

MaaS and the Collaborative Economy

1. INTRODUCTION

- 1.1 On the 24th of April, the Scottish Government, Scottish Expert Advisory Panel on the Collaborative Economy opened its consultation on the Collaborative Economy. As stated within the consultation, the collaborative economy has revolutionised the ways in which goods and services are purchased, consumed and provided. This has accelerated in recent years with advances in technology.
- 1.2 SEStran submitted its response to the consultation in May 2017¹ highlighting SEStran's extensive work on various shared mobility projects. Since the consultation, SEStran has become a member of MaaS Scotland², a collaborative network of organisations looking to develop MaaS projects in Scotland. As an added benefit of this membership, SEStran now has full membership of Technology Scotland and ScotlandIS, both organisations support organisations in developing and delivering digital products and services.
- 1.3 MaaS Scotland held their launch event on the 19th of September. The event was split into 5 sessions looking at best practice from across the UK and Europe. The Humza Yousaf MSP, Minister for Transport and the Islands gave the closing address. The Minister is keen to see a MaaS pilot developed in Scotland, and highlighted links to the schemes identified by the recent Programme for Government³. Notably the commitments to the charging of Ultra Low Emission Vehicles, Low Mission Zones in Scotland's four largest cities.
- 1.4 With an ever-increasing growth in popularity, the sharing economy has grown exponentially in a very relatively short period of time. SEStran is keen to utilise the benefits and opportunities that MaaS and the Collaborative Economy have to offer. However, as with the recent court ruling against Uber in London, there must also be careful considerations made to policy implications and the impact that such schemes have on society as a whole.

2. TERMINOLOGY

- 2.1 There are many different terms surrounding MaaS and the Collaborative Economy. To clarify, here are some of the more frequently used terms and acronyms:
- 2.2 The **Collaborative Economy** was also defined by the Scottish Expert Advisory Panel *"The collaborative economy allows access to the sharing or provision of goods and services, assets and resources without the need for*

¹ <https://beta.gov.scot/publications/scottish-expert-advisory-panel-collaborative-economy-call-evidence/>

² <https://maas-scotland.com/>

³ <http://www.gov.scot/Resource/0052/00524214.pdf>

ownership. Prominent examples of this include Uber, Airbnb, Deliveroo, Hassle, Kickstarter and Task Rabbit’.

- 2.3** Whilst there are many definitions of MaaS, during the MaaS Scotland launch event, Catapult⁴ defined **MaaS (Mobility as a Service)** as “Using a digital interface to source and manage the provision of a transport related service(s) which meets the mobility requirements of a customer”.
- 2.4** ‘Disruptive services’ and ‘The Gig Economy’ are terms that are often used to describe such online shared, Disruptive services’ is also a term that is often used to describe such shared or collaborative initiatives. Scotland’s largest challenge is how it enables these initiatives but, not to the detriment of public services. From a transport perspective, these schemes could be in direct competition with the more traditional modes of public transport delivery. The challenge is to enable such schemes to enhance or improve the current provision of services where there are mobility or accessibility negative outcomes currently without impacting on the core public transportation network. The Scottish Government seeks to take advantage of the opportunities that the MaaS and the Collaborative Economy has to offer, while understanding its potential economic and social challenges

3 OPPORTUNITIES AND CHALLENGES

- 3.1** MaaS and the Collaborative Economy have great potential to unlock underused capacity. In Scotland, we are lucky to already have well established initiatives and innovation that supports this ideology and could be used to support the collaborative economy moving forward.
- 3.2** The transport network of the South East of Scotland can at peak times be close to capacity and a lot of this is comprised of underutilised individualised vehicles travelling on the network, imposing social, economic and environmental detriment on communities. The value of the collaborative economy is this space is to use underutilised assets, such as under-occupied cars relative to their capacity, to reduce congestion on road networks and to offset the need for further capacity expansion of network based on non-collective motorised modes of transportation. This could reduce the need for the introduction of demand restraint policies such as workplace parking charges and also reduce negative outcomes from irresponsible parking of vehicles if the overall number within an area could be managed through collaborative measures.
- 3.3** In recent years SEStran has been directly involved in a number of projects which seek to mainstream the benefits of the collaborative economy and achieve the targets set by the Scottish Government and the SEStran Regional Transport Strategy.

4. PROJECTS

⁴ https://ts.catapult.org.uk/wp-content/uploads/2016/07/Mobility-as-a-Service_Exploring-the-Opportunity-for-MaaS-in-the-UK-Web.pdf

- 4.1 **Tripshare SEStran**⁵ is South East of Scotland's Regional Car Share Portal. Set up in 2006, the scheme now hosts over 8,000 car share members. The scheme is comprised of SEStran's eight constituent Local Authorities and four Health Board areas. Partnership working and links to individual Travel Plan measures has been key to the continued success of Tripshare. Car sharing, as part of a wider Travel Plan or Transport Strategy, has the ability to significantly reduce the number of single occupancy vehicles on Scotland's road network. Within the SEStran Regional Transport Strategy (RTS), SEStran identifies Car Sharing as an 'high priority' and as an action, the RTS states that SEStran should continue to promote the scheme and engagement with European Car Sharing projects. SEStran has continued to do so, and has been successful in attracting funding for the following car share projects:
- 4.2 **Social Car**⁶: The 'SocialCar' project (funded through Horizon 2020) aims to integrate public transport information, car-pooling and crowd sourced data to provide a single source of information for the traveller to compare multiple options/services. SocialCar will provide a 'one-stop shop' planning, booking for multimodal and multi-service journeys, via web and a mobile app. The project responds to the challenge of matching travel requests with the integrated public-private transport supply. The design of SocialCar is based on open source software, and the user experience is complemented by a reputation-based social mechanism. The SocialCar innovation is twofold: technological (the potential of open data and Global Navigational Satellite Systems) and economic (new mobility service models, public-private partnerships in the passenger transport domain). SEStran is a site leader for the project, and will be on the three separate test phases of this research project.
- 4.3 **SHARE-North**⁷: The 'SHARE-North' project (funded through Interreg North Sea Region) addresses the concept of 'Shared Mobility' and looks at the development, implementation and promotion of Car Clubs, Bike Sharing and Car Sharing. The planned living labs will integrate modern technology with activities to support changes in mobility behaviour. The objectives are: resource efficiency, improving accessibility (incl. non-traditional target groups), increased efficiency in the use of transport infrastructure, reduction of space consumption for transport, improving quality of life and low carbon transport. As part of this project SEStran will be involved in the promotion of shared mobility, including car sharing, shared bike schemes and the monitoring of shared Electric Vehicles in partnership with Edinburgh College. A 'Manual for Municipalities' will also be co-authored by the project partners, providing authorities advice on shared mobility and best practice from across Europe.

5 SUMMARY

⁵ www.TripshareSEStran.com

⁶ <http://socialcar-project.eu/>

⁷ <http://share-north.eu/>

- 5.1 Shared modes can enable communities to overcome gaps in provision. The collaborative economy could help to connect people to access goods and services that aren't normally available to them. This could also address the issue of ownership, which could in turn break barriers and or access to employment.
- 5.2 There is clear evidence that a lack of accessibility to transport options has a limiting effect on opportunities and that those who are least skilled, or remote from the labour market have the least location flexibility in seeking new job or training opportunities. Therefore, SEStran views transport and accessibility/affordability of transport as integral to an inclusive economy
- 5.3 SEStran would also argue that there is a clear and expanding role potentially for regional transport agencies in terms of public service collaboration. SEStran believe that in order to ensure the delivery of a functional and accessible labour market, allow all to access training opportunities, provide skilled workers for enterprises and efficiently deliver products and services to new and existing markets we need clear consideration of efficient transport network for inclusive growth and how we can collaborate to deliver positive outcomes.

6 RECOMMENDATIONS

- 6.1 It is recommended that officers note the content of this report and assist SEStran in raising awareness of the projects and initiatives SEStran is taking forward.

Lisa Freeman
Strategy and Projects Officer
October 2017