



MaaS SCOTLAND ANNUAL CONFERENCE AND DINNER

20
JUNE
2019

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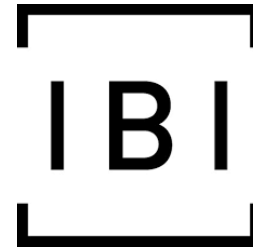
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www.maas-scotland.com

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Programme

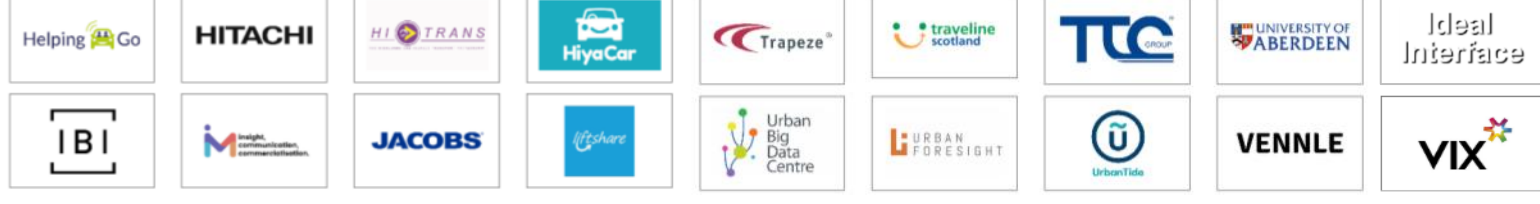
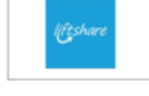


0920 – 0935	Welcome	
0935 – 1050	Keynote Session 1	
1050 – 1120	Break	
1120 – 1235	MaaS in Rural Areas	MaaS & CAV
1235 – 1335	Lunch	
1335 – 1450	Inclusive Transport	Governance and Business Models
1450 – 1520	Break	
1520 - 1700	Keynote Session 2	


MaaS Scotland

A year in review






MaaS Scotland Paper



Mobility as a Service: Positioning Scotland for an Emerging Global Market

A joint venture between Technology Scotland and ScotlanIS



14 | Positioning Scotland for an Emerging Global Market

Concluding Remarks

The MaaS community in Scotland is vibrant, with a number of high profile 'anchor' companies supported by a hugely powerful network of SMEs providing innovative technologies and products. Representation across the supply chain is strong, from technology providers and systems integrators to transport operators and regional transport partnerships. With a willingness from private and public sector organisations, a strong pipeline of demonstrator projects, and a unique and attractive geography to deliver MaaS, Scotland stands in a great position to exploit this transformational and lucrative opportunity. However, the window of opportunity is small, and Scotland's reputation as a world leader in MaaS is under threat without the necessary financial and strategic support from the Scottish Government.

This paper sets out three proposals for Scottish Government intervention that would ensure that Scotland capitalises on the opportunities that this significant new market presents. The time for Government action is now. By strengthening the relationship between industry and Government, Scotland can establish itself as a global home for MaaS, benefiting from the positive economic, environmental and social impacts this will create.

Economy and Innovation

- Encourage uptake of MaaS solutions developed in Scotland
- Grow inward investment by positioning Scotland as an attractive base to develop MaaS products
- Generate high value jobs by supporting vibrant SME base
- Encourage innovation in significant new export market
- Exploit growth opportunity for some of Scotland's key sectors – RT, Energy and Mobility

Sustainability and Efficiency

- Maximise efficiency of existing transport assets
- Manage supply and demand curves for Scotland's busiest transport routes
- Reduce traffic congestion in known hotspots
- Improve planning and policy decisions through better visibility of traveller needs and behaviours

Inclusivity and Community

- Significantly improve transport provision for those without access to a car
- Improve access to transport services for those with disability or living with poor health
- Enhance connectivity for island, rural and semi-rural communities
- Encourage community building through shared transport provision

Environment and Health

- Reduce carbon emissions by increasing patronage on Public Transport and encouraging vehicle sharing
- Incentivise active travel such as cycling and walking
- Align transport provision with key NHS services
- Manage travel behaviour in key areas of poor air quality



We will also 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.



Updates



- Working Group formed – initial focus on investment fund
- Consultation workshops
 - 2 workshops – Glasgow and Perth
 - 140 attendees and 110 organisations attended
- Pre Interest Registration Phase
 - 4 fully booked drop in sessions
 - 40 proposals received

Activity

Satellite Applications Workshop

CAV Summit 2018

MaaS Workshop, Smart Cities, Barcelona

European Transport Conference, Dublin

ITS World Congress 2018, Copenhagen

MIF Consultation Workshops

Security of autonomy workshop

MIF Pre Interest Registration Phase

Rural Transport Conference



Scotland-Catalonia R&D Fund

- MaaS workshop held at Smart Cities 2018, Barcelona
- Included formalisation of collaboration agreement between Scottish Enterprise and ACCIO
- £2M Collaborative R&D fund launched last month (£1M for Scottish partners)
- Mobility one of three thematic areas



£60,000 to Fund Two Pilot Projects



The Movement of Things



Appointments/Visits



Staff Travel



Social Inclusion/ Active Travel

Competition Timeline

12 th June	Launch
13 th June – 22 nd August	Surgeries / meetings
23 rd August	Submission Date
2 nd September	Successful applicants informed
October 2019 – January 2020	Pilots start <i>Pilots will run for approx. 12 – 18 months</i>

For further information or questions:

Contact Alan Whiteside: alan.whiteside1@nhs.net
0774 333 4585



2nd Annual

SCOTTISH RURAL

**TRANSPORT
CONFERENCE**

9th October 2019

Carnoustie Hotel, Links Parade, Carnoustie DD7 7JE

To find out more and to register for free visit
cp.catapult.org.uk/scottishruraltransportconference

JLM.

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Outlook