

PRESS RELEASE

POWER TO THE PASSENGER WITH IP4MAAS: UITP COORDINATES NEW RESEARCH PROJECT



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When talking about fighting private car-ownership, the topic of Mobility as a Service (MaaS) is likely to enter the conversation.

With our **cities and urban lives constantly evolving**, so do our **movement patterns and behaviours** along with them - like many other services, people expect **mobility services to be based on their needs**.

By integrating **a wide range of options to ensure a hassle-free journey**, UITP recognises the **essential role MaaS can play** in ensuring a mobility system that is **sustainable, inclusive, and comfortable**.

UITP is pleased to announce the launch of the [new EU-project IP4MaaS](#).

Coordinated by UITP, IP4MaaS seeks to **advance the uptake of MaaS schemes** by the **analysis and testing of available MaaS technologies** that have been developed by other EU-projects, such as a ticket booking system, or a journey planner.

IP4MaaS is part of the Shift2Rail JU, an initiative **aiming to develop one application for the European market that combines all modes and enables passengers to buy one ticket** for their entire journey, even when using different transport modes.

The project will work closely together with other Shift2Rail initiatives, such as **COHESIVE**, **CONNECTIVE** and **MaaSive**, as it will test the technologies developed in these projects.

"The implementation of MaaS advantages all the stakeholders in the mobility sector. For the user, it brings a complete and easy way to move from A to B. For cities, it helps to shape travel behaviour towards more sustainable modes. And for operators, it brings more customers and, consequently, higher revenues."

Umberto Guida
Senior Director of Knowledge and Innovation
UITP

IP4MaaS can be considered as **the successor of another Shift2Rail project, called Shift2MaaS** - also coordinated by UITP and launched in early 2019.

Coming to a completion soon, Shift2MaaS is passing on the baton to IP4MaaS, that will **test newer technologies available**.

IP4MaaS' concepts and solutions will be tested in **six different demonstration sites in Barcelona, Athens, Warsaw (with three more locations to come!)** The project counts **26 partners from all across Europe** and will run until June 2023.

[Find out more information on our European research projects](#)

FOR EDITORS



(UITP) The International Association of Public Transport works to enhance quality of life and economic well-being by supporting and promoting sustainable transport in urban areas worldwide. As a passionate champion of sustainable urban mobility, UITP is internationally recognised for its work to advance the development of this critical policy agenda. With more than **1800 members in 100 countries**, UITP has a long history to its name, and is the only worldwide network to bring together all public transport stakeholders and all sustainable transport modes. Visit the [newsroom](#) and follow us on [Twitter](#).

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