



# A successful MaaS business model

webinar in the framework of the IRIS project knowledge exchange activities



24<sup>th</sup> March, 13:00–14:30 pm CET

This webinar aims to accelerate the knowledge exchange by highlighting experiences and by connecting demonstrations. It can help the follower cities to replicate the MaaS concept of the Lighthouse cities to promote more sustainable urban mobility and better services to their citizens. This webinar concerns the business model of the MaaS concept implemented in Gothenburg and the experience which derives from the implementation and the analysis of monitoring results.

- Welcome and introduction to Transition Track #3: smart e-mobility sector. [CERTH]
- Brief introduction to Integrated Solutions 3.2: Innovative Mobility Services for the Citizens. [CERTH]
- A brief presentation about Trivector and other partners that collaborate in IRIS project in the city of Gothenburg. [Trivector]
- Background with introduction to the Swedish context. [Trivector]
- Presentation of the MaaS concept EC2B implemented in Gothenburg, including the business model. [Trivector]
- Demonstrator 1: Presentation of the first monitoring results from the implementation of the MaaS concept EC2B in housing complex Brf Viva and the lessons learned so far. [Trivector]
- Demonstrator 2: A light version of the EC2B service will be implemented in the Johanneberg University campus during 2020, focusing on business trips. Brief presentation about the activities planned. [Trivector]
- Questions and Answers. [Trivector]



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