

## TECHNOLOGICAL - MOBILITY

## Mobility as a Service - who needs a car?

H2 ACT PLAN TRACK PARK

[MaaS is an emerging business model for transportation in the digital age.](#) MaaS offers users the promise of better journeys across intelligent transport systems that utilise technology to combine modes of transport. Seamlessly. The goal is to make it so convenient for users to get around that they choose to give up their own vehicles for city commuting, not because they're forced to, but because the alternative is better.

As the new generation becomes less committed to ownership – 73% of all adults worldwide (56% in China) are saying *"I would rather have a few useful possessions than many possessions"* – mobility as a service (MaaS) becomes a credible alternative to car ownership, even in mature economies. MaaS offers users the promise of better journeys across intelligent transport systems that utilise technology to combine modes of transport seamlessly. 'Users' can be individual travellers or businesses moving goods.

Since 2016, Helsinki residents have been able to use an app called [Whim](#), heralded as the world's first MaaS offering, to plan and pay for all modes of public and private transportation within the city - be it by train, taxi, bus, carshare, or bike-share. Anyone with the app can enter a destination, select his or her preferred mode of getting there - and go. Users either pre-pay by monthly mobility subscription, or pay as they go using a payment account linked to the service.

The goal is to make it so convenient for users to get around that they opt to give up their personal vehicles for city commuting, not because they're forced to, but because the alternative is more appealing. According to Sampo Hietanen, the visionary behind Whim, ["We want to prove that we can beat the service level of a car.](#) Or at least be comparable to it. We want to show that people want it, not just that we can do it."

## Electric vehicles - sparking a change

H1 ACT PLAN TRACK PARK

[Many countries in Europe and across the world have set targets for phasing out petrol and diesel vehicles](#) - some as soon as 2030. As a result, the major manufacturers are finally beginning to shift mainstream production towards electric cars. It is estimated that [EU citizens will have over 300 electric car models](#) to choose from by 2025.

Once the tipping point happens, the end of new diesel and petrol vehicles will diminish rapidly. All countries will feel the effect as electric cars will become the norm across the world, driven by the need to address the climate emergency. However, the infrastructure requirements for this electric revolution are not yet in place.

There are two other implications. The first is that people may [become concerned](#) about the lack of charging points - which may slow the adoption of EVs. The second is that an increase in charging vehicles at home may have [significant and serious consequences for grid capacity and stability](#). Local electricity networks could face significant problems of additional demand.

Oman will need to consider how to adopt the charging network to support the change and how to supply the electricity to feed the demand.

## DOCUMENTS

