

## The Case Report of MobiCascais in Cascais: Learning from a Successful Implementation of Mobility as a Service (MaaS)

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### **Abstract:**

Mobility as a Service (MaaS) integrates various transportation options, such as public transit, taxis, bike-sharing, and car rentals, into a single platform, enabling users to plan, book, and pay seamlessly. Introduced by Sampo Hietanen of Finland, this concept led to the founding of MaaS Global in 2015 and the launch of the Whim app in 2017. Whim offered a subscription-based solution for multimodal transport, attracting 10,000 active users in Helsinki at its peak and expanding to cities like Tokyo and Vienna. However, MaaS Global faced financial losses and declared bankruptcy in 2024 due to an unsustainable model and reduced public transit usage during COVID-19. In contrast, MobiCascais, launched in 2016 in Cascais, Portugal, remains a successful example of MaaS implementation. Operated by the city, it integrates public transit, bike-sharing, parking, and other transport options into a unified platform, offering flexibility and efficiency for users. MobiCascais is notable for its focus on sustainability and local governance, demonstrating the importance of adapting services to community needs. This presentation examines MobiCascais's background, current success, and the lessons Japan can learn from its approach.