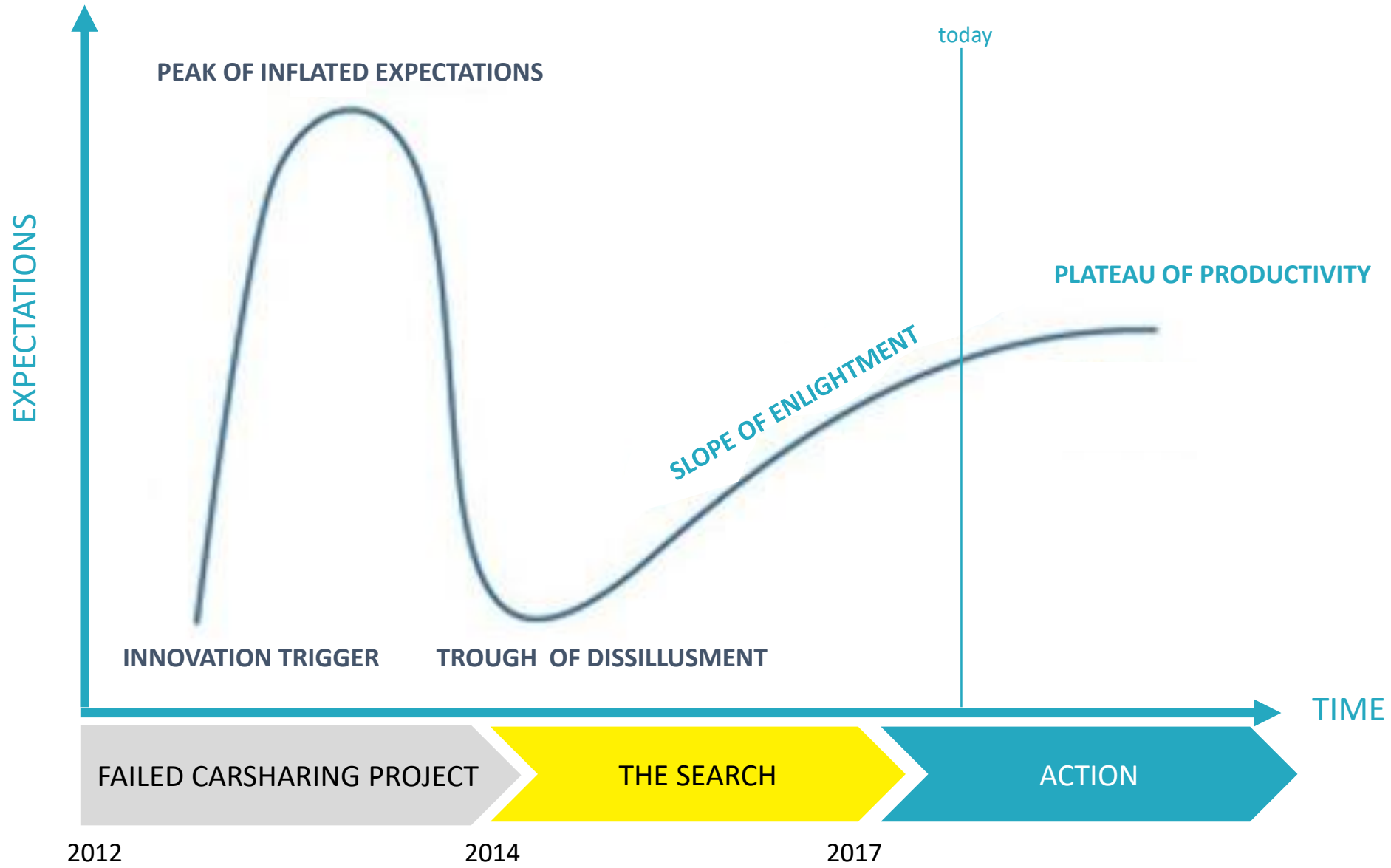
1 BILLION CARS RIGHT NOW...



Meyer et al., 2012

2,8 BILLION IN 2050?

PERSONAL MISSION: PUSH THE END OF CAR OWNERSHIP



Hype-Zyklus nach [Gartner Inc.](https://www.gartner.com/en/hype-cycle)

LET'S *celebrate* OUR FUCK UPS

1

Innovation in corporations is a hard job

2

Challenging Business Case in Shared Mobility

3

Support of public authorities mandatory

LESSONS LEARNED

THE SEARCH

Dissertation: Customer Acceptance, barriers and success factors of Peer-to-Peer Carsharing in terms of connected car services and autonomous vehicles

Customer Acceptance

13,6% of Austrians are willing to share their car

It is possible to overcome the barriers with adequate service design

“Carsharing - sexy not sorry”

Viable Business Case

Peer-to-Peer Carsharing has enormous market potential

Lots of investment money

Even more relevant with autonomous driving

Carsharing Projects with car dealerships



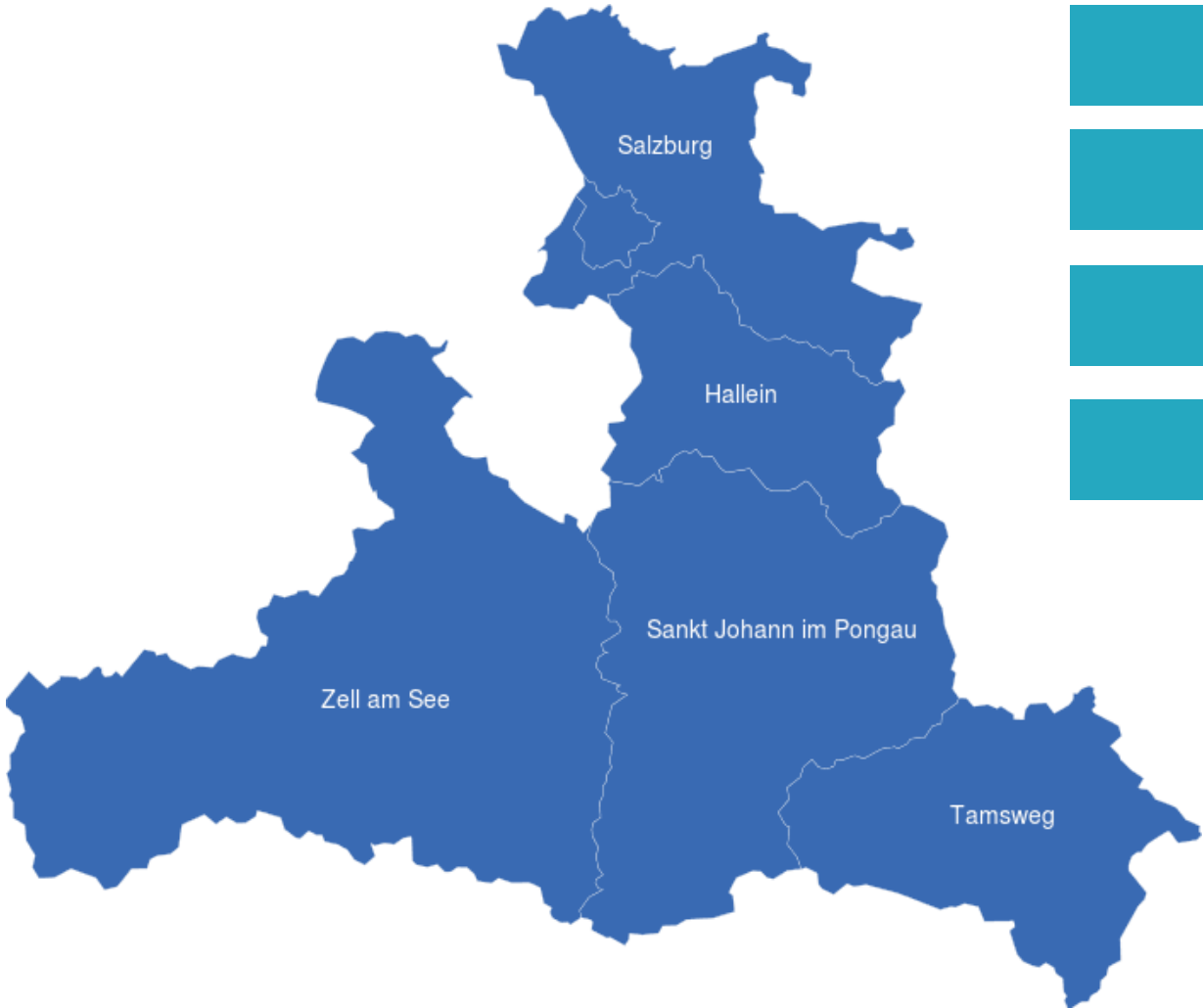
Research project MaaS



Startup Project



THE CHALLENGE – EXAMPLE SALZBURG



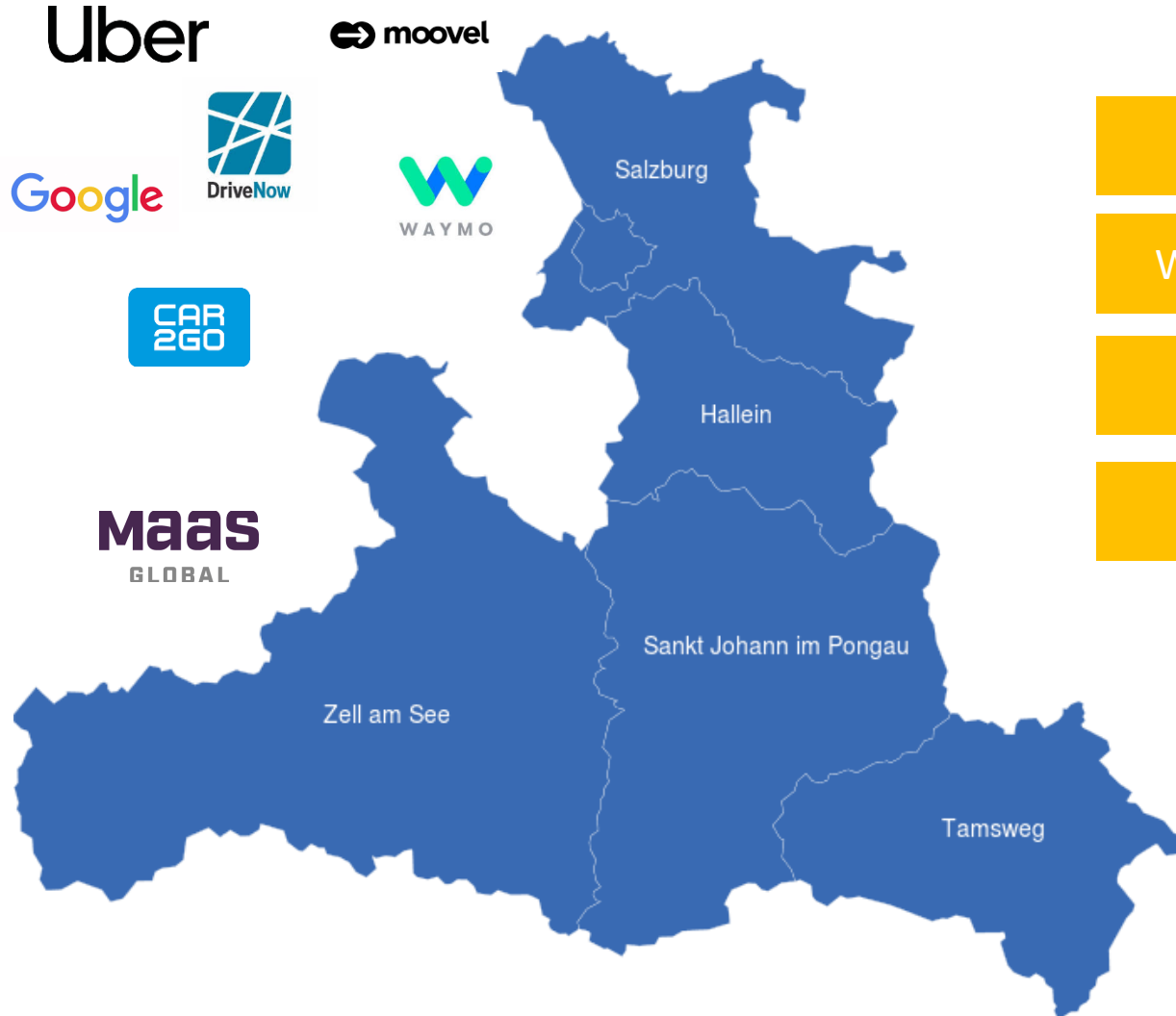
550.000 inhabitants

Rural areas

Massive traffic problem

Challenge to save CO₂

WHY NOT JUST WAIT FOR THE INTERNATIONAL PLAYERS?



Is the market interesting at all?

What are the effects on public goals?

How can they keep the control?

What are the needs of the people?

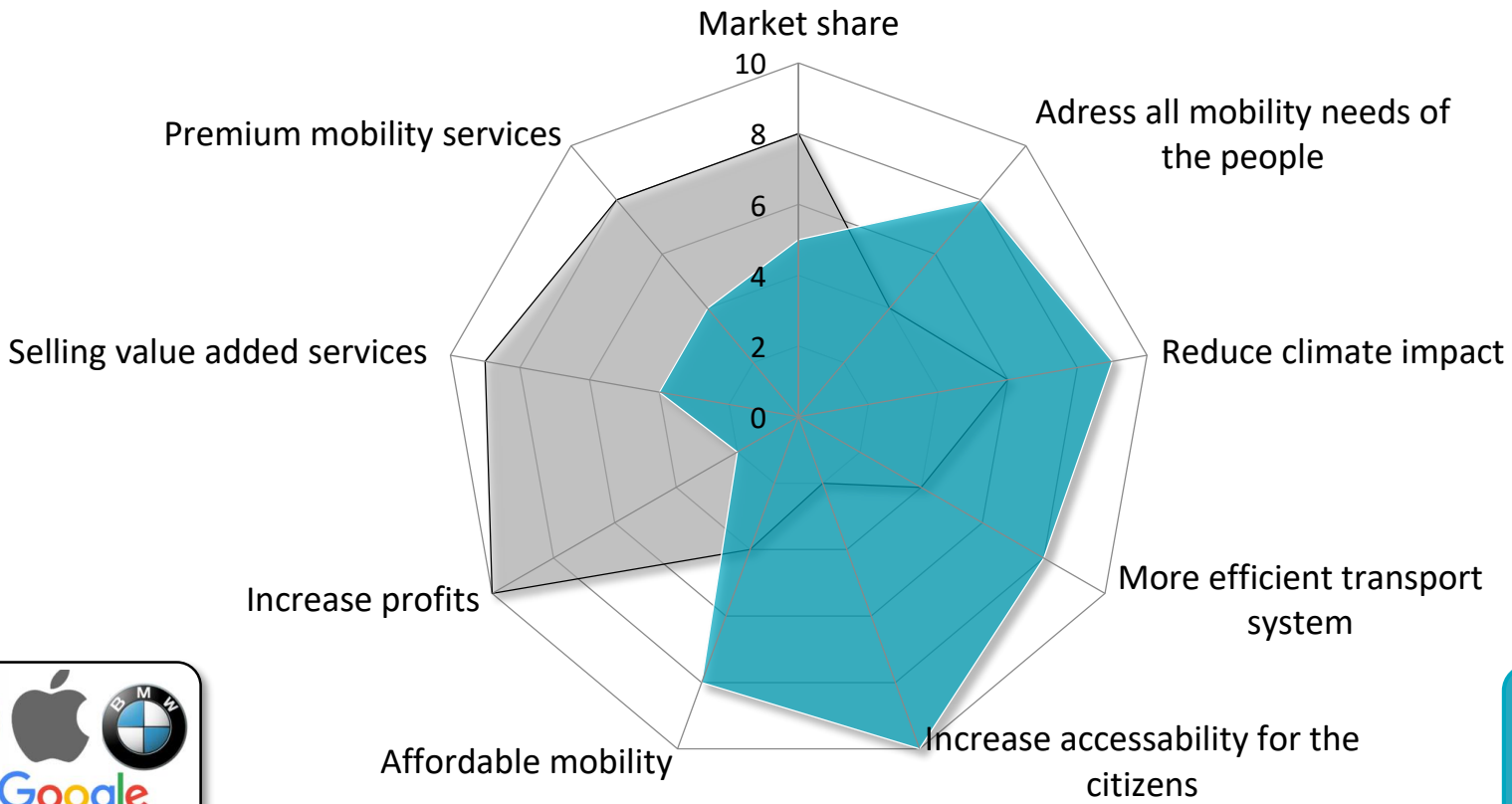
STUDY ON MAAS

Together with



POTENTIAL GOAL CONFLICTS

■ Commercial mobility services
 ■ Publicly financed mobility services



Quelle: Oliver Danninger (2018): MaaS – Mobility as a Service

“The big vision for the local mobility system should come from the public sector. The market should stay open.”

MaaS operator - Finland

“We are late, but happy that we did not take a decision so far on MaaS. Now we need to take a decision relating to our role.”

Public transport provider representative - Norway

“The topic of MaaS is just at the beginning, it is only big in our world as experts.”

Researcher - Sweden

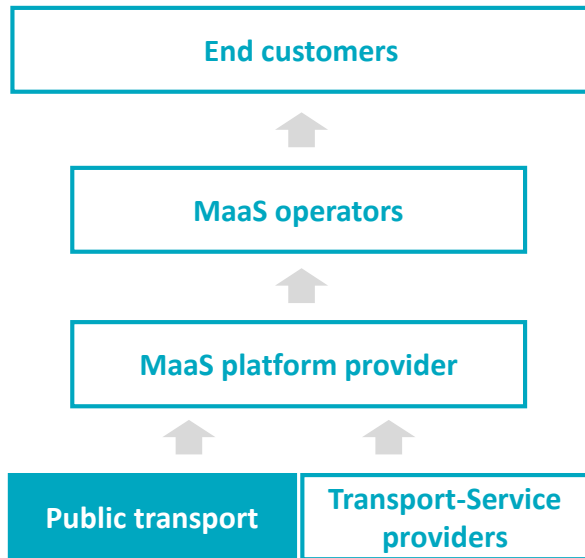
“The most important challenge for the next time is, to define the boarder between public activities and the market.”

Maas platform provider - Austria

MAAS - POSSIBLE ROLES OF THE PUBLIC SECTOR

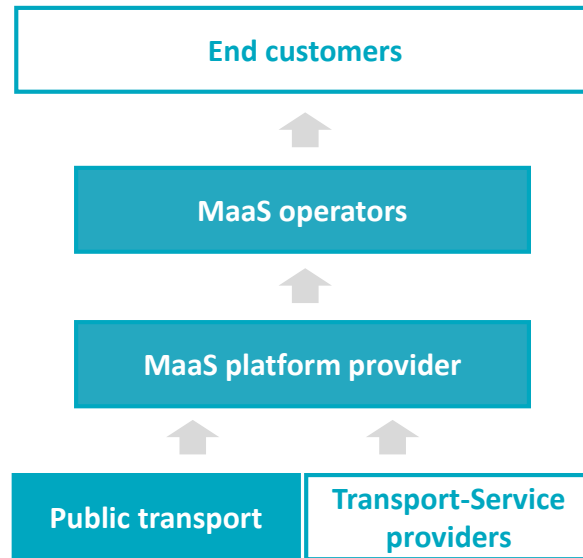
■ Role of the public sector

MARKET DOMINATED MAAS PLATFORM



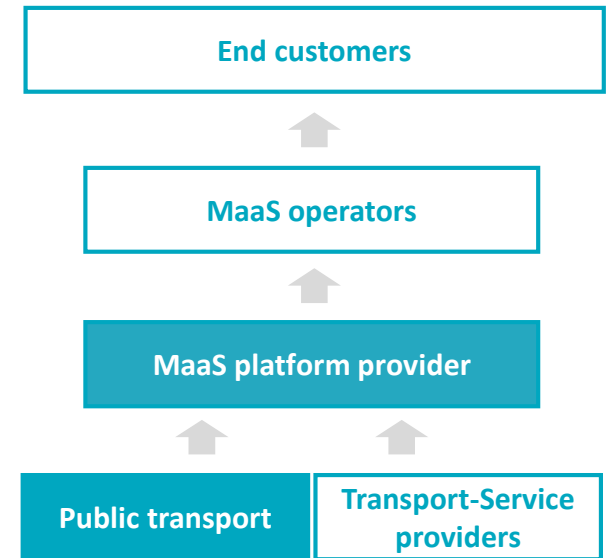
- + Coordination over the market
- + More innovation
- Pushing individual transport
- Strategic goals of the public sector

PUBLICLY CONTROLLED MAAS PLATFORM



- + Reduction of individual mobility
- + Affordable mobility
- + Environmental goals
- Less innovation
- Building knowhow and infrastructure

PUBLIC / PRIVATE MAAS PLATFORM



- + Less investments for operators
- + Public sector as intermediate
- + Reduction of the dominance of PT
- Coordination of a Public-Private Partnership Structure

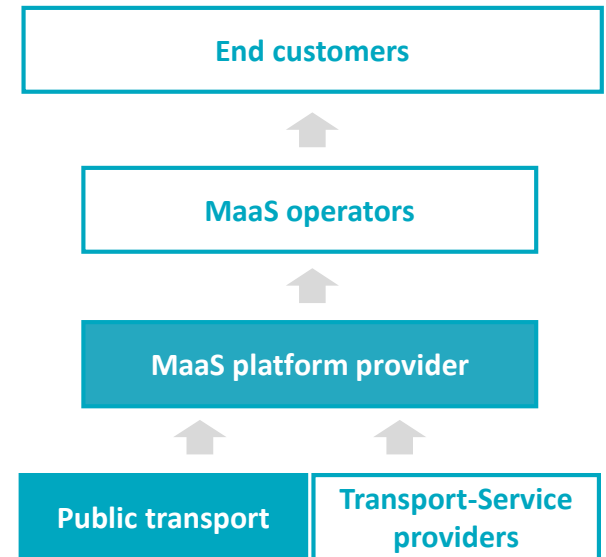
THE BEST OF ALL WORLDS - P2P MAAS SOLUTION

Including Peer-to-Peer Sharing Services
(Pushed by the public sector)

Not yet implemented so far

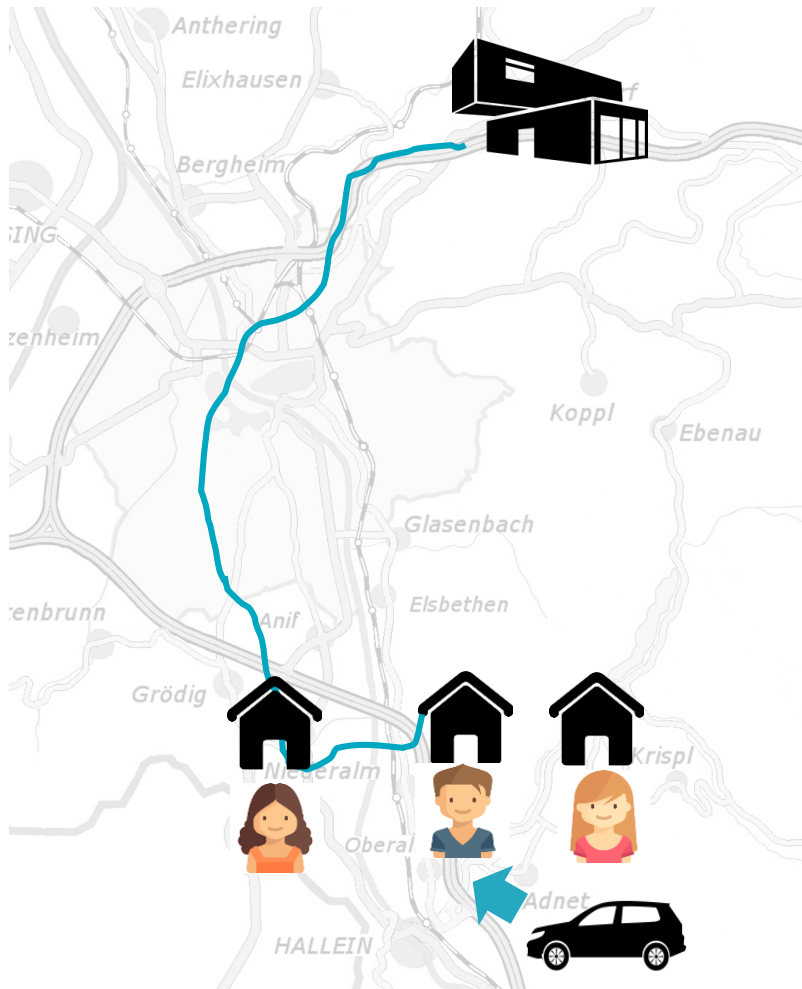


PUBLIC / PRIVATE
MAAS PLATFORM



- + Less investments for operators
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EXAMPLE – FIRST AND LAST MILE



Carsharing

+



Ridesharing

How to change behavior?

- Integration in MaaS solution (convenience)
- Mobility packages
- Incentivized desired behavior
- Marketing campaigns

EXAMPLE - TOURISM



MaaS Tourism package

- Integrated offer for tourists
- Train ride, hotel, local mobility and other benefits
- Pushed and supported by the public sector (high economic value can be expected)

"MaaS has a big potential to create values outside of mobility"

P2P MAAS SOLUTION – POTENTIAL ADVANTAGES

Customer Acceptance

Higher satisfaction than the own car (e.g. UBIGO Göteborg)

Relevant cost savings and increased flexibility

Incentivized by the public sectors

Viable Business Case

Usage of existing resources

Most efficient way to reach public goals

P2P MAAS SOLUTION – HOW TO IMPLEMENT

VISION PUBLIC SECTOR

e.g. MaaS as a vehicle to create value (also outside of mobility)

Pilot projects

Experimentation,
innovative
procurement

Governance structure

Monitoring,
Incentives and
Regulation

Know How Exchange

Structured search
for best practices

New culture of collaboration

COURAGE & NEW WAY OF THINKING

“What we need now is courage to be active in the topic of MaaS. If we do nothing, things will develop for sure in a way we did not expect.”

Representative from a public transport provider - Austria

“We can't solve problems by using the same kind of thinking we used when we created them.”

Albert Einstein



NATURE DOESN'T NEED PEOPLE.

[Watch More Films & Take Action](#)



PEOPLE NEED NATURE.



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