



CLIMATE TECH CASE STUDY

Transport

MaaS Scotland

One of Scotland's leading strengths in our journey towards net zero is our journey towards MaaS. Fundamentally, Mobility as a Service (MaaS) is the integration of various transport modes into a single mobility service. It provides the user with easy, digital access to all available transport options in a particular area, allowing them to make informed decisions as to how they wish to travel.

The implementation of MaaS in Scotland is being led by a number of public sector bodies, including local authorities, regional transport partnerships and Transport Scotland. This community, and the delivery of MaaS in Scotland more generally, is supported by MaaS Scotland, a network of over 75 public and private sector organisations who have a shared vision to develop and deploy MaaS solutions in Scotland.

It is well understood that single occupancy private car use is a major contributor to overall CO² emissions from the transport sector. While electrification of our car fleet is a crucial step towards reducing this impact, it must be acknowledged that no vehicle is truly zero emissions. It is clear that

a simple replacement of the combustion engine for an electric battery or hydrogen fuel cell cannot be the complete solution. We must reduce the number of vehicles on our roads and that means supporting a modal shift from private car use to shared transport. MaaS has a crucial role to play in this, providing a platform that can not only address some of the acknowledged barriers to shared transport use but also incentivise people to reduce private car use and make greener transport choices.

MaaS is a concept based on the integration and presentation of data from multiple different sources and providers. Scotland's recognised strengths in data analytics and informatics, coupled with its activities in the areas of smart cities and sustainable transport, leave it in a strong position to develop world leading MaaS solutions. Scotland also boasts strong representation from across the wider MaaS supply chain, including data visualisation and platform development, smart ticketing solutions and user centric app development.

View the website [here](#).