

Building Trust and Collaboration in a Mobility as a Service ecosystem

Motivation

- Commercially viable and scalable MaaS schemes require collaboration amongst key stakeholders, including Transport service providers, ICT providers, regulatory authorities, MaaS integrator, App developers and Research institutions.

Objectives

- Conceptualise the formation of Trust and Collaboration in MaaS ecosystems
- Identifying the factors that lead to Trust and Collaboration in MaaS ecosystem

Data

- Study was conducted under the Constructivist Grounded Theory Approach.
- Two case studies were selected based on access to information and the presence of a suitable case.
 - Sydney MaaS trial - Australia**
 - Whim - Helsinki, Finland**
- 20 semi-structured indepth interviews were conducted with the stakeholders in both ecosystems.

Results

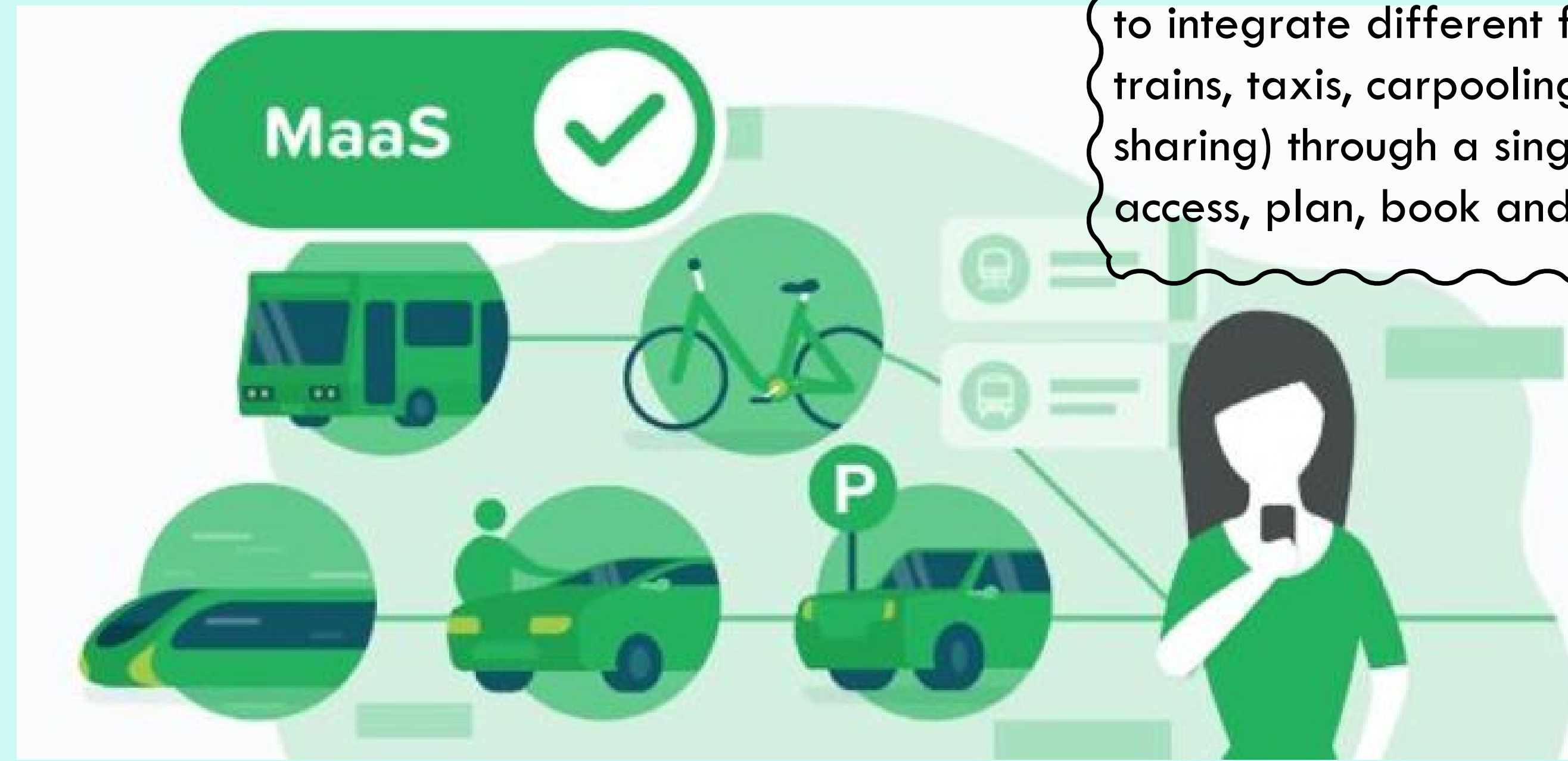
- Two conceptual maps were developed for both cases by analysing the interview transcripts using qualitative coding techniques.

Implications

- » All stakeholders should have a common understanding of MaaS and its broader objectives.
 - **leads to a common goal.**
- » Regulatory authorities should play an active role in creating an enabling environment via:
 - **creating a vision**
 - **developing data standards**
 - **co-creating with the private sector.**
- » Trust in a MaaS ecosystem is based on:
 - **prior relationship**
 - **capability**
 - **flexible contracts.**
- » Collaboration in a MaaS ecosystem needs an acknowledgment of:
 - **motives for joining**
 - **benefits received (commercial/non-commercial).**

What is MaaS?

MaaS could be defined as a transport solution which aims to integrate different forms of mobility services (buses, trains, taxis, carpooling, car sharing, ride sourcing, bike sharing) through a single platform that allows the users to access, plan, book and pay for the transport services.



Source : Australia's iMOVE consortium launching MaaS trial in Sydney, 2019

Stakeholder Category	Number of interviewees	
	Tripi	Whim
MaaS operator	4	2
Regulatory Authorities	1	4
Research Coordinator	2	
App Developer	1	
Transport Service Provider	2	2
Research Institution		1
Sponsor	1	

