

POLIS

CITIES AND REGIONS FOR TRANSPORT INNOVATION

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**SOFT LAW REGULATORY FRAMEWORK
&
A BROAD ANALYSIS OF MaaS BENEFITS
*for a MaaS COMMUNITY IN TURIN AND PIEDMONT***

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Memorandum of Understanding

Signed in 2021 to **define a common vision** towards the development of a **MaaS ecosystem** in Turin and Piedmont

by



CITTA' DI TORINO



TECNOLOGIE
TELEMATICHE
TRASPORTI
TRAFFICO
TORINO





GUIDELINES
for a MaaS Community



Strategic document outlining the principles and operational conditions for a MaaS Community in Piedmont.



Sharing a **single strategy** to innovate and improve the regional transportation system.

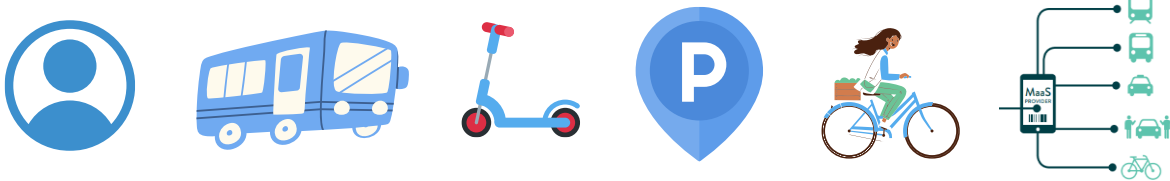
WHY CREATING A MAAS COMMUNITY?

To empower a MaaS paradigm it's necessary to build a **Community** around it, who cooperate and work together towards shared goals, through an **“Open Enabling Platform”**.

P.A., define a set of rules for each member with a **cooperative approach**, and thanks to the platform **facilitates relations** among mobility actors, MSP and other MaaS platforms .

WHO IS PART OF THE COMMUNITY?

Users | Mobility Service Providers | MaaS Operators | MaaS Enabler/P.A.



WHAT KIND OF RULES?

Flexible rules that guide members' behavior, accompany the Community's growth and are progressively customized.

Adopt the **minimum rules necessary** for the acceleration of the community to reduce entry barriers and overcoming market failures.



PRINCIPLES GUIDING THE COMMUNITY

Towards a MaaS Community

USER CENTRIC

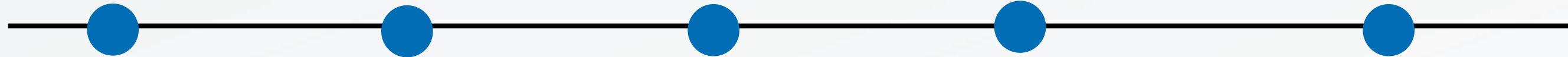
Free to choose
Best fare available
Easy and fast access
Customer support

FAIRNESS

Open access
Transparency
Non-discrimination

SHARING

Data & services
Commercial offers
Standardization
Reciprocity



SOCIAL SCOPE

- + Sustainability and accessibility
- + Social cohesion and inclusivity
 - + Job opportunities

COMPETITIVE

Open market
Discourage monopoly
Obligations to prevent distort competition.



First initiative in Italy for a **constructive dialogue** between Public and Private sector about the **governance of a MaaS ecosystem**

Piedmont authorities opened a **PUBLIC CONSULTATION** for 3 months (July-October 2023)



13 feedback from international stakeholders

See you by the **end of 2023** with **Guidelines 2.0**



5T LEADER IN MAAS FIELD

MaaS expertise

We are the **first in-house company** to have developed two MaaS pilots led by **public governance**

We are the **leaders** of the #TTS4MaaS Working Group, a team commissioned by TTS Italia to explore MaaS services in Italy

Last but not least, we are the **coordinators** of the MaaS Alliance Working Group Users&Rules

Position Paper

MaaS driving sustainability



The position paper realised in collaboration with



A BROAD ANALYSIS

“Mobility Voucher” project – a great success story!

Individual freedom must be compared with collective freedom and sustainability

Several variables intersect when we talk about MaaS

100 users who travel an average of 14km per day in 1 year

260k gasoline cars & 130k diesel cars on the road in Turin

MaaS benefits

230k cars/day
On the road in Turin

18,1 kWh/km* pass
gasoline and diesel car

5,7 kWh/km* pass
electric car

1,8 kWh/km* pass
bus

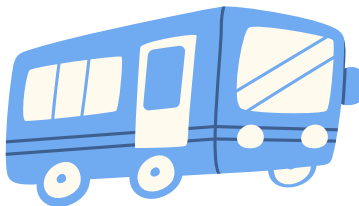
620 bus/day
On the road in Turin

Use of space

v*person



10m²



0,2-02,25 m²



0,2 m²



0,12 m²



in 1 year * 14km/day
65 users
would produce
62ton CO₂ – gasoline car
54ton CO₂ – dieselcar

46% CO₂

saved in 1 year

Thanks to multimodal
journeys through a MaaS app

in 1 year * 14km/day
65 users
produced
33ton CO₂
thanks to multimodal journeys

WILL MAAS SOLVE EVERYTHING?

WILL IT LEAD TO LESS PRIVATE CAR MOBILITY?

We believe it is a valuable aid to broaden
our views and stimulate change toward
new habits



Let's talk!

Gloria Tarantino



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Carlotta Gasparini

