

MaaS Scotland Membership

1. INTRODUCTION

- 1.1** The report provides Chief Officers with further information on a membership proposal from a new organisation MaaS Scotland, where SEStran could join and provide representation for all 8 constituent councils.

2. MASS Scotland

- 2.1** The Scottish MaaS Alliance has emerged over the last 3 years and SEStran has had involvement with the Programme Director through our EU mobility sharing projects. In March 2017, Scottish Enterprise supported the formalisation of the Alliance under the management of Technology Scotland, partnered with ScotlandIS, and has been renamed MaaS Scotland in the process. The next step in this procedure is to create a structure that will support members in growing their market, increasing their profitability, and serving their communities.
- 2.2** In terms of growing the market and creating partnerships between a variety of sectors, MaaS Scotland have created a public sector category of membership. As members, SEStran councils would have the opportunity to lead or partner in developing Phase 1 Projects within Scotland, providing an opportunity to secure the potential of MaaS for your communities. This will also allow you to build important national and international networks that will support your objectives in the coming years.
- 2.3** Details of membership benefits are available on the website at www.mass-scotland.com, however, SEStran understands that on the basis of being a public sector body the cost to join would be £500 for SEStran and would have the following benefits:
- **Membership of European MaaS Alliance** through MaaS Scotland group membership. Includes access to EU MaaS networks, latest news and key industry reports.
 - **Membership of Technology Scotland and ScotlandIS** – membership of MaaS Scotland allows access to all activities and benefits provided by our host organisations.
 - **Priority access and discounts for all MaaS Scotland events** organised through Technology Scotland and/or ScotlandIS.
 - **Access to new markets and projects** in the UK, Europe and further afield and access to other MaaS partnerships; e.g. Travel Spirit (Manchester) and West Midlands/Whim.
 - **Priority access to Phase 1 MaaS projects** in Scotland and elsewhere. This is a pre-procurement phase. We are currently assessing 7 MaaS phase 1 projects that we will present to members.

- **Access to funding organisations** – for example Scottish Government, Scottish Enterprise, Innovate UK, Scottish Councils and City Deals and other MaaS networks both national and international.
- **Improve links to other companies and key stakeholders** including Regional Transport Partnerships, Innovate UK/KTN, the Transport Catapult and others.
- **Access to information and latest news** on MaaS developments globally, including key industry collateral through Technology Scotland and partner organisations.
- **Improving your profile within the MaaS Community** by becoming part of an exciting new network that promotes networking and information exchange.

3. CONCLUSION / RECOMMENDATIONS

- 3.1** It is recommended to Chief Officers that SEStran join MaaS Scotland on behalf of our constituent councils for an initial year.

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Partnership Director
18th May 2017

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Strategy Liaison Officer Projects Officers

Why Join?

1 Membership of EU MaaS Alliance

...through MaaS Scotland group membership. Includes access to EU MaaS networks, latest news and key industry reports.



2 New Markets and Projects

MaaS Scotland membership gives companies access to new markets and projects in the UK, EU and beyond

3 Priority Access to Phase 1 MaaS Projects

Priority access to Phase 1 MaaS projects in Scotland and elsewhere



4 Links to Key Stakeholders

Including local councils, central government, regional transport partnerships, Innovate UK, the Transport Catapult, KTN and others

5 Events and networking

Priority access and discounts to all MaaS Scotland events organised through Technology Scotland and/or ScotlandIS



6 Information and News

Access to the latest information and news on MaaS globally, including key industry collateral

7 Full Membership of Host Organisations

Free, full membership of Technology Scotland and ScotlandIS through MaaS Scotland, including all activities and benefits

Sign up now



Join MaaS Scotland now

To sign up visit:

www.maas-scotland.com

or get in touch at:

info@maas-scotland.com



www.maas-scotland.com

info@maas-scotland.com

[@maasscotland](https://twitter.com/maasscotland)

What is MaaS?

Over the last decade, Mobility as a Service (MaaS) has emerged as the dominant force in mobility development, driven not only by advances in technology and the way we use it, but also by people's needs and values.

With increasingly complex and fast-moving lifestyles, people want personalised services that are convenient, carefree and easy to use.

MaaS fulfils users' needs for mobility with a wide range of on-demand, tailor-made transport services.

With convenience in mind, MaaS brings all means of travel, transport providers and payment options together into one single service, giving customers instant access to all public transport, from trains and trams to buses and bikes.

Whether it's the office commute, visiting friends, or a spontaneous weekend away, MaaS will revolutionise your travel in the smartest way possible.



Our Vision



At MaaS Scotland, we believe in rethinking mobility in a way that is smarter, faster and greener than ever before.

Our aim is to work with companies and organisations to create the future of mobility, that is, the integration of various forms of transport into one single mobility service.

All over Scotland, our team is planning initiatives that will engage local councils, transport operators, service providers and end-users. By encouraging shared work and collaboration, we plan to drive Scotland's MaaS community to offer new and alternative ways to travel, address user needs and develop technological solutions.

The result will be the development of a thriving network here in Scotland and beyond, enabling a future of smart, efficient and sustainable mobility.

MaaS in Scotland

Scotland is in an excellent position to play an active role in the global development of MaaS. It has strong capability in ICT, energy and transport, the three key areas of MaaS. It also has a supportive government framework and the right characteristics in terms of scale and geography to develop and test MaaS ecosystems.

With an appetite from industry, strong existing capability and support from Scotland's leading technology trade associations, MaaS Scotland is now planning a range of initiatives to continue developing its national and international links, securing Scotland's future as one of the leading locations for the development of MaaS.

