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## FROM MAAS READINESS TO ACTION

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### **Short Description**

In the presentation MaaS model is explored from different city related dimensions highlighting the possibilities versus reality.

### **Main part**

MaaS readiness level indicators were introduced in 2017 and after that several European cities have started to use them as a backbone for their development. In the presentation an updated approach on MaaS is introduced (to be published in May 2020) and a specific focus is on business models, different development stages and their scalability in cities.

The presentation is based on lessons learnt during CIVITAS ECCENTRIC -project and from the work on the national level in Finland.

### **What is new?**

MaaS holistic approach for cities, an easy way to talk about MaaS with politicians and decision makers, to compare the situation with others.

### **What is transferable to other cities and regions?**

approach, tools, check lists, examples

### **What are outcomes and conclusions?**

The guidelines are currently written and can be published officially in ECOMM 2020 if so wished to. They offer a warmly wished approach to cities to evaluate their current status, wished direction and compare the situation with others.

### **Who are the main target groups?**

politicians, traffic planners, developers, business experts

### **Link to the project**

[civitas.eu/sites/default/files/maas\\_readiness\\_level\\_indicators\\_for\\_local\\_authorities\\_web.pdf](https://civitas.eu/sites/default/files/maas_readiness_level_indicators_for_local_authorities_web.pdf)