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Developing MaaS: eMaaS platform of Central Macedonia

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Webinar: Integrated Mobility and Mobility as a Service (MaaS)

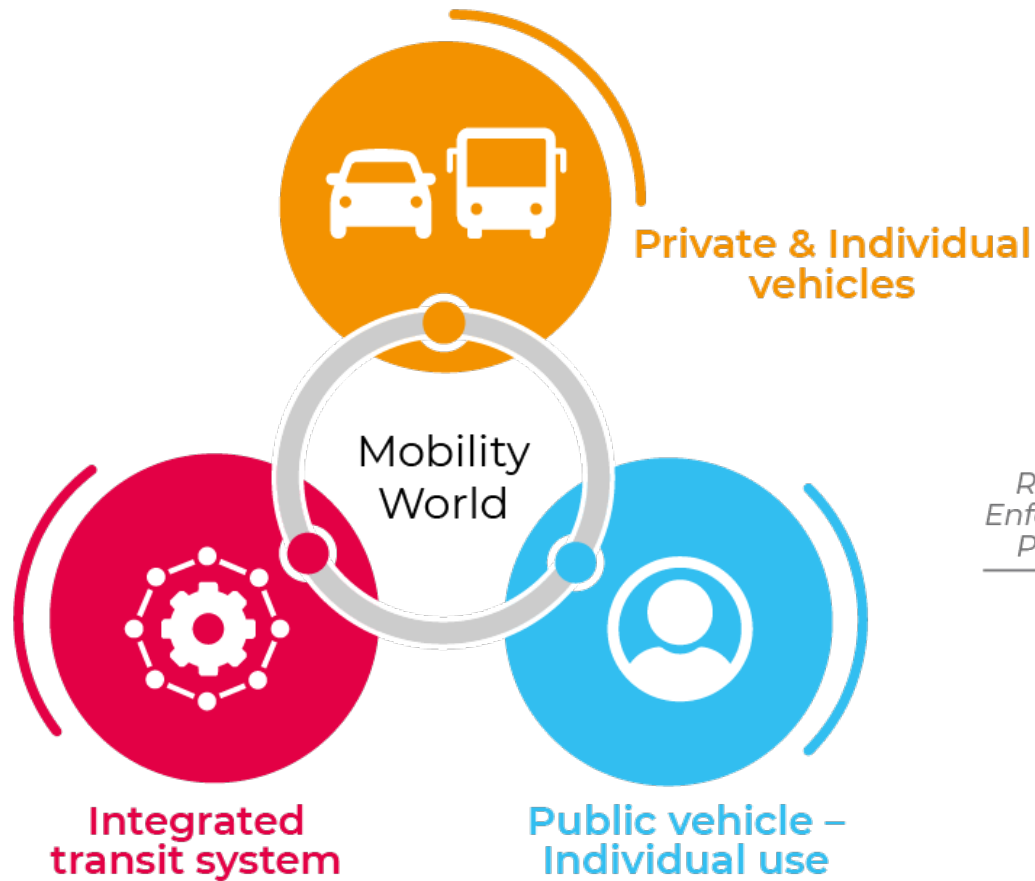
13 December 2022



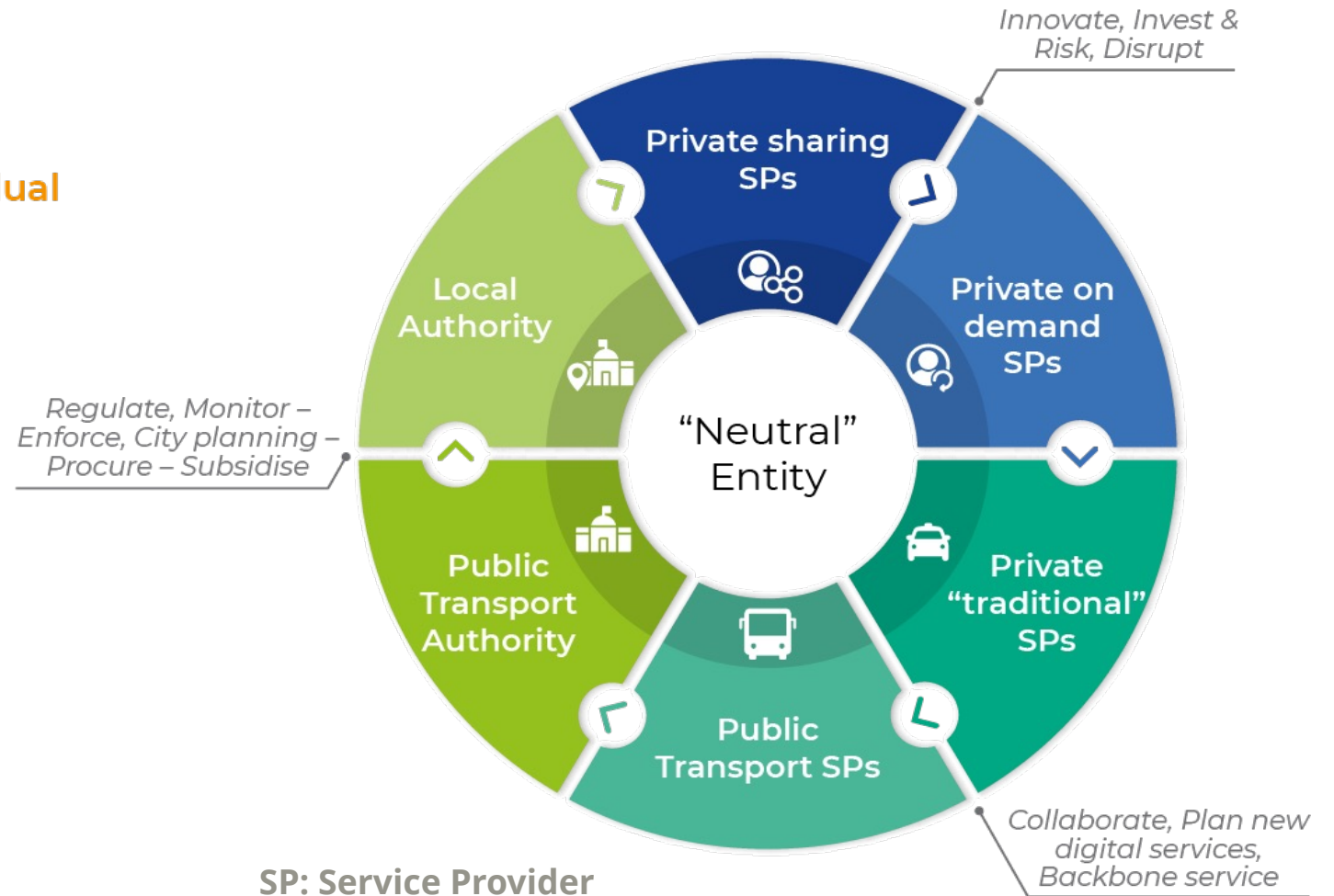
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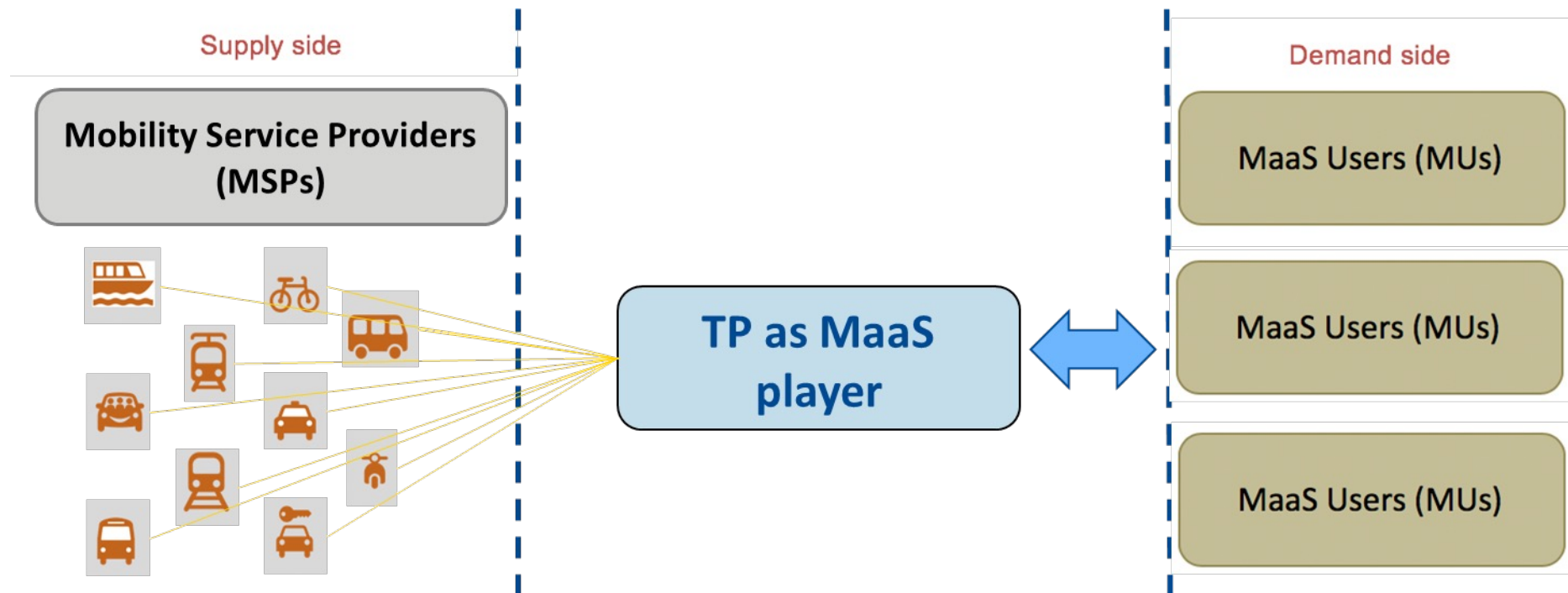
The mobility world as we know it and MaaS



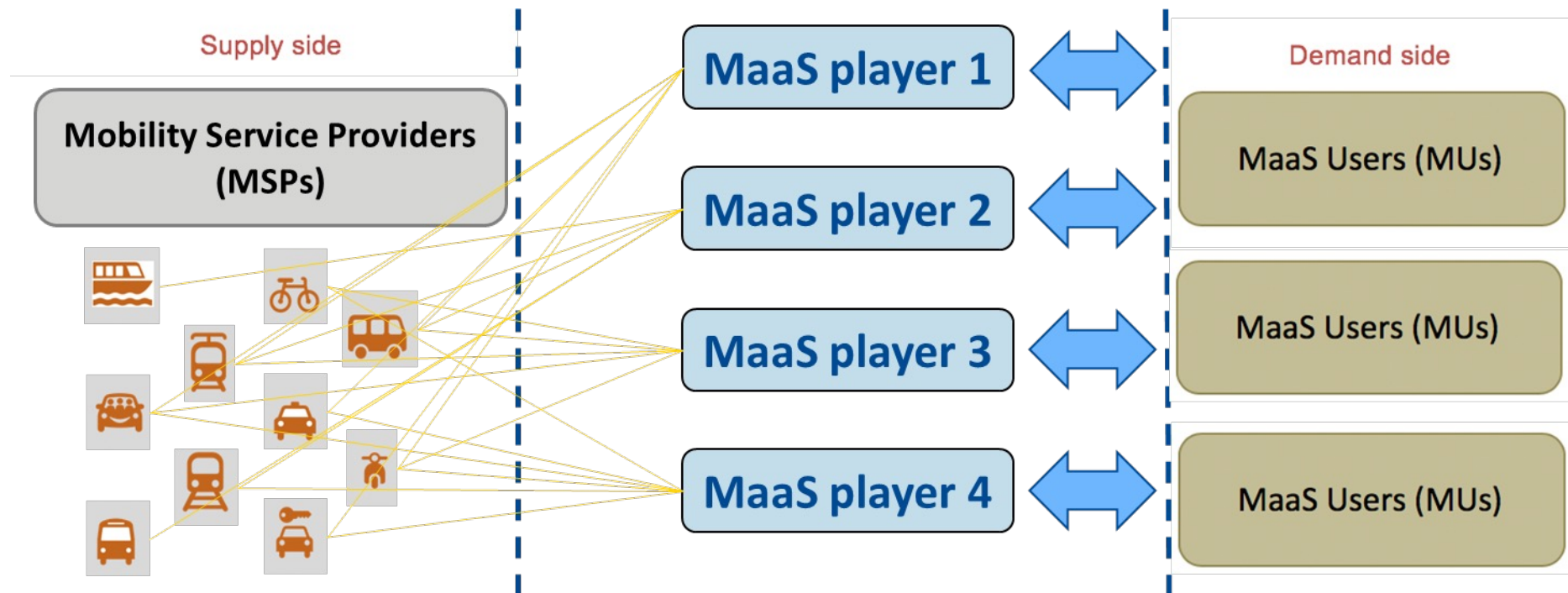
The MaaS Ecosystem



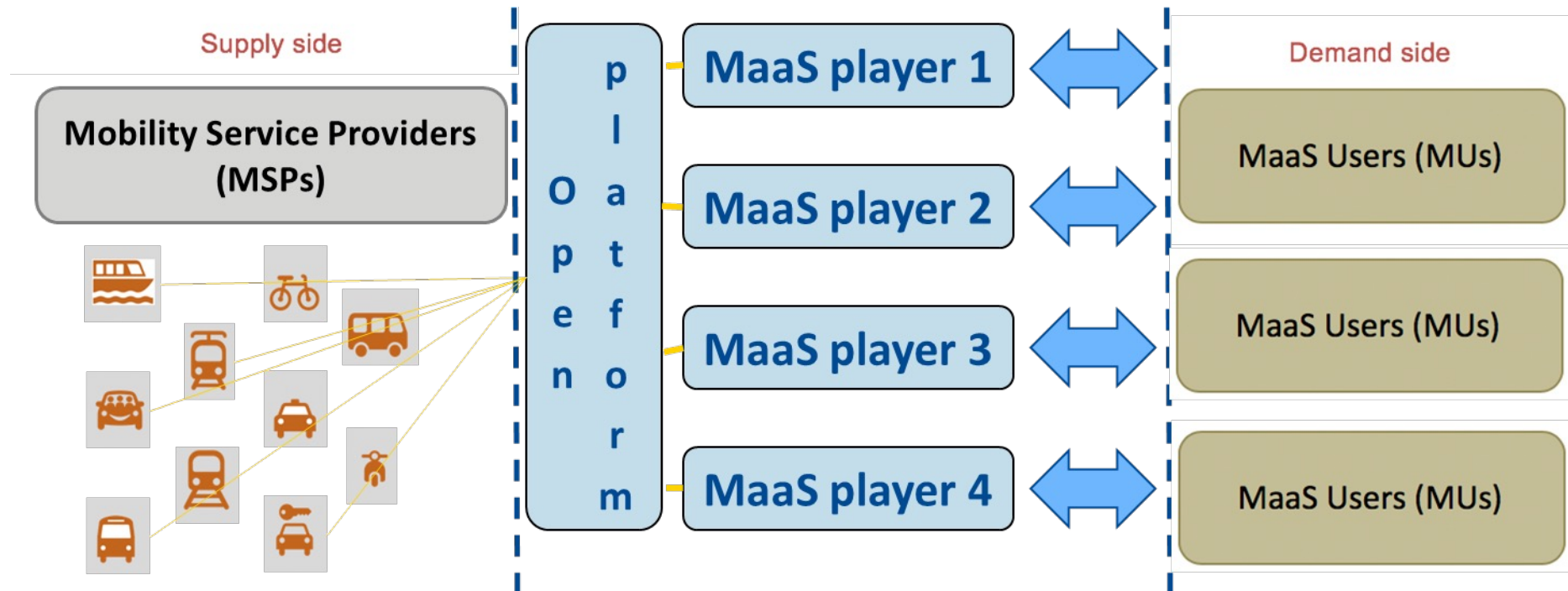
Alternative model 1: Public Transport



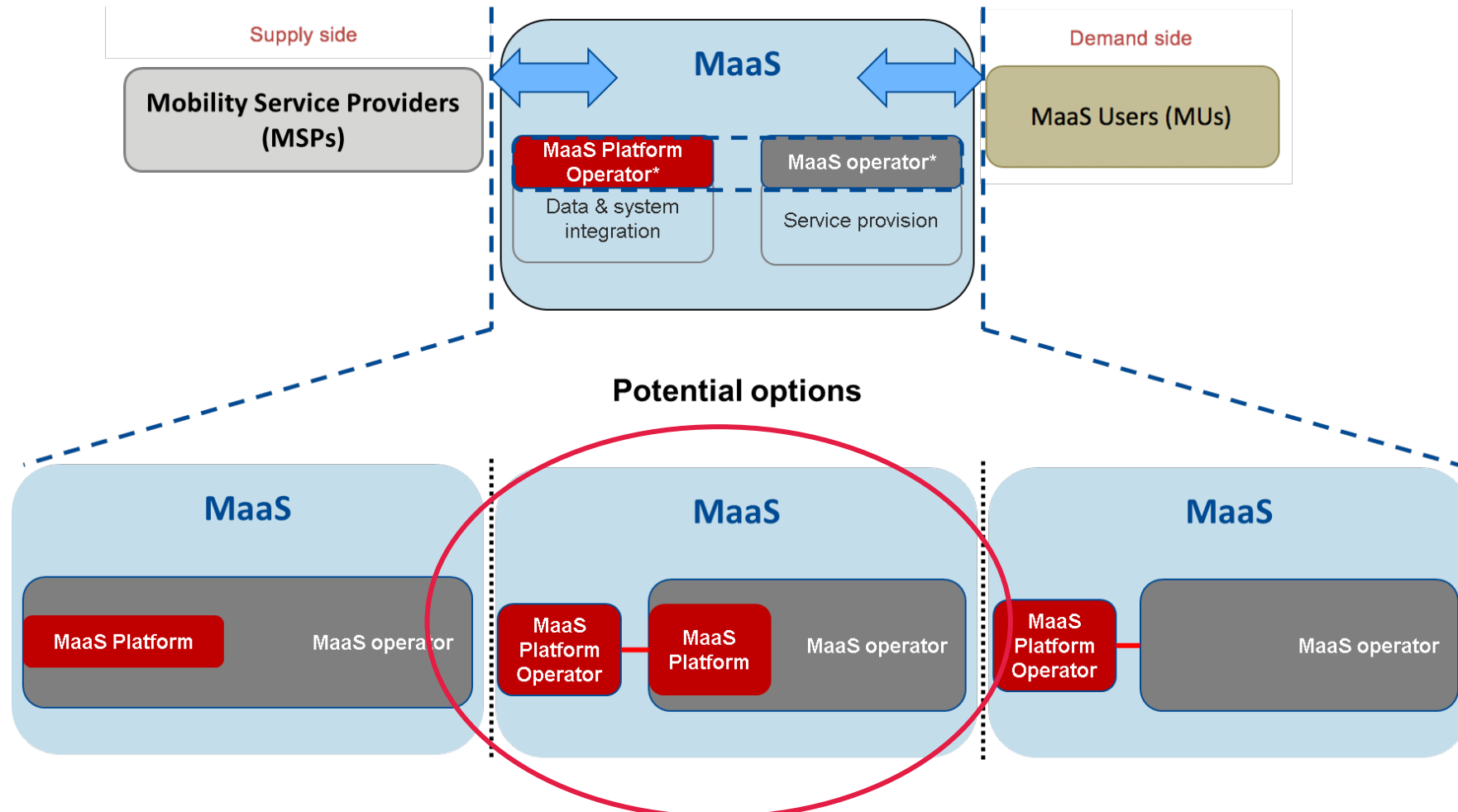
Alternative model 2: Private initiative



Alternative model 3: Open backend platform

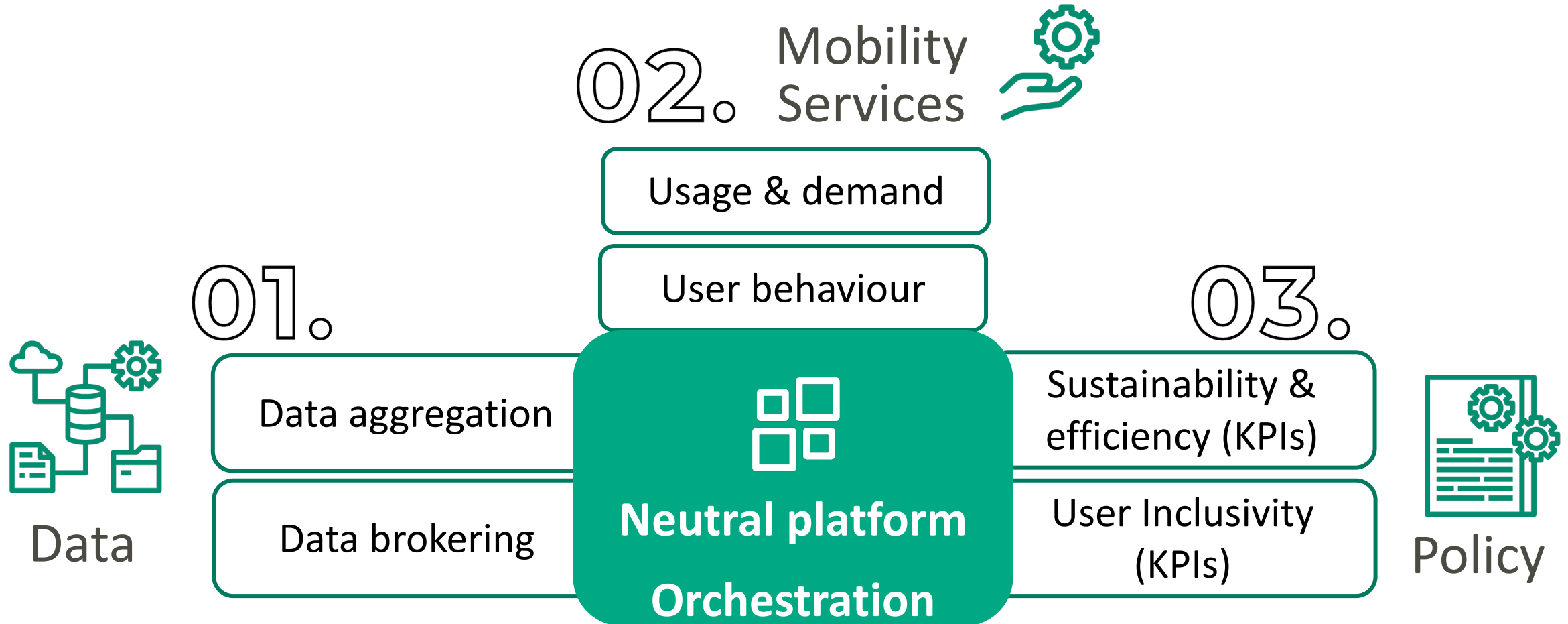


Distinguish between MaaS operations (services to users) and MaaS platform (data management)



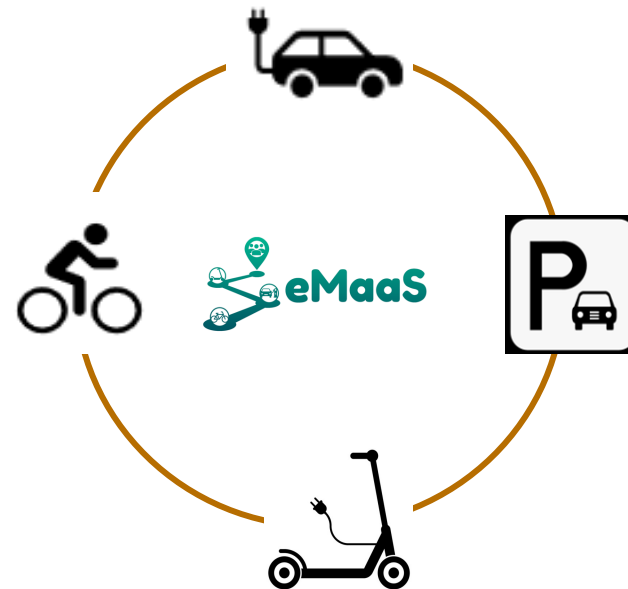
Preferred model:

Multiple Private initiatives - potential collaboration with public sector - Neutral platform



eMaaS: just a few words

- ✓ Deployed in Thessaloniki
- ✓ The first electromobility platform
Mobility as a Service (MaaS), in
Greece
- ✓ **Major breakthrough: added value
to cities through a "neutral" data
collection / analysis platform**



- ✓ Industry led
- ✓ Promotion of mobility services by
shared electric vehicles
- ✓ Includes:
 - electric scooter-sharing
 - electric bike-sharing
 - electric car-sharing
 - parking services
 - charging

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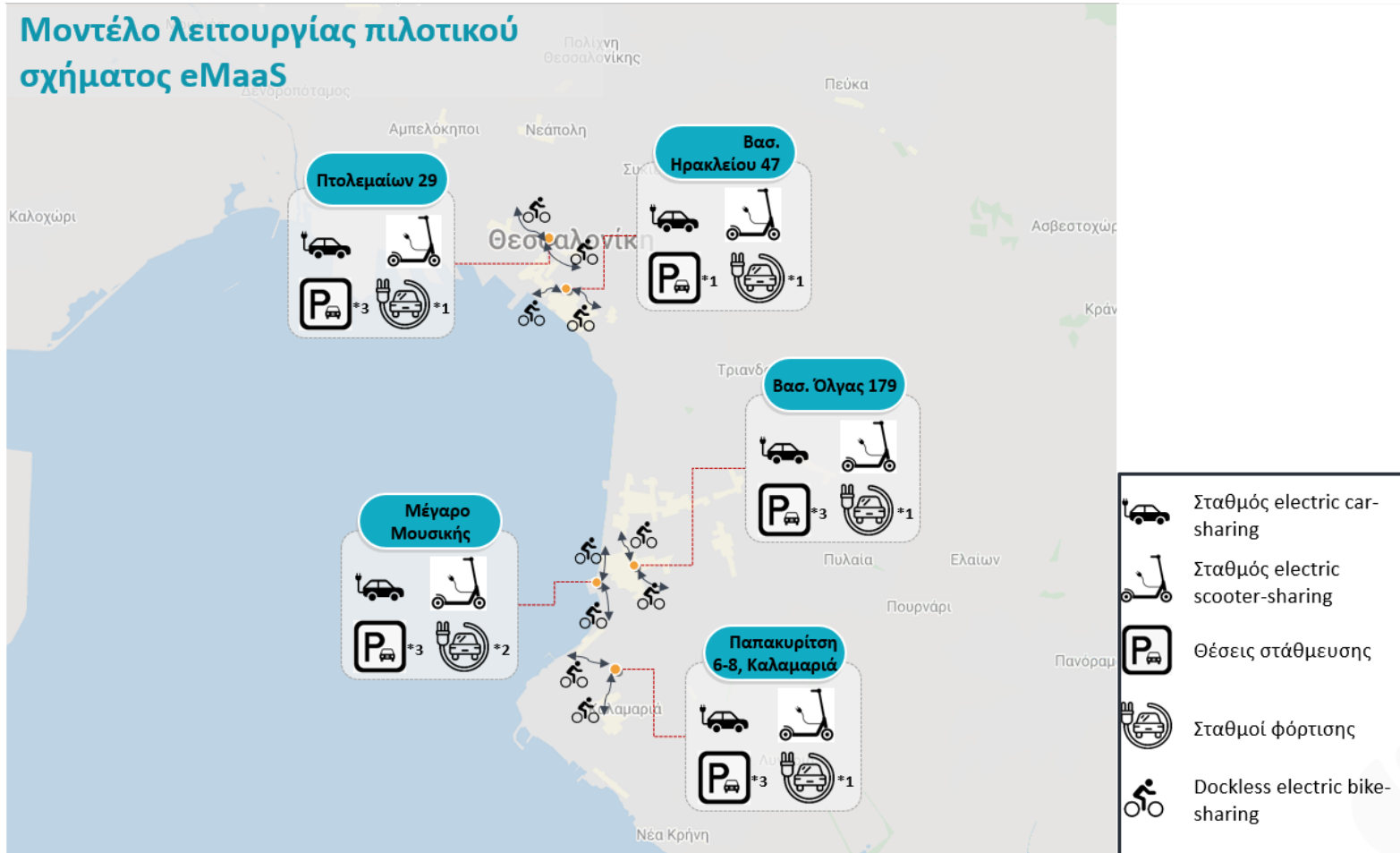


Με τη συγχρηματοδότηση της Ελλάδας και της Ευρωπαϊκής Ένωσης



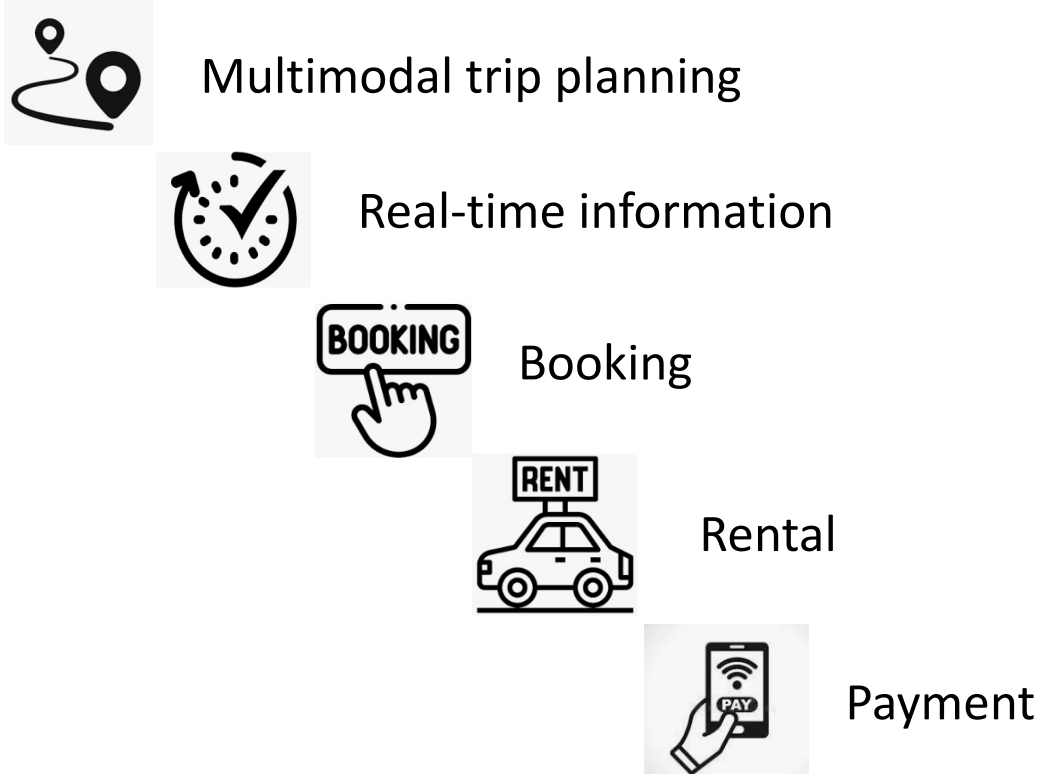
eMaaS: Spatial distribution and operational model

Μοντέλο λειτουργίας πιλοτικού σχήματος eMaaS



- ✓ Station based system with parking areas (5 in total) as multi modal mobility hubs enabling:
 - ✓ Park and ride
 - ✓ Charging of private cars
 - ✓ Parking/Charging of shared vehicles
- ✓ Free floating bike sharing - Virtual bike-stations (first-last mile transportation)

eMaaS application services



All in one app!
A single e-Wallet!

	Pay as you go	Student (12€/30 days)	Subscription (20€/30 days)
e-car sharing	2€ / 15 λεπτά	1,5€ / 15 λεπτά	1,5€ / 15 λεπτά
e-bike sharing	1,2€ / 15 λεπτά	1€ / 15 λεπτά	0,8€ / 15 λεπτά
e-scooter sharing	3€ / 15 λεπτά	1,5€ / 15 λεπτά	2€ / 15 λεπτά
parking	standard pricing	30% έκπτωση	30% έκπτωση
charging	standard pricing	standard pricing	standard pricing

Survey of stakeholders' opinions

Completion of questionnaires by representatives: a) local authorities, b) mobility service providers, c) public transport authority, d) academic/research bodies, e) scientific/professional associations

Most important **blocking issues** and
ambitions

Insufficient cooperation
between stakeholders

Restriction of private car use

Culture of ownership and use of
private car

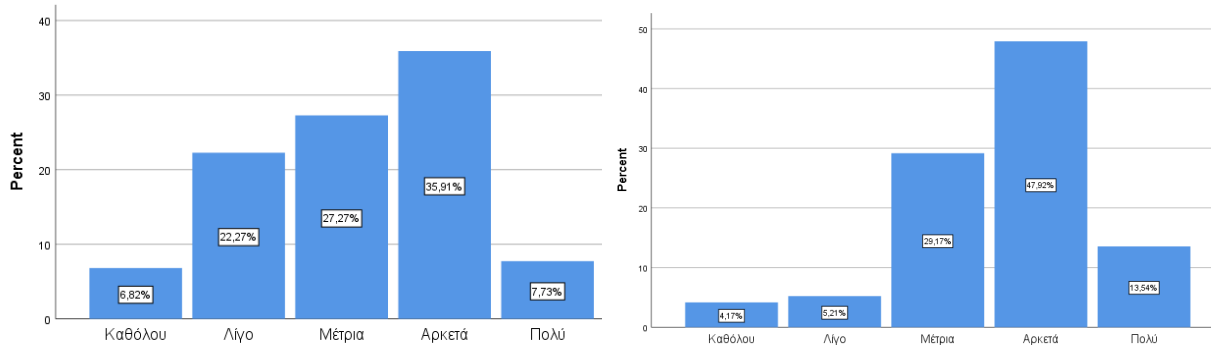
Offers of personalized
transportation solutions

Reluctance of Public
Organisations & companies to
share data

Reduction of social inequalities in
transportation

Survey of users' needs and opinions

Possibility of using MaaS application with shared electric vehicles



44% of total interviewed declared willing of using e-MaaS;
61% of those willing to use it, consider it quite to very likely that they will use this application (almost) **exclusively for their travels**

Importance of integrating additional mobility services in the eMaaS system

	No Importance	Little Importance	Some Importance	Great Importance
City Buses	6.4%	13.2%	39.1%	41.4%
Metro	5.5%	6.4%	33.2%	55.0%
Taxi	7.7%	25.9%	39.1%	27.3%
Maritime urban transport	8.6%	36.4%	34.1%	20.9%
Ride hailing (i.e. Uber)	12.3%	33.2%	35.5%	19.1%
Ride sharing	20.0%	32.3%	31.8%	15.9%

Over 80% of total interviewed consider public transport integration with micro-mobility of some or great importance

Conclusions

1. **Private initiatives in micromobility** are those moving faster and more aggressively the MaaS market. But they may lack the resources needed for scalability
2. The travelers wish there is a **collaboration between public transport and micro-mobility**. Public Transport will provide the backbone to the mobility network and large multimodal mobility hubs (“critical mass”)
3. The Authorities require a **data analytics** tool to regulate and monitor the MaaS environment (Impact based actions)
4. **Multiple MaaS implementations** should co-exist, and compete and/or cooperate
5. The MaaS implementations can constitute a **MaaS Living Lab** (Innovation work in progress)
 - HIT is running the Thessaloniki Mobility Living Lab
6. **A triple helix partnership** covering both public, private and research is needed



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Thank you!

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