

INTRODUCTION TO MAAS SCOTLAND

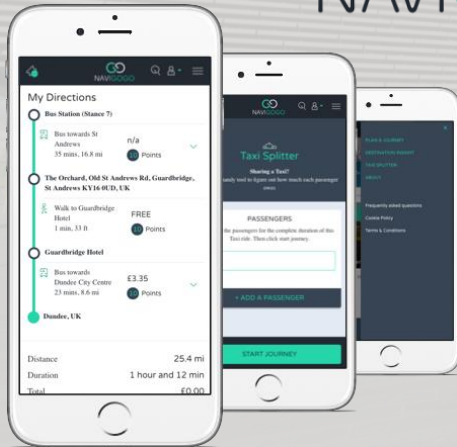
GALILEO FOR MOBILITY
PARIS, 21ST FEBRUARY 2019

A photograph of a person cycling on a paved path lined with large trees. The path is shaded by the trees, and other cyclists are visible in the distance. The scene is bright and sunny.

ALLY MCINROY
SENIOR PROGRAMME MANAGER
MAAS SCOTLAND



MaaS has arrived in Scotland



Scotland's MaaS Investment Fund


We will harness innovation within our transport systems, through £2 million support for the development of 'Mobility as a Service' which aims to make smart and seamless public and shared transport options as desirable as owning our own car



G4M Interest



- Strong Scottish interest in rural and peri-urban environments
 - Demand responsive transport and dynamic routing
 - Connectivity issues
- Scottish Government has focus on sustainable travel
 - Promotion of car sharing, electric vehicles and active travel
- Scottish Government announcing new CAV strategy in early 2019
- Active Space Technology cluster in Scotland



There has been strong interest in Scotland in a national level policy framework for Mobility as a Service with government and industry support for MaaS Scotland. Effectively Scotland has some of the most advanced test beds for MaaS in the world....

Mobility as a Service – Annual UK Survey – Landor Links

