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## Advanced MaaS City Helsinki

Helsinki, Finland  
2016-

A modal shift by means of Mobility as a Service (MaaS) as next-generation mobility service

### Key Issue

Finland is an automobile-centered society where private cars account for around 80% of the country's means of transport. In its capital city Helsinki, together with problems in traffic congestion and environmental pollution, ensuring the freedom of transport for those with mobility difficulties amid the aging population has become an issue. From the urban planning perspective, a shift to transport system centered on public transport was also an issue to address increasing population in the metropolitan area. For that reason, it became necessary to establish a new mobility service that integrates transportation means including public transport, car and bicycle sharing services.

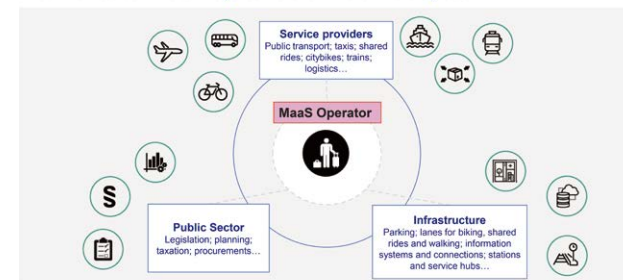
### Project Approach

Revision of transport legislation that introduces an open data obligation and regulates booking and payment services interoperability as a step towards the realization of MaaS

Helsinki achieved in enabling the world's first Mobility as a Service (MaaS) system as a new mobility service. It provides a one-stop smartphone app for an integrated search covering multiple means of transportation including public transport, bicycle sharing and others, as well as booking and payment services when travelling from a departure point to a destination. Led by the Finnish government, revision was made on the transport legislation to mandate transport operators to publicize essential data (information on stops, prices, routes) and to authorize collaboration among operators in booking and payment, and commissioned a private company to establish an all-in-one solution system that covers all processes from search to booking and payment.



### Elements of Mobility as a Service Ecosystem



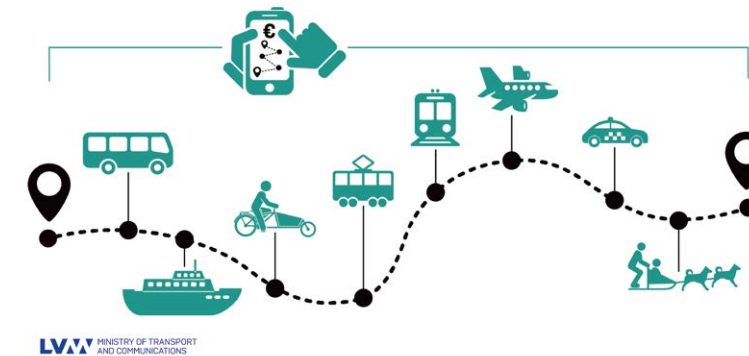
A MaaS operator acts as a mediator between different public transport operators. In addition other elements are also needed to create a successful MaaS ecosystem.  
Source: MINISTRY OF TRANSPORT AND COMMUNICATIONS

### Implementation of MaaS in private operation

MaaS cannot be achieved without a MaaS operator, who provides coordination of transport services. In addition to supporting infrastructure, other service operators and the government support is needed. In Finland, a private sector player, not public bodies, act as MaaS operator in business. Finnish Transport and Communications agency provides the data essential for the transport services through a National Access Point (NAP), which is available for use by anyone including service providers/operators. Whim service, provided by a start-up firm MaaS Global Oy, is a service that combines public transport with taxis, car rental and other services to allow users to find and use the most optimal transport mode for each journey. MaaS Global is one of the leading service providers.

Whim has opened the way for one-stop booking and payment for public transport and bicycle sharing using its smartphone app.  
Photo by Julia Kivela  
Source: Helsinki Material Bank

### Seamless travel chains from door to door



The idea of MaaS is to enable MaaS operators to provide a one-stop service including search, selection, ticketing and payment for door-to-door movement through an app.  
Source: MINISTRY OF TRANSPORT AND COMMUNICATIONS

### Data

Service area: City of Helsinki (33.84 million ha)  
Modes of transport covered: Transport operators with services in the city of Helsinki, including railways, buses, taxis, car rentals and bicycle rentals  
Number of registered users: An estimated 60,000 (October 2018)  
Number of subscribers: 8,500 (June 2019)  
Project implementing body: MaaS Global Oy



### To the Next Phase

The Whim service has also been launched in Antwerp, Belgium and Birmingham, UK. A plan is also in place to introduce the service in 50 cities by 2020. It is anticipated that the expansion of Whim will increase the collaboration with ride-sharing services. In the process of expansion, adjustments with the legal systems of different countries and discussion with local operators will be a major issue.