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MaaS or the foundations of city life ?
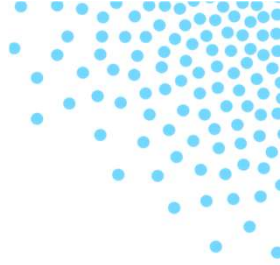
What do we learn from the partnership with Monaco ?

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Flowbird

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Let's lay down the basics of MaaS
What is MaaS ?

It's not only

- A Mobile App

- M-ticketing

- Travel information
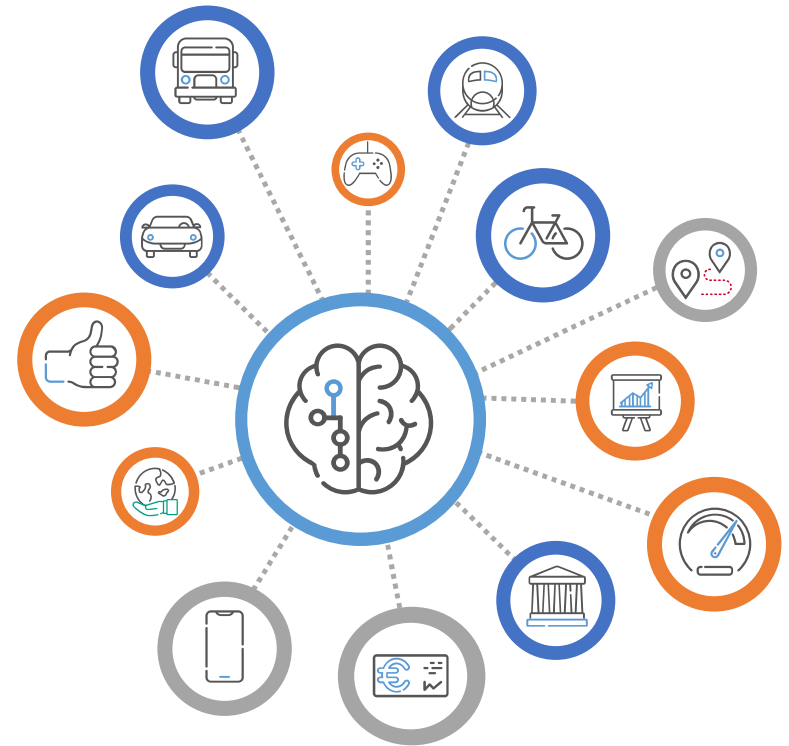
Let's lay down the basics of MaaS
What is MaaS ?

... it is above all a technological platform...

which enriches the digital territory of a city by providing digital services linked to mobility

... at the service of city animation

which puts into action a political will in all its areas: mobility, culture, tourism, economic, environmental, social...

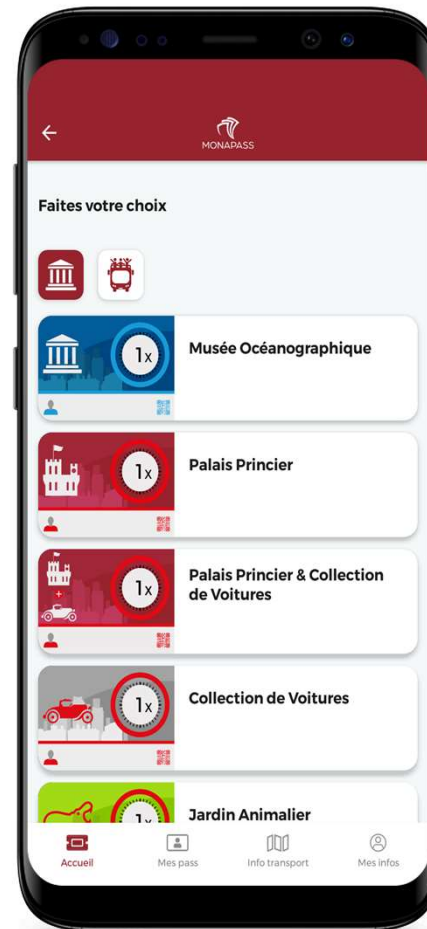# Why is MaaS an animation tool?

Mobility, the common denominator of all local and citizen activities.

On this basis we build a territorial trajectory

- *Support for behavior change* by applying and testing quickly mobility policies

- *Communicate through a sovereign digital channels* to your citizen

- *Promote the cultural and tourist offer* of public and private services

- *Create synergy between services* → *Combined offers (activities + mobility)*

- *Establish a common IT base to meet the needs of today & tomorrow* - citizen account, shared payment platform, data platform, etc.

- *Ease the digitalization of the city* by reducing the cost and delay

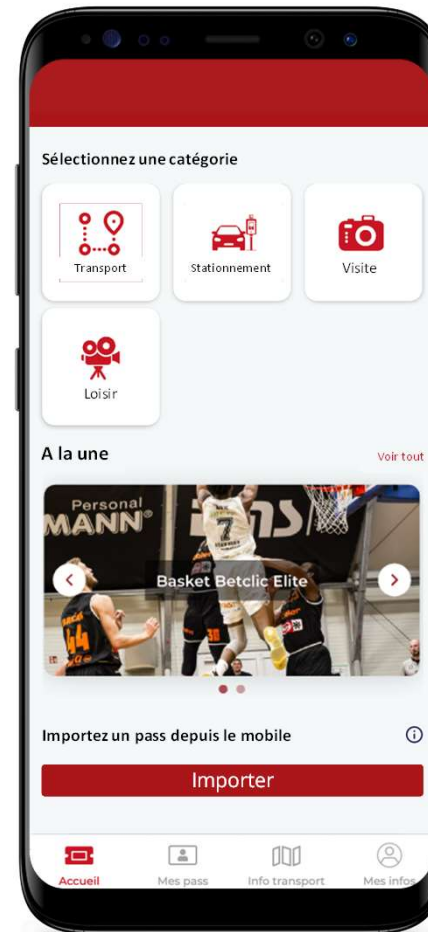# Feedback – Monapass -MaaS in the Principality of Monaco

1. **A single marketplace for all services in the region:** *3 mobility services, 9 cultural and tourist services (12 at the end of 2024)*

2. **Digitalization of services**

3. **Support for the change in mobility policy:** *Deployment of a test of free public transport*

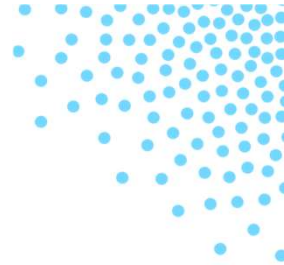# Feedback – Monapass -MaaS in the Principality of Monaco

4. *Local news in citizens' pockets*
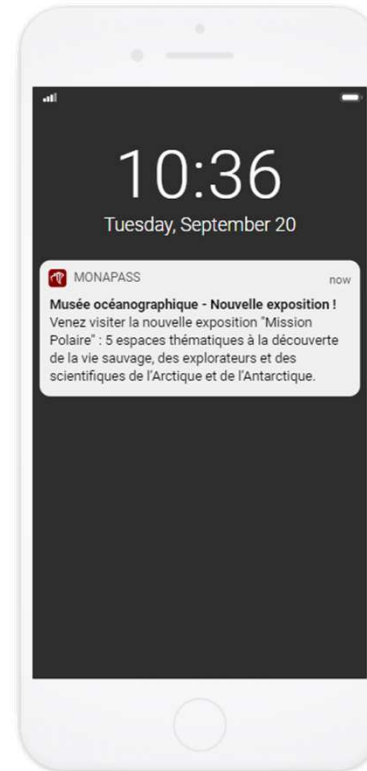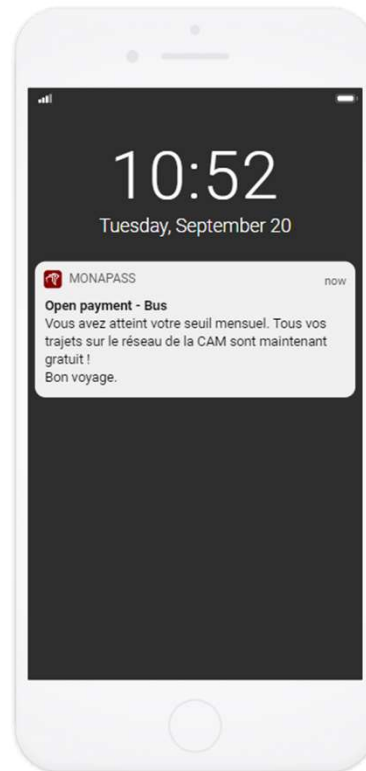
5. *Current/event-related information*

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6. *Marketing segmentation by uses*

7. *Notification campaign*

Key success factors

1

Strong political leadership and support

Federate all stakeholders and services around a common vision: prioritize and arbitrate
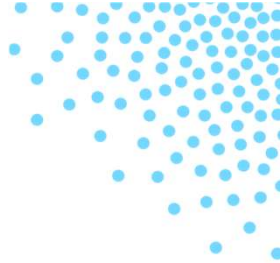
2

A project to encourage the entire ecosystem

More than an IT project, it is a change management project: legal, marketing, communication, IT, organization and processes

3

Push for evolution and not revolution - iterative construction approach

Pilot a continuous improvement process based on an MVP approach Learn – Test - Repeat

Thank you for your attention!

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