

MaaS – taking climate action



Can MaaS help in the fight to tackle climate change?

Yes..... But not the only answer

Opens up options

Reduces congestion

Moves freight more efficiently

Virtuous circle

Ingredients for MaaS success



Vision and ambition

Funding

Customer insight

Payments partner

Strong relationship-building

Communication

Accountability

Determination

Market insight

Data

Overcoming the barriers

Will and determination; vision and imagination

Government vision and leadership

Short termism

Funding

Working together

Over-protectiveness about data

Focus on the customer

Thank you!

Martin Howell

Transport Markets Director, UK&I

