

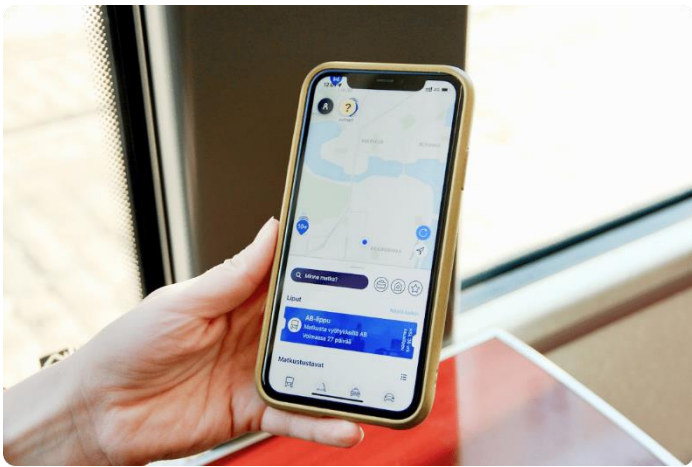


## Good Practice #11 – Whim

Organisation in charge of the good practice	
Is your organisation the main institution in charge of this good practice?	No

Location of the organisation in charge:	Country	Finland
	Region	Uusimaa
	City	Helsinki
Main institution in charge:	MaaS Global	

Good practice general information		
Geographical scope of the practice:	Global	
Location of the practice	Country	UK
	Region	West Midlands
	City	Birmingham

Practice image:	
Title of practice:	[4/100 characters] Whim

Good practice detailed information	
Short summary of the practice:	[126/160 characters] Whim (developed by MaaS Global) offers a single access point via a smartphone app to multiple transport options in Birmingham.

<b>Detailed information on the practice:</b>	<p><i>[1044/1000-1500 characters]</i></p> <p>In Europe alone, there are 242 million cars on the roads. Transport is the only sector that has not been able to cut emissions since 1990, and these emissions grow faster than any other.</p> <p>The concept of mobility-as-a-service was invented in Finland, and with the help of open-minded people ranging from politicians to various transport service providers and city officials, the country provided a perfect test base for MaaS to develop and spread across the globe.</p> <p>The goal of MaaS Global is to replace 1,000,000 private cars with Whim subscription by 2030. The app packages the transportation services that already exist in a city, rather than providing a new transportation option. Customers can access numerous modes of public and private transport including buses, trams and trains, with taxis, hire cars and bike-share cycles if required. It's efficient and cost-saving. It is currently available in Austria (Vienna), Belgium (Antwerp), Finland (Helsinki and Turku), Japan (Tokyo), Switzerland (nationwide) and the United Kingdom (Birmingham).</p>
<b>Resources needed:</b>	<p><i>[89/200-300 characters]</i></p> <p>This information is considered to be confidential and unavailable at this moment of time.</p>
<b>Timescale (start/end date):</b>	<p>2017-ongoing</p>
<b>Evidence of success (results achieved):</b>	<p><i>[482/300-500 characters]</i></p> <p>West Midlands was the first region in the UK to deliver Mobility as a Service which is at the forefront of their work on transport innovation, providing better air quality/transport in the city. The app itself is award-winning (Red Dot Design Award, European Startup Prize, iF Design Award, Future Unicorn Award), with a community of hundreds of thousands of users (and over 16 million trips made since its launch), making urban mobility more versatile, convenient, and sustainable.</p>
<b>Challenges encountered:</b>	<p><i>[103/300 characters]</i></p> <ul style="list-style-type: none"> <li>- Increasing the uptake of the app</li> <li>- Changing the public's perception of the service</li> <li>- Development costs</li> </ul>
<b>Potential for learning or transfer:</b>	<p><i>[218/500-1000 characters]</i></p> <p>Benefit: saving costs for the local authority – Whim can transform the way of transportation and by doing so, it helps free up roads and tackle the scourge of congestion which costs Birmingham billions of pounds a year</p>
<b>Further information:</b>	<p><i>Link to where further information on the good practice can be found</i></p> <p><a href="https://whimapp.com/uk/">https://whimapp.com/uk/</a></p>
<b>Keywords:</b>	<p><i>Select from existing keywords</i></p> <p>(something similar to <i>sustainable mobility, public transportation, mobile app</i>)</p>