

# **Behaviour Change**

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**Activity Lead**



## MaaS declaration

ITS European Congress  
June 2014, Helsinki

MaaS Alliance  
**White Paper** published  
September 2017

MaaS Alliance recognized as  
the **best organization**  
in the MaaS field by BMaaS  
July 2018

MaaS Alliance  
**Playbook** published  
March 2021

MaaS Alliance established  
at **ITS World Congress**  
October 2015

**50**  
Members  
in MaaS Alliance  
May 2018

**100**  
Members  
in MaaS Alliance  
March 2020

**Phase I: Establishment**

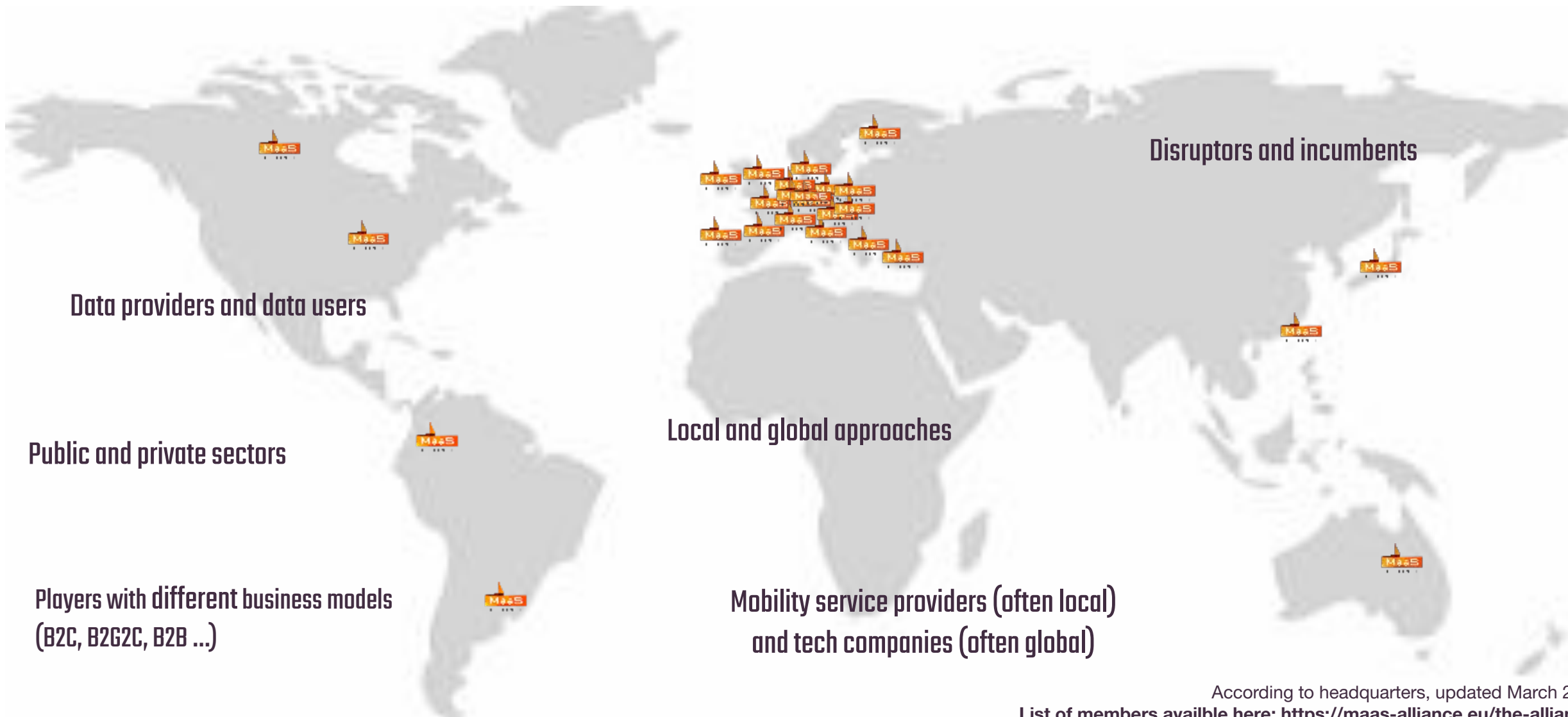
**Phase II: Setting the framework**

**Phase III: Creation of the ecosystem**

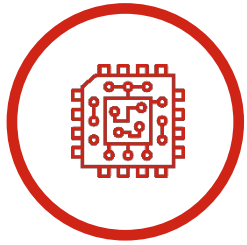
**5 years with the MaaS Alliance:**  
Global public-private-partnership & thought leader



# MaaS Alliance brings the global MaaS sector together – 116 members from 27 countries



According to headquarters, updated March 2021  
List of members available here: <https://maas-alliance.eu/the-alliance/>



## **Technology & Standards Working Group**



## **Governance & Business Models Working Group**



## **Users & Rules Working Group**



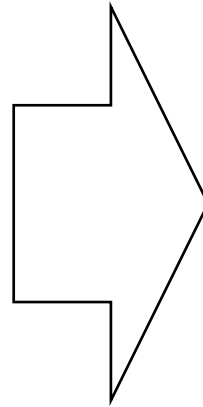
- Collaborate in regular monthly conference calls and through our collaborative platform
- Get peer-to-peer support and find partners
- Engage in interesting discussions on the latest MaaS developments and future evolutions

# **Working Groups:**

**Collaborate to create an open MaaS ecosystem**



# MaaS Brings a Profound Change of UX



# Changing a Multi-Generational Habit

- Infrastructure improvements
- New mobility services
- Communication: TCO, externalities
- Customer segmentation:
  - Generational gaps
  - Life-changing events
- Financial incentives
- Marketing & branding

# Nudging / Behaviour Economics

- Additional tool that complements other “hard” measures
- Segmentation based on how ready are people to embrace change
- Behaviour change can start with leisure trips – less stress
- Making desired mobility services stand out – more visible, more accessible than alternatives
- Gamification
- Combination works best, for example: new apartment building + new mobility infrastructure + nudging
- Important benefit of nudging: less resistance from people who are not ready for change

# Micro-subsidies

- MaaS can be seen as behaviour change tool for policy makers
- Transit deserts: geographies underserved with public transport (can be also related to time)
- Data-driven approach to subsidies
- Mobility account



# Active Mobility

- Essential component of MaaS offering – critical for achieving societal goals (decarbonisation, health, liveable cities, etc.)
- Key enabler: use of public space
- Physical and digital infrastructure
- Challenge: proliferation of bike schemes
- Future growth scenarios:
  - a) Commercial – focusing on UX / business fundamentals
  - b) Policy based – active mobility prioritized by regulation

# Corporate Mobility

- Corporate Mobility represents a large percentage of all journeys, is responsible for peaks in daily commuting and can trigger a change in mobility behaviour
- Corporate mobility hubs / mobility services (bike racks, car-sharing, car-pooling, etc).
- Policies and incentives to reward sustainable mobility behaviour
- Extending the reach to family members and other people

# Conclusion

- Behaviour Change is an essential topic for MaaS adoption
- Complex / multi-dimensional problem
- Balancing hard and soft measures
- Orchestration of different activities is essential
- It's an ecosystem play – building trust is essential
- Innovation labs – focusing on UX / business models, not just technology



Join the ride!  
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