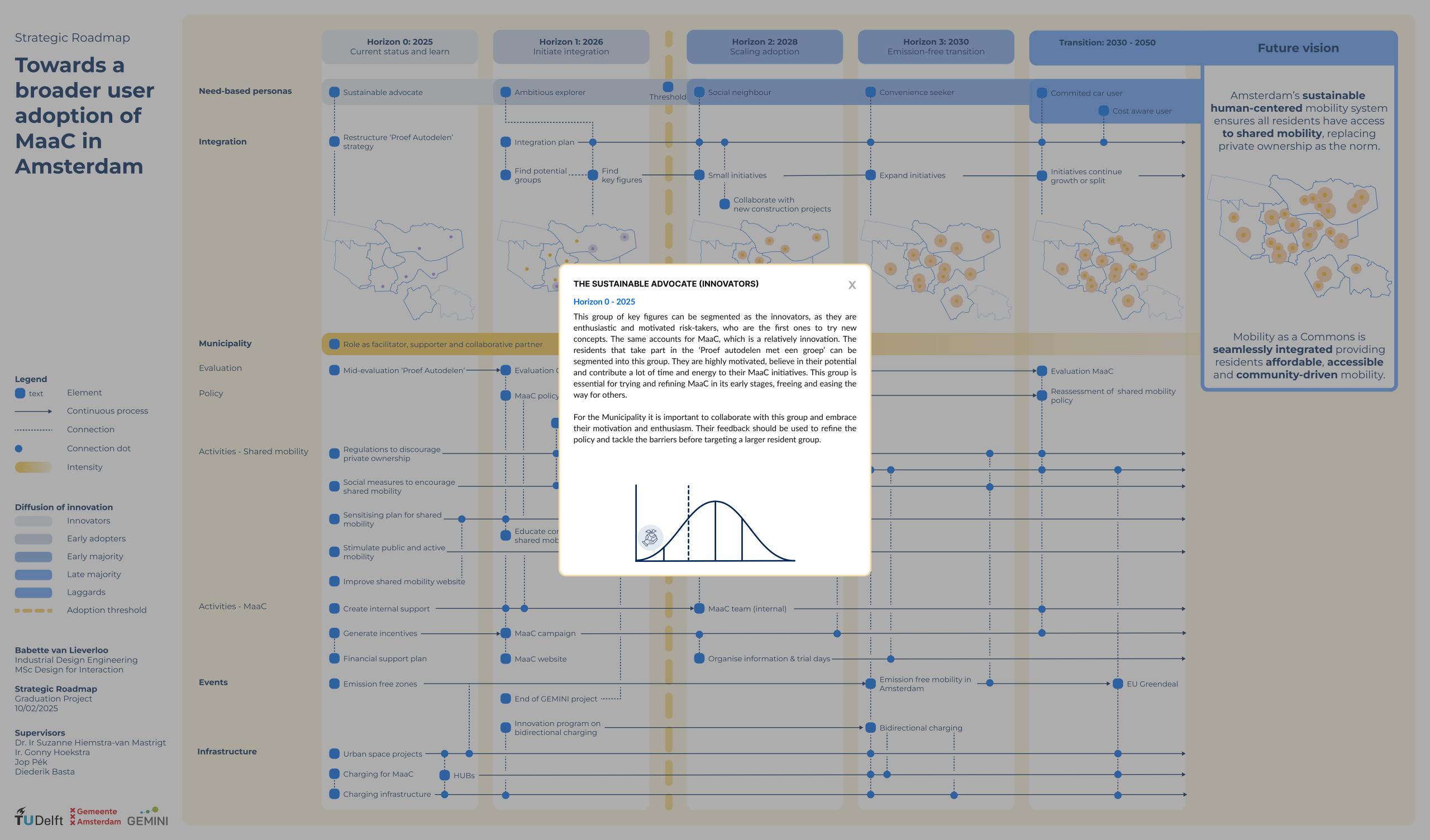
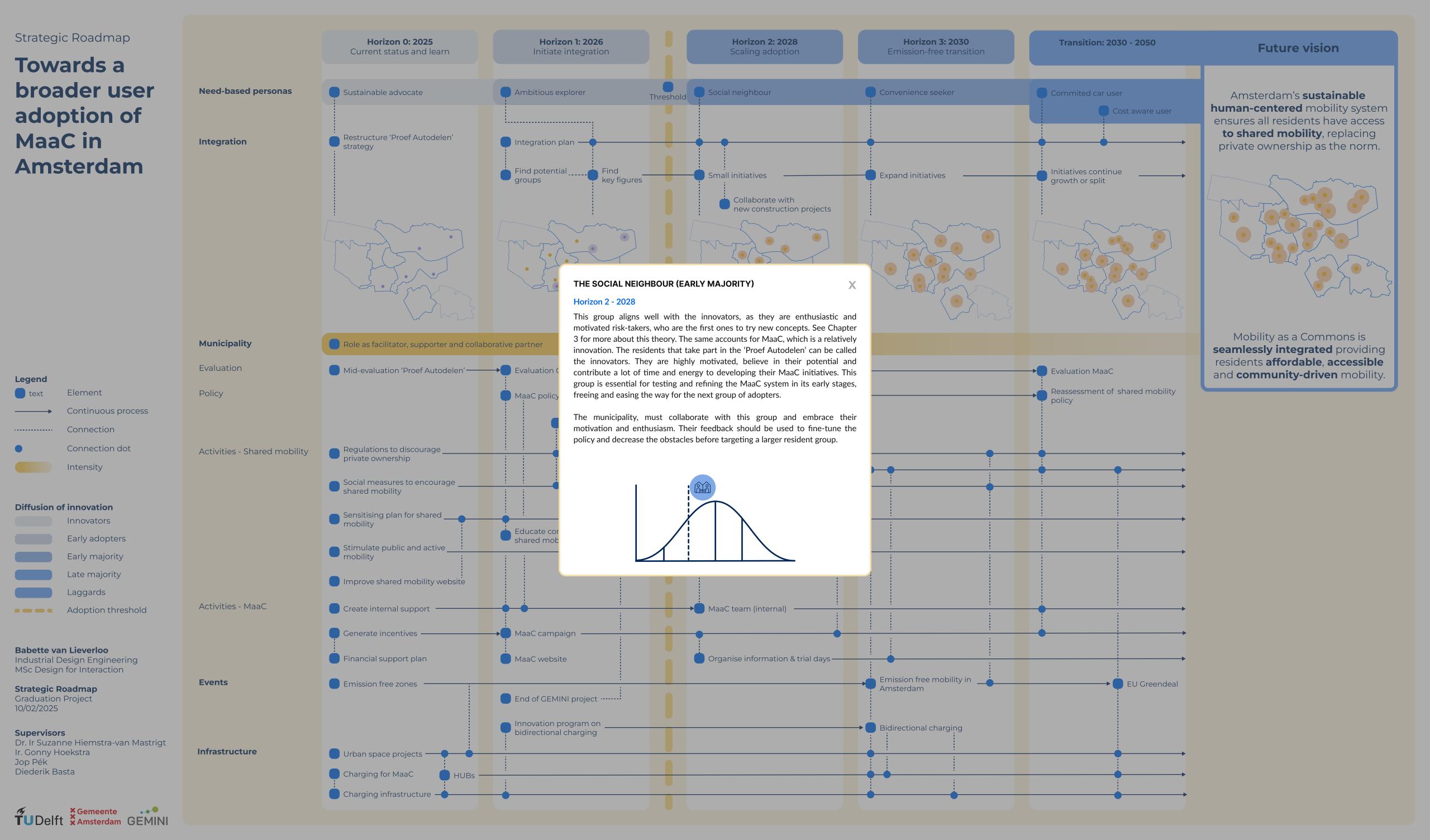
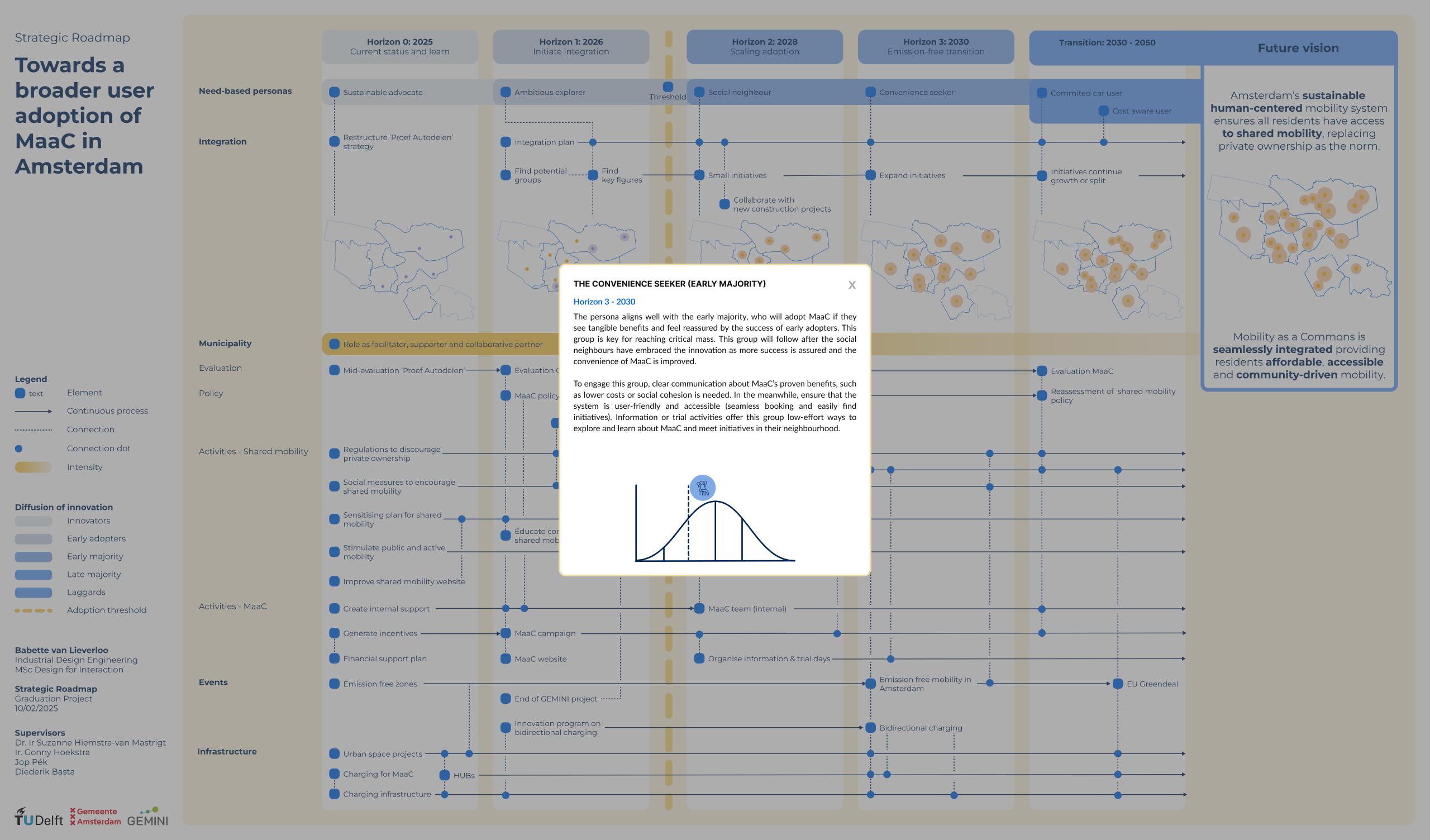
Strategic Roadmap Horizon 0: 2025 **Horizon 1: 2026 Horizon 2: 2028 Horizon 3: 2030 Transition: 2030 - 2050 Future vision** Current status and learn Scaling adoption Initiate integration Emission-free transition **Towards a** broader user **Need-based personas** Convenience seeker Sustainable advocate Ambitious explorer Social neighbour Commited car user Amsterdam's **sustainable** Threshold human-centered mobility system adoption of Cost aware user ensures all residents have access to shared mobility, replacing Restructure 'Proef Autodelen' strategy MaaC in Integration Integration plan private ownership as the norm. **Amsterdam** Initiatives continue Expand initiatives groups key figures growth or split Collaborate with new construction projects Mobility as a Commons is Municipality Role as facilitator, supporter and collaborative partner seamlessly integrated providing residents affordable, accessible Evaluation → Evaluation GEMINI project - Mid-evaluation 'Proef Autodelen' Threshold evaluation -Evaluation MaaC and **community-driven** mobility. Legend Reassessment of shared mobility Policy Element MaaC policy Reassessment of MaaC policy Continuous process Reassessment of shared mobility policy Connection Regulations to discourage private ownership Connection dot Activities - Shared mobility Campaign on alternative electric Intensity Social measures to encourage shared mobility Diffusion of innovation Sensitising plan for shared \_ mobility Innovators Educate community workers on shared mobility Early adopters Stimulate public and active \_ mobility Early majority Late majority Improve shared mobility website Activities - MaaC Create internal support MaaC team (internal) Adoption threshold MaaC campaign Generate incentives -**Babette van Lieverloo** Organise information & trial days – Financial support plan Industrial Design Engineering MaaC website MSc Design for Interaction Emission free mobility in **Events** EU Greendeal Emission free zones Strategic Roadmap Amsterdam End of GEMINI project ······ Graduation Project 10/02/2025 Innovation program on bidirectional charging Bidirectional charging **Supervisors** Dr. Ir Suzanne Hiemstra-van Mastrigt Ir. Gonny Hoekstra Infrastructure Urban space projects — Jop Pék Diederik Basta Charging for MaaC Charging infrastructure **TU**Delft **X** Amsterdam GEMINI



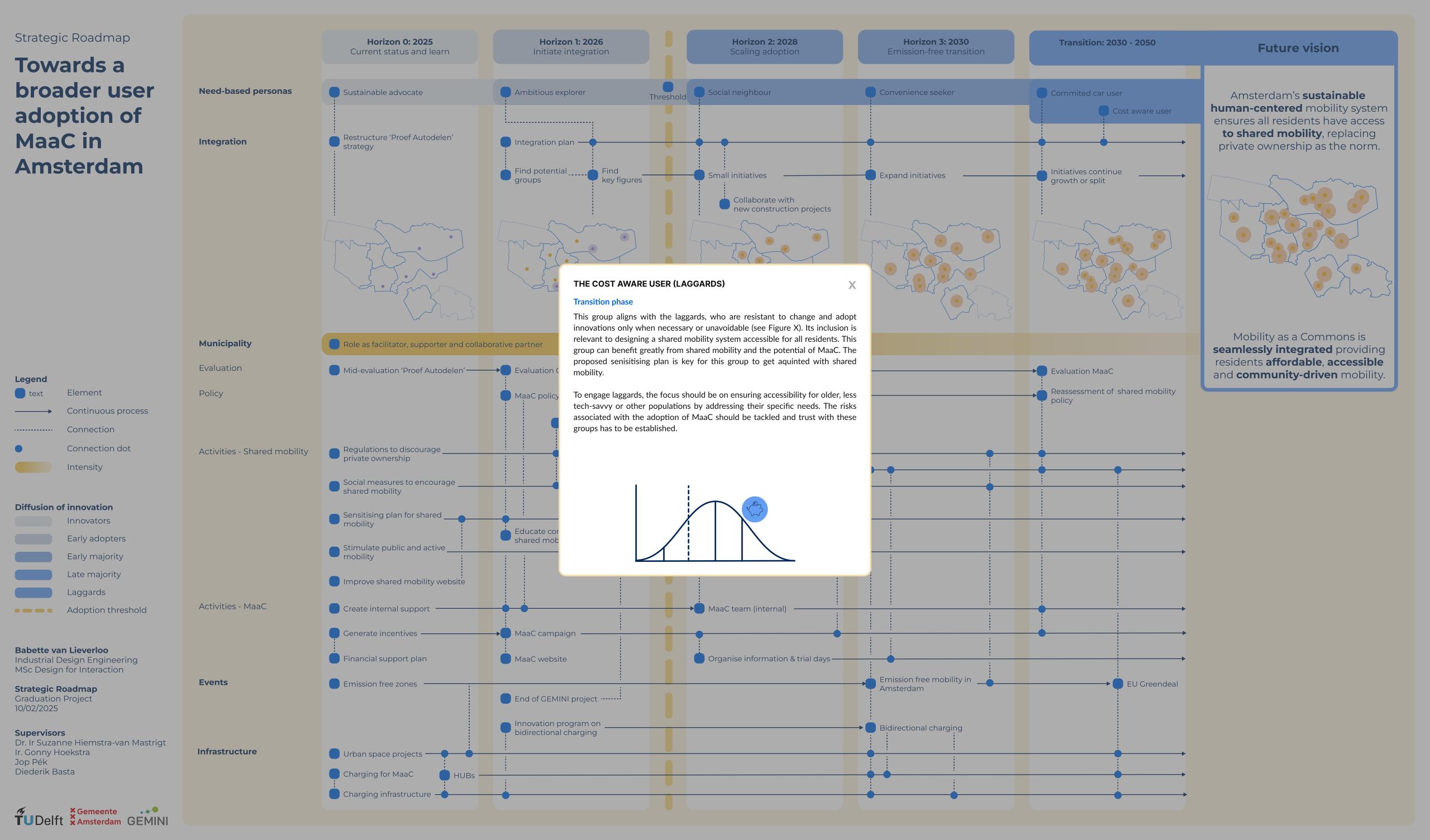
Strategic Roadmap Horizon 0: 2025 **Horizon 1: 2026** Horizon 2: 2028 **Horizon 3: 2030 Transition: 2030 - 2050 Future vision** Current status and learn Initiate integration Scaling adoption Emission-free transition Towards a broader user **Need-based personas** Ambitious explorer Sustainable advocate Social neighbour Convenience seeker Amsterdam's sustainable human-centered mobility system adoption of ensures all residents have access to shared mobility, replacing MaaC in Restructure 'Proef Autodelen' strategy Integration plan — Integration private ownership as the norm. **Amsterdam** Find potential \_\_\_\_ Initiatives continue Expand initiatives groups key figures growth or split Collaborate with new construction projects THE AMBITIOUS EXPLORER (EARLY ADOPTERS) Horizon 1 - 2026 This group can be segmented as the early adopters, who play a key role in the success of MaaC. As motivated and enthusiastic individuals, they not only Mobility as a Commons is embrace innovation but also act as ambassadors who inspire broader adoption. Municipality Role as facilitator, supporter and collaborative partner seamlessly integrated providing Their willingness to invest time, energy, and resources into new concepts residents affordable, accessible makes them key for adoption. Evaluation Mid-evaluation 'Proef Autodelen' Evaluation Evaluation MaaC and community-driven mobility. Legend For MaaC, which relies heavily on community-based, bottom-up engagement, Reassessment of shared mobility Element Policy this group is fundamental as they will take on the role of key figures (see Chapter 4). As ambassadors, they will gain attention and support for MaaC by Continuous process demonstrating its value, sharing positive experiences, and inspiring others to participate. To ensure the success of MaaC in Amsterdam, it is essential to Connection actively identify and engage this group, empower them and facilitate Connection dot Regulations to discourage collaboration with them. Activities - Shared mobility private ownership Intensity Social measures to encourage shared mobility Diffusion of innovation Sensitising plan for shared mobility Innovators Educate col Early adopters Stimulate public and active \_ mobility Early majority Late majority Improve shared mobility website Laggards Activities - MaaC Create internal support MaaC team (internal) -Adoption threshold Generate incentives — MaaC campaign **Babette van Lieverloo** Industrial Design Engineering Financial support plan MaaC website Organise information & trial days — MSc Design for Interaction Emission free mobility in \_ **Events** ► EU Greendeal Emission free zones -**Strategic Roadmap** Amsterdam End of GEMINI project ······ Graduation Project 10/02/2025 Innovation program on \_ → Bidirectional charging bidirectional charging Supervisors Dr. Ir Suzanne Hiemstra-van Mastrigt Infrastructure Ir. Gonny Hoekstra Urban space projects —— Jop Pék Diederik Basta Charging for MaaC Charging infrastructure 🚽 X Gemeente •••• TUDelft \*Amsterdam GEMINI

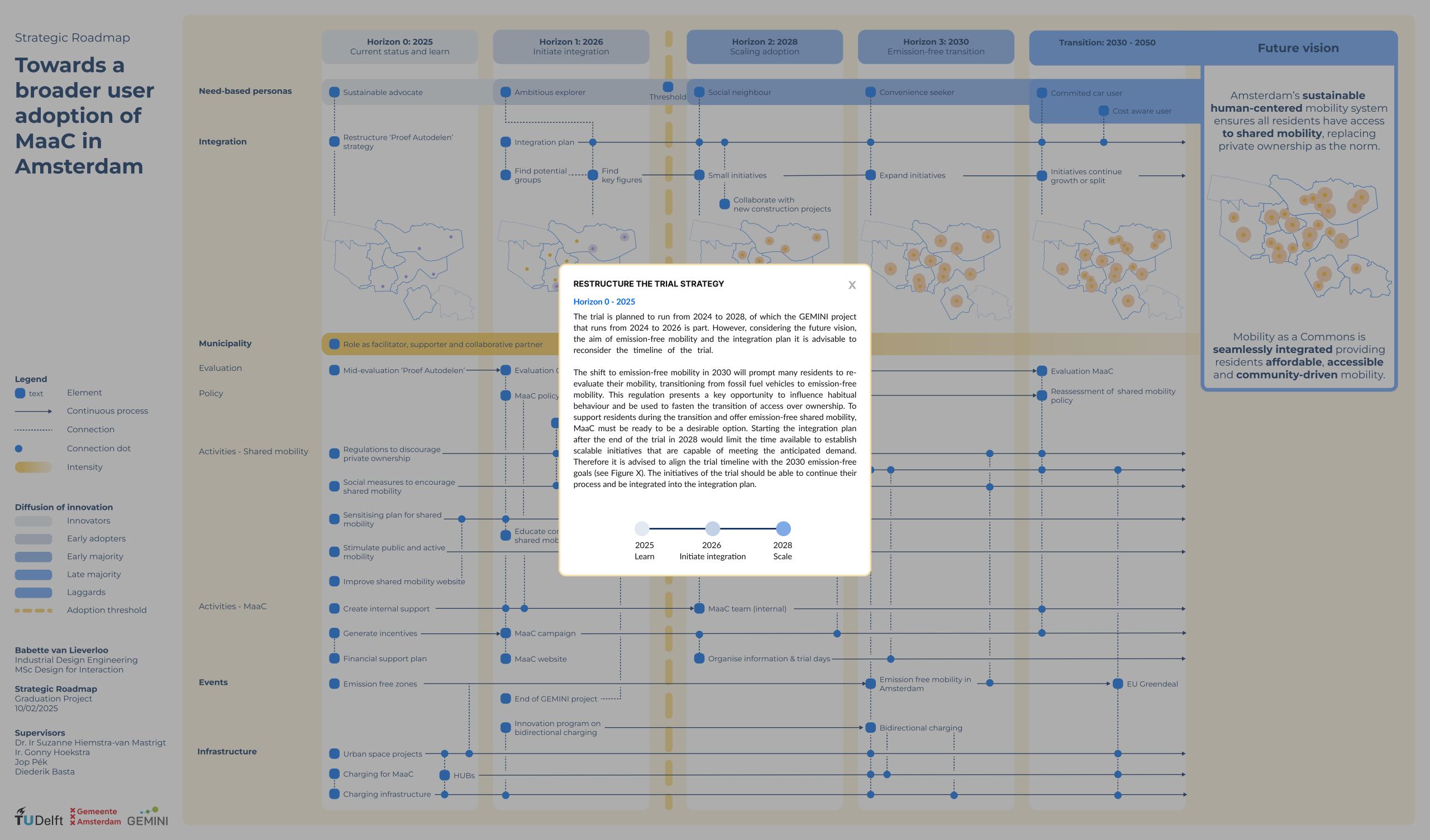
Strategic Roadmap Horizon 0: 2025 **Horizon 1: 2026** Horizon 2: 2028 **Horizon 3: 2030 Transition: 2030 - 2050 Future vision** Current status and learn Initiate integration Scaling adoption Emission-free transition Towards a broader user **Need-based personas** Ambitious explorer Sustainable advocate Social neighbour Convenience seeker Amsterdam's sustainable human-centered mobility system adoption of ensures all residents have access to shared mobility, replacing MaaC in Restructure 'Proef Autodelen' strategy Integration plan — Integration private ownership as the norm. **Amsterdam** Find potential \_\_\_\_ Initiatives continue Expand initiatives groups key figures growth or split Collaborate with new construction projects **THRESHOLD** Between horizon 1 and 2 The broader adoption of MaaC lies in successfully bridging the gap between early adopters and the early majority, the threshold that determines the Mobility as a Commons is success of an innovation (see Chapter 3). If this threshold can be successfully Municipality Role as facilitator, supporter and collaborative partner seamlessly integrated providing navigated, MaaC has the potential to seamlessly integrate into Amsterdam's residents affordable, accessible mobility system. This transition would reach a broader group of residents, Evaluation Mid-evaluation 'Proef Autodelen' Evaluation ► Evaluation MaaC enhance the MaaC's value as more residents join and establish a foundation for and community-driven mobility. Legend long-term scalability and integration of MaaC. Reassessment of shared mobility Element Policy MaaC policy In case the threshold cannot be bridged by 2028, it will be essential to conduct Continuous process an evaluation to identify the barriers to adoption. This evaluation is already planned, see element Threshold evaluation. The success can be measured by Connection multiple indicators such as an increase in demand for MaaC initiatives and Connection dot Regulations to discourage increased development of MaaC initiatives in new areas. Activities - Shared mobility private ownership Intensity Social measures to encourage shared mobility Diffusion of innovation Sensitising plan for shared mobility Innovators Educate col Early adopters Stimulate public and active \_ mobility Early majority Late majority Improve shared mobility website Laggards Activities - MaaC Create internal support MaaC team (internal) -Adoption threshold Generate incentives — MaaC campaign **Babette van Lieverloo** Industrial Design Engineering Financial support plan MaaC website Organise information & trial days — MSc Design for Interaction Emission free mobility in \_ **Events** ► EU Greendeal Emission free zones -**Strategic Roadmap** Amsterdam End of GEMINI project ······ Graduation Project 10/02/2025 Innovation program on \_ → Bidirectional charging bidirectional charging Supervisors Dr. Ir Suzanne Hiemstra-van Mastrigt Infrastructure Ir. Gonny Hoekstra Urban space projects —— Jop Pék Diederik Basta Charging for MaaC Charging infrastructure 🚽 X Gemeente •••• TUDelft \*Amsterdam GEMINI





Strategic Roadmap **Horizon 1: 2026** Horizon 2: 2028 **Horizon 3: 2030** Horizon 0: 2025 **Transition: 2030 - 2050 Future vision** Initiate integration Emission-free transition Current status and learn Scaling adoption Towards a broader user **Need-based personas** Sustainable advocate Ambitious explorer Social neighbour Convenience seeker Amsterdam's sustainable human-centered mobility system adoption of ensures all residents have access to shared mobility, replacing MaaC in Restructure 'Proef Autodelen' strategy Integration plan — Integration private ownership as the norm. **Amsterdam** Find potential \_\_\_\_ Initiatives continue Expand initiatives groups key figures growth or split Collaborate with new construction projects THE COMITTED CAR USER (LATE MAJORITY) **Transition phase** This persona can be segmented as the late majority. To engage this group, concerns such as reliability or costs should be addressed directly. Trial days or Mobility as a Commons is periods are an effective tool for this group to explore the benefits themselves, Municipality Role as facilitator, supporter and collaborative partner seamlessly integrated providing while probably learning that their concerns are irrelevant. For this group, MaaC must show clear advantages over private ownership, while also making private residents affordable, accessible Evaluation Mid-evaluation 'Proef Autodelen' Evaluation ( Evaluation MaaC ownership more inconvenient. and **community-driven** mobility. Legend Reassessment of shared mobility Element Policy Additionally, social norms could be leveraged to encourage participation, as they are often influenced by peer pressure or fear of missing out. Continuous process Connection Connection dot Regulations to discourage Activities - Shared mobility private ownership Intensity Social measures to encourage shared mobility Diffusion of innovation Sensitising plan for shared mobility Innovators Educate col Early adopters Stimulate public and active \_ mobility Early majority Late majority Improve shared mobility website Laggards Activities - MaaC Create internal support MaaC team (internal) -Adoption threshold Generate incentives — MaaC campaign -**Babette van Lieverloo** Organise information & trial days — Industrial Design Engineering Financial support plan MaaC website MSc Design for Interaction Emission free mobility in **►** EU Greendeal **Events** Emission free zones -**Strategic Roadmap** Amsterdam End of GEMINI project ······ Graduation Project 10/02/2025 Innovation program on \_ → Bidirectional charging bidirectional charging Supervisors Dr. Ir Suzanne Hiemstra-van Mastrigt Infrastructure Ir. Gonny Hoekstra Urban space projects ——— Jop Pék Diederik Basta Charging for MaaC Charging infrastructure 🚽 X Gemeente •••• TUDelft \*Amsterdam GEMINI





Strategic Roadmap Horizon 2: 2028 Horizon 0: 2025 **Horizon 1: 2026 Horizon 3: 2030 Transition: 2030 - 2050 Future vision** Initiate integration Current status and learn Scaling adoption Emission-free transition Towards a broader user **Need-based personas** Ambitious explorer Sustainable advocate Social neighbour Convenience seeker Amsterdam's sustainable human-centered mobility system adoption of ensures all residents have access to shared mobility, replacing MaaC in Restructure 'Proef Autodelen' strategy Integration Integration plan private ownership as the norm. **Amsterdam** Find potential \_\_\_\_ Initiatives continue Expand initiatives Small initiatives key figures groups growth or split Collaborate with new construction projects **INTEGRATION PLAN** Horizon 1 - 2026 Research shows that initiatives mainly consist of two types of members: key figures and users (chapter 4). To integrate MaaC, the first step is to identify and Mobility as a Commons is motivate key figures in various neighbourhoods. The Municipality should Municipality Role as facilitator, supporter and collaborative partner seamlessly integrated providing provide support during the initial stages. Once the initiatives are stable, they can support themselves and grow into healthy, scalable organisations. Users residents affordable, accessible Evaluation Evaluation MaaC join once initiatives are established and healthy, contributing to growth and and **community-driven** mobility. Legend financial stability. Reassessment of shared mobility Element Policy MaaC policy As initiatives expand, they can follow two paths (see Figure X). They may Continuous process continue to expand, either within a single neighbourhood or across multiple neighbourhoods. This growth will contribute to financial stability and reduce Connection the organisational burden. Alternatively, they might choose to split into smaller Connection dot Regulations to discourage initiatives, protecting the close-knit community that fosters social cohesion Activities - Shared mobility private ownership and increased feeling of ownership. The decision can be made at any stage, Intensity depending on the specific needs and vision of the initiatives. Social measures to encourage shared mobility Option 1: Grow Diffusion of innovation Sensitising plan for shared mobility Innovators Educate col Early adopters Stimulate public and active \_ mobility Early majority Late majority Improve shared mobility website Laggards Activities - MaaC Create internal support MaaC team (internal) -Adoption threshold Generate incentives — MaaC campaign **Babette van Lieverloo** Financial support plan Industrial Design Engineering MaaC website Organise information & trial days — MSc Design for Interaction Emission free mobility in \_ **Events ►** EU Greendeal Emission free zones -**Strategic Roadmap** Amsterdam End of GEMINI project ······ Graduation Project 10/02/2025 Innovation program on \_ → Bidirectional charging bidirectional charging Supervisors Dr. Ir Suzanne Hiemstra-van Mastrigt Infrastructure Ir. Gonny Hoekstra Urban space projects ——— Jop Pék Diederik Basta Charging for MaaC Charging infrastructure 🚽 X Gemeente ••••

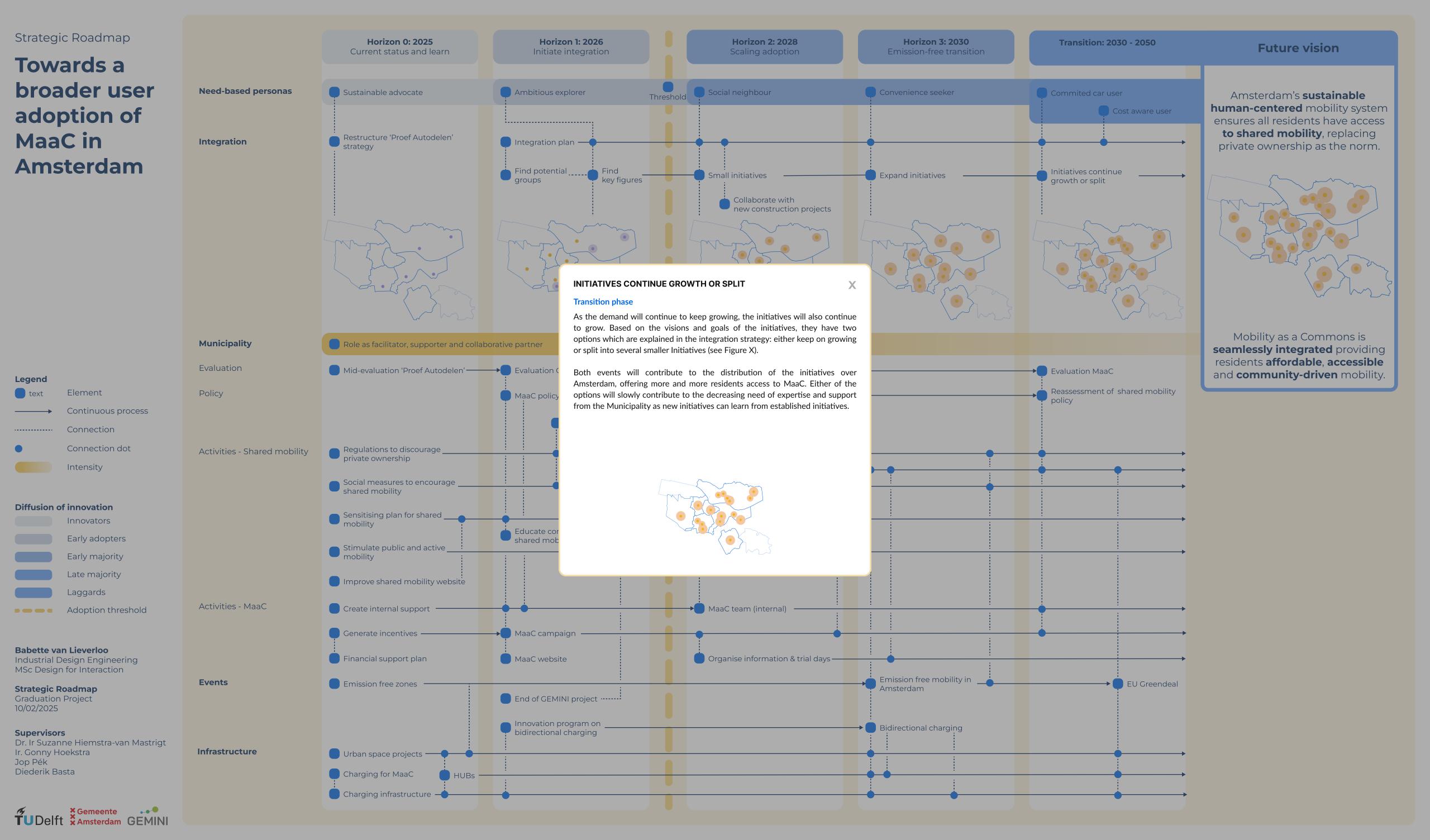
Strategic Roadmap Horizon 0: 2025 **Horizon 1: 2026** Horizon 2: 2028 **Horizon 3: 2030 Transition: 2030 - 2050 Future vision** Initiate integration Current status and learn Scaling adoption Emission-free transition Towards a broader user **Need-based personas** Ambitious explorer Sustainable advocate Social neighbour Convenience seeker Amsterdam's sustainable human-centered mobility system adoption of ensures all residents have access to shared mobility, replacing MaaC in Restructure 'Proef Autodelen' strategy Integration 🗾 Integration plan private ownership as the norm. **Amsterdam** Find potential \_\_\_\_ Initiatives continue Expand initiatives groups key figures growth or split Collaborate with new construction projects **FIND POTENTIAL GROUPS** Horizon 1 - 2026 Communities that are already collectively share, such as housing or energy initiatives, are high potential groups for MaaC (see Figure X). They are familiar Mobility as a Commons is with sharing and often share core motivation such as sustainability and social Municipality Role as facilitator, supporter and collaborative partner seamlessly integrated providing cohesion (chapter 4). Their experience, eagerness to share and motivations residents affordable, accessible the adoption of MaaC. for Evaluation Mid-evaluation 'Proef Autodelen' Evaluation Evaluation MaaC and community-driven mobility. Legend Once clear policies for MaaC are in place, the Municipality should target these Reassessment of shared mobility Element Policy groups, introducing them to MaaC. These groups have the potential to become key early adopters and contribute to broader adoption. Finding these key Continuous process potential groups is an important and complex step. The Municipality must consider a variety of approaches to identify and reach out to them. Engaging Connection with these groups early, understanding their needs and motivations, and Connection dot Regulations to discourage providing support will be important to ensure their success in adopting MaaC. Activities - Shared mobility private ownership Intensity Social measures to encourage shared mobility Diffusion of innovation Sensitising plan for shared mobility Innovators Educate co shared mol Early adopters Stimulate public and active \_ mobility Early majority Late majority Improve shared mobility website Laggards Activities - MaaC Create internal support MaaC team (internal) -Adoption threshold Generate incentives — MaaC campaign **Babette van Lieverloo** Organise information & trial days — Financial support plan MaaC website Industrial Design Engineering MSc Design for Interaction Emission free mobility in \_ **Events** ► EU Greendeal Emission free zones -Strategic Roadmap Amsterdam End of GEMINI project ······ Graduation Project 10/02/2025 Innovation program on \_ → Bidirectional charging bidirectional charging Supervisors Dr. Ir Suzanne Hiemstra-van Mastrigt Infrastructure Ir. Gonny Hoekstra Urban space projects —— Jop Pék Diederik Basta Charging for MaaC Charging infrastructure 🚽 X Gemeente ••••

Strategic Roadmap Horizon 0: 2025 **Horizon 1: 2026** Horizon 2: 2028 **Horizon 3: 2030 Transition: 2030 - 2050 Future vision** Initiate integration Current status and learn Scaling adoption Emission-free transition Towards a broader user **Need-based personas** Sustainable advocate Ambitious explorer Social neighbour Convenience seeker Amsterdam's sustainable human-centered mobility system adoption of ensures all residents have access to shared mobility, replacing MaaC in Restructure 'Proef Autodelen' strategy Integration Integration plan private ownership as the norm. **Amsterdam** Find potential \_\_\_\_ Initiatives continue Expand initiatives key figures groups growth or split Collaborate with new construction projects **FIND KEY FIGURES** Horizon 1 - 2026 Identifying and engaging these individuals is key to the successful integration and adoption of MaaC. Once these key figures are identified and inspired, with Mobility as a Commons is the proper knowledge, tools, and support, they can start their initiatives. Municipality Role as facilitator, supporter and collaborative partner seamlessly integrated providing Engaging with these residents, understanding their needs and motivations, and providing support will be key to ensuring their success in adopting MaaC and residents affordable, accessible Evaluation Mid-evaluation 'Proef Autodelen' Evaluation ( Evaluation MaaC and community-driven mobility. starting initiatives (see Figure X). Legend Reassessment of shared mobility Element Policy Finding these key figures is a complex step. The Municipality must consider diverse approaches to identify and reach out to these residents. To ensure that Continuous process key figures are inspired, MaaC should be accessible to adopt. The following requirements have to be met: clear and stable policy framework, transparent Connection communication, and support contact at the Municipality. Connection dot Regulations to discourage Activities - Shared mobility private ownership This is a suggested strategy to show how MaaC can integrated in 2026. This Intensity does not mean that there cannot be more initiatives founded after 2026. Social measures to encourage shared mobility Diffusion of innovation Sensitising plan for shared mobility Innovators Educate co shared mol Early adopters Stimulate public and active \_ mobility Early majority Late majority Improve shared mobility website Laggards Activities - MaaC Create internal support MaaC team (internal) -Adoption threshold Generate incentives — MaaC campaign **Babette van Lieverloo** Organise information & trial days — Financial support plan Industrial Design Engineering MaaC website MSc Design for Interaction Emission free mobility in \_ **Events ►** EU Greendeal Emission free zones -Strategic Roadmap Amsterdam End of GEMINI project ······ Graduation Project 10/02/2025 Innovation program on \_ → Bidirectional charging bidirectional charging Supervisors Dr. Ir Suzanne Hiemstra-van Mastrigt Infrastructure Ir. Gonny Hoekstra Urban space projects —— Jop Pék Diederik Basta Charging for MaaC Charging infrastructure 🚽 X Gemeente •••• TUDelft \*Amsterdam GEMINI

Strategic Roadmap Horizon 0: 2025 **Horizon 1: 2026** Horizon 2: 2028 **Horizon 3: 2030 Transition: 2030 - 2050 Future vision** Initiate integration Emission-free transition Current status and learn Scaling adoption Towards a broader user **Need-based personas** Sustainable advocate Ambitious explorer Social neighbour Convenience seeker Amsterdam's sustainable human-centered mobility system adoption of ensures all residents have access to shared mobility, replacing MaaC in Restructure 'Proef Autodelen' strategy Integration plan — Integration private ownership as the norm. **Amsterdam** Find potential \_\_\_\_ Initiatives continue Expand initiatives groups key figures growth or split Collaborate with new construction projects **SMALL INITIATIVES Horizon 2 - 2028** Once the base of the initiatives has been founded and the organisation is established, they are ready to slowly grow. The barrier of organisation is Mobility as a Commons is tackled, which holds the potential for new potential residents to become Municipality Role as facilitator, supporter and collaborative partner seamlessly integrated providing interested and adopt MaaC (see Figure X). residents affordable, accessible Evaluation Mid-evaluation 'Proef Autodelen' Evaluation ( Evaluation MaaC The benefits of MaaC should be actively promoted. An interesting technique and community-driven mobility. Legend for this could be the storytelling of the successful initiatives as the early Reassessment of shared mobility Element Policy majority is inspired by the early adopters. Active marketing on MaaC could contribute to the transition. Continuous process The Municipality must support the initiatives in recruiting new members by Connection collaborating on information days and promoting the initiatives in the Connection dot Regulations to discourage neighbourhoods. Activities - Shared mobility private ownership Intensity Social measures to encourage shared mobility Diffusion of innovation Sensitising plan for shared mobility Innovators Educate co shared mol Early adopters Stimulate public and active \_ mobility Early majority Late majority Improve shared mobility website Laggards Activities - MaaC Create internal support MaaC team (internal) -Adoption threshold Generate incentives — MaaC campaign 🤈 **Babette van Lieverloo** Industrial Design Engineering Financial support plan MaaC website Organise information & trial days — MSc Design for Interaction Emission free mobility in \_ **Events** ► EU Greendeal Emission free zones -Strategic Roadmap Amsterdam End of GEMINI project ······ Graduation Project 10/02/2025 Innovation program on \_ → Bidirectional charging bidirectional charging Supervisors Dr. Ir Suzanne Hiemstra-van Mastrigt Infrastructure Ir. Gonny Hoekstra Urban space projects —— Jop Pék Diederik Basta Charging for MaaC Charging infrastructure 🚽 X Gemeente ••••

Strategic Roadmap Horizon 2: 2028 **Horizon 1: 2026 Horizon 3: 2030 Horizon 0: 2025 Transition: 2030 - 2050 Future vision** Initiate integration Current status and learn Scaling adoption Emission-free transition Towards a broader user **Need-based personas** Convenience seeker Sustainable advocate Ambitious explorer Social neighbour Amsterdam's sustainable human-centered mobility system adoption of ensures all residents have access to shared mobility, replacing MaaC in Restructure 'Proef Autodelen' strategy Integration Integration plan private ownership as the norm. **Amsterdam** Find potential \_\_\_\_ Initiatives continue Expand initiatives groups key figures growth or split Collaborate with new construction projects **COLLABORATE WITH HOUSING DEVELOPMENT PROJECTS Horizon 2 - 2028** Amsterdam's vision to become a low-car city has led to a scarcity of parking spots and permits, especially for housing development projects. For residents, Mobility as a Commons is this often means expensive or no parking, which prompts them to reconsider Municipality Role as facilitator, supporter and collaborative partner seamlessly integrated providing their mobility. This creates a valuable opportunity to transition residents from residents affordable, accessible private ownership to access. Evaluation Mid-evaluation 'Proef Autodelen' Evaluation Evaluation MaaC and **community-driven** mobility. Legend Many construction projects are required to include shared mobility options, Reassessment of shared mobility Element Policy currently, these are commercial parties. While this is a step in the right direction, not all residents may be open to commercial sharing. Introducing Continuous process MaaC in these projects could offer a broader range of shared mobility options. The Municipality can collaborate with developers to introduce permits for Connection shared parking and actively promote MaaC as an option. Connection dot Regulations to discourage Activities - Shared mobility private ownership The biggest barrier to the adoption of MaaC in these areas is the lack of social Intensity cohesion in new neighbourhoods. It is advised to research how to tackle this Social measures to encourage shared mobility obstacle as MaaC has the potential to be a solution to the parking problems in these new neighbourhoods. Diffusion of innovation Sensitising plan for shared mobility Innovators Educate col Early adopters Stimulate public and active \_ mobility Early majority Late majority Improve shared mobility website Laggards Activities - MaaC MaaC team (internal) -Create internal support Adoption threshold Generate incentives -MaaC campaign **Babette van Lieverloo** Organise information & trial days — Financial support plan MaaC website Industrial Design Engineering MSc Design for Interaction Emission free mobility in \_ **Events ►** EU Greendeal Emission free zones -Strategic Roadmap Amsterdam End of GEMINI project ······ Graduation Project 10/02/2025 Innovation program on \_ → Bidirectional charging bidirectional charging Supervisors Dr. Ir Suzanne Hiemstra-van Mastrigt Infrastructure Ir. Gonny Hoekstra Urban space projects — Jop Pék Diederik Basta Charging for MaaC Charging infrastructure 🚽 X Gemeente •••• TUDelft \*Amsterdam GEMINI

Strategic Roadmap Horizon 2: 2028 **Horizon 1: 2026 Horizon 3: 2030 Transition: 2030 - 2050** Horizon 0: 2025 **Future vision** Initiate integration Emission-free transition Current status and learn Scaling adoption Towards a broader user **Need-based personas** Social neighbour Sustainable advocate Ambitious explorer Convenience seeker Amsterdam's sustainable human-centered mobility system adoption of ensures all residents have access to shared mobility, replacing MaaC in Restructure 'Proef Autodelen' strategy Integration Integration plan private ownership as the norm. **Amsterdam** Find potential \_\_\_\_ Initiatives continue Expand initiatives groups key figures growth or split Collaborate with new construction projects **EXPAND INITIATIVES** Horizon 3 - 2030 As in 2030 all mobility in Amsterdam must be emission-free, this systemic disruption holds the potential to be a catalysator in the mobility transition as Mobility as a Commons is most of the residents have to reconsider their mobility (chapter 3). The demand Municipality Role as facilitator, supporter and collaborative partner seamlessly integrated providing for electric mobility will grow, it is assumed that this will also increase the residents affordable, accessible demand for shared mobility. MaaC could be a desirable option for community Evaluation Mid-evaluation 'Proef Autodelen' Evaluation Evaluation MaaC oriented residents who look for electric shared mobility. The demand for MaaC and **community-driven** mobility. Legend will grow leading to more stable and healthy initiatives (see Figure X). Reassessment of shared mobility Element Policy MaaC policy Continuous process Connection Connection dot Regulations to discourage Activities - Shared mobility private ownership Intensity Social measures to encourage shared mobility Diffusion of innovation Sensitising plan for shared mobility Innovators Educate co shared mol Early adopters Stimulate public and active \_ mobility Early majority Late majority Improve shared mobility website Laggards Activities - MaaC Create internal support MaaC team (internal) -Adoption threshold Generate incentives — MaaC campaign -**Babette van Lieverloo** Organise information & trial days — Financial support plan MaaC website Industrial Design Engineering MSc Design for Interaction Emission free mobility in \_ **►** EU Greendeal **Events** Emission free zones -Strategic Roadmap Amsterdam End of GEMINI project ······ Graduation Project 10/02/2025 Innovation program on \_ → Bidirectional charging bidirectional charging Supervisors Dr. Ir Suzanne Hiemstra-van Mastrigt Infrastructure Ir. Gonny Hoekstra Urban space projects ——— Jop Pék Diederik Basta Charging for MaaC Charging infrastructure — X Gemeente 💮 🗝 🔍 TUDelft \*Amsterdam GEMINI



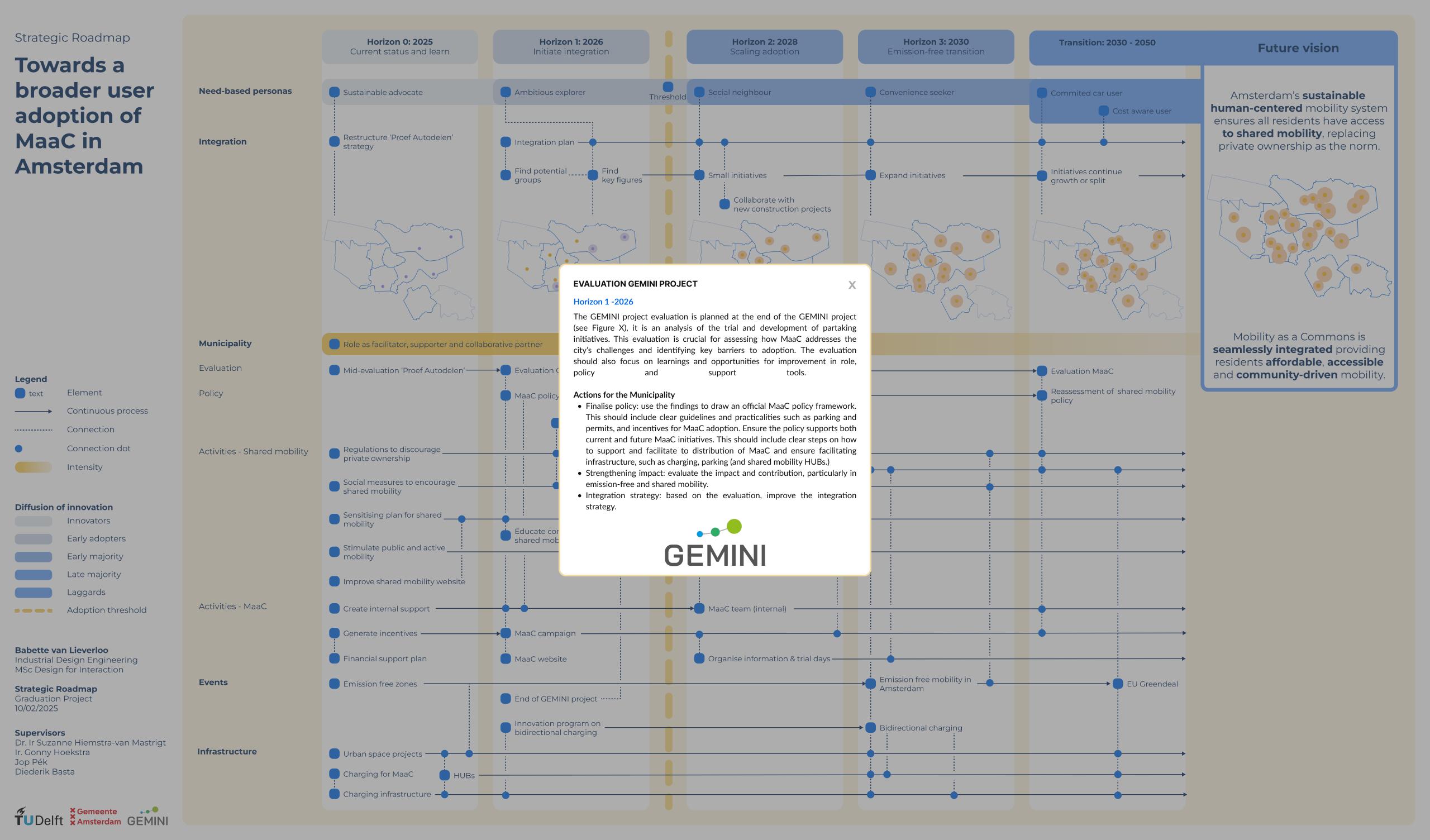
Strategic Roadmap **Horizon 1: 2026** Horizon 2: 2028 **Horizon 3: 2030 Horizon 0: 2025 Transition: 2030 - 2050 Future vision** Current status and learn Initiate integration Emission-free transition Scaling adoption Towards a broader user **Need-based personas** Social neighbour Sustainable advocate Ambitious explorer Convenience seeker Amsterdam's sustainable human-centered mobility system adoption of ensures all residents have access to shared mobility, replacing MaaC in Restructure 'Proef Autodelen' strategy Integration plan — Integration private ownership as the norm. **Amsterdam** Find potential \_\_\_\_ Initiatives continue Expand initiatives groups key figures growth or split Collaborate with new construction projects THE ROLE OF THE MUNICIPALITY Horizon 0 -2025 The Municipality's role in MaaC is to facilitate, support, and collaborate while respecting the bottom-up nature of initiatives. See the element card for each Mobility as a Commons is role for a detailed explanation. Municipality Role as facilitator, supporter and collaborative partner seamlessly integrated providing In the beginning, more action from the Municipality is expected. As part of the residents affordable, accessible Evaluation Mid-evaluation 'Proef Autodelen' Evaluation ( Evaluation MaaC three roles, actively stimulating and motivating residents to adopt MaaC is and **community-driven** mobility. Legend needed as well. Over time, the role when initiatives are stable and grown, will Reassessment of shared mobility Element Policy adapt and less is needed from the Municipality as members develop their expertise in MaaC and can support others. The role of collaborator will first start Continuous process to become less relevant, after that, the support role will be followed. The role of the facilitator will stay relevant because the facilitation of practicalities such as Connection policy is needed at all times for evaluation and improvement. Connection dot Regulations to discourage Activities - Shared mobility private ownership Intensity Social measures to encourage shared mobility Diffusion of innovation Sensitising plan for shared mobility Innovators Educate col Early adopters Stimulate public and active \_ mobility Early majority Late majority Improve shared mobility website Laggards Activities - MaaC Create internal support MaaC team (internal) -Adoption threshold Generate incentives — MaaC campaign -**Babette van Lieverloo** Organise information & trial days — Industrial Design Engineering Financial support plan MaaC website MSc Design for Interaction Emission free mobility in \_ **Events →** EU Greendeal Emission free zones -Strategic Roadmap Amsterdam End of GEMINI project ······ Graduation Project 10/02/2025 Innovation program on \_ → Bidirectional charging bidirectional charging Supervisors Dr. Ir Suzanne Hiemstra-van Mastrigt Infrastructure Ir. Gonny Hoekstra Urban space projects —— Jop Pék Diederik Basta Charging for MaaC Charging infrastructure 🚽 X Gemeente ••••

Strategic Roadmap Horizon 0: 2025 **Horizon 1: 2026** Horizon 2: 2028 **Horizon 3: 2030 Transition: 2030 - 2050 Future vision** Emission-free transition Initiate integration Scaling adoption Current status and learn Towards a broader user **Need-based personas** Social neighbour Sustainable advocate Ambitious explorer Convenience seeker Amsterdam's sustainable human-centered mobility system adoption of ensures all residents have access to shared mobility, replacing MaaC in Restructure 'Proef Autodelen' strategy Integration Integration plan private ownership as the norm. **Amsterdam** Find potential \_\_\_\_ Initiatives continue Expand initiatives groups key figures growth or split Collaborate with new construction projects **ROLE: FACILITATOR** The Municipality should enable success by facilitating a system in which MaaC can thrive. This includes providing and improving infrastructure, policies, and Mobility as a Commons is incentives for sustainable behaviour while discouraging unsustainable habits like Municipality Role as facilitator, supporter and collaborative partner seamlessly integrated providing private car ownership. residents affordable, accessible Evaluation Mid-evaluation 'Proef Autodelen' Evaluation ► Evaluation MaaC and **community-driven** mobility. Legend Reassessment of shared mobility Element Policy MaaC policy Continuous process Connection Regulations to discourage Connection dot Activities - Shared mobility private ownership Intensity Social measures to encourage shared mobility Diffusion of innovation Sensitising plan for shared mobility Innovators Educate col Early adopters Stimulate public and active \_ mobility Early majority Late majority Improve shared mobility website Laggards Activities - MaaC Create internal support MaaC team (internal) -Adoption threshold Generate incentives — 🥏 MaaC campaign 🤈 **Babette van Lieverloo** Organise information & trial days — Financial support plan MaaC website Industrial Design Engineering MSc Design for Interaction Emission free mobility in \_ **►** EU Greendeal **Events** Emission free zones -Strategic Roadmap Amsterdam End of GEMINI project ····· Graduation Project 10/02/2025 Innovation program on bidirectional charging → Bidirectional charging Supervisors Dr. Ir Suzanne Hiemstra-van Mastrigt Infrastructure Ir. Gonny Hoekstra Urban space projects — Jop Pék Diederik Basta Charging for MaaC Charging infrastructure 🚽 **X** Gemeente ••●

Strategic Roadmap Horizon 2: 2028 **Horizon 1: 2026 Horizon 3: 2030** Horizon 0: 2025 **Transition: 2030 - 2050 Future vision** Initiate integration Emission-free transition Current status and learn Scaling adoption Towards a broader user **Need-based personas** Sustainable advocate Ambitious explorer Social neighbour Convenience seeker Amsterdam's sustainable human-centered mobility system adoption of ensures all residents have access to shared mobility, replacing MaaC in Restructure 'Proef Autodelen' strategy Integration Integration plan private ownership as the norm. **Amsterdam** Find potential \_\_\_\_ Initiatives continue Expand initiatives groups key figures growth or split Collaborate with new construction projects **ROLE: SUPPORTER** As a supporter, the Municipality can offer multiple tools and resources that support different levels of integration. Financial support, legal guidance, and a Mobility as a Commons is MaaC platform with tools could be provided. The aim is to help initiatives with Municipality Role as facilitator, supporter and collaborative partner seamlessly integrated providing gaining expertise, financial barriers, promotion and scaling while ensuring MaaC is recognised as a legitimate shared mobility in the mobility system. Clear, residents affordable, accessible Evaluation Mid-evaluation 'Proef Autodelen' Evaluation ( ► Evaluation MaaC transparent communication is key, with regular updates and accessible and **community-driven** mobility. Legend information for residents to understand MaaC and what to expect. Reassessment of shared mobility Element Policy MaaC policy Continuous process Connection Connection dot Regulations to discourage Activities - Shared mobility private ownership Intensity Social measures to encourage shared mobility Diffusion of innovation Sensitising plan for shared mobility Innovators Educate col Early adopters Stimulate public and active \_ mobility Early majority Late majority Improve shared mobility website Laggards Activities - MaaC Create internal support MaaC team (internal) -Adoption threshold Generate incentives — MaaC campaign 🤈 **Babette van Lieverloo** Organise information & trial days — Financial support plan MaaC website Industrial Design Engineering MSc Design for Interaction Emission free mobility in \_ **Events** ► EU Greendeal Emission free zones -Strategic Roadmap Amsterdam End of GEMINI project ······ Graduation Project 10/02/2025 Innovation program on \_ → Bidirectional charging bidirectional charging Supervisors Dr. Ir Suzanne Hiemstra-van Mastrigt Infrastructure Ir. Gonny Hoekstra Urban space projects — Jop Pék Diederik Basta Charging for MaaC Charging infrastructure — X Gemeente 💮 🗝 🔍

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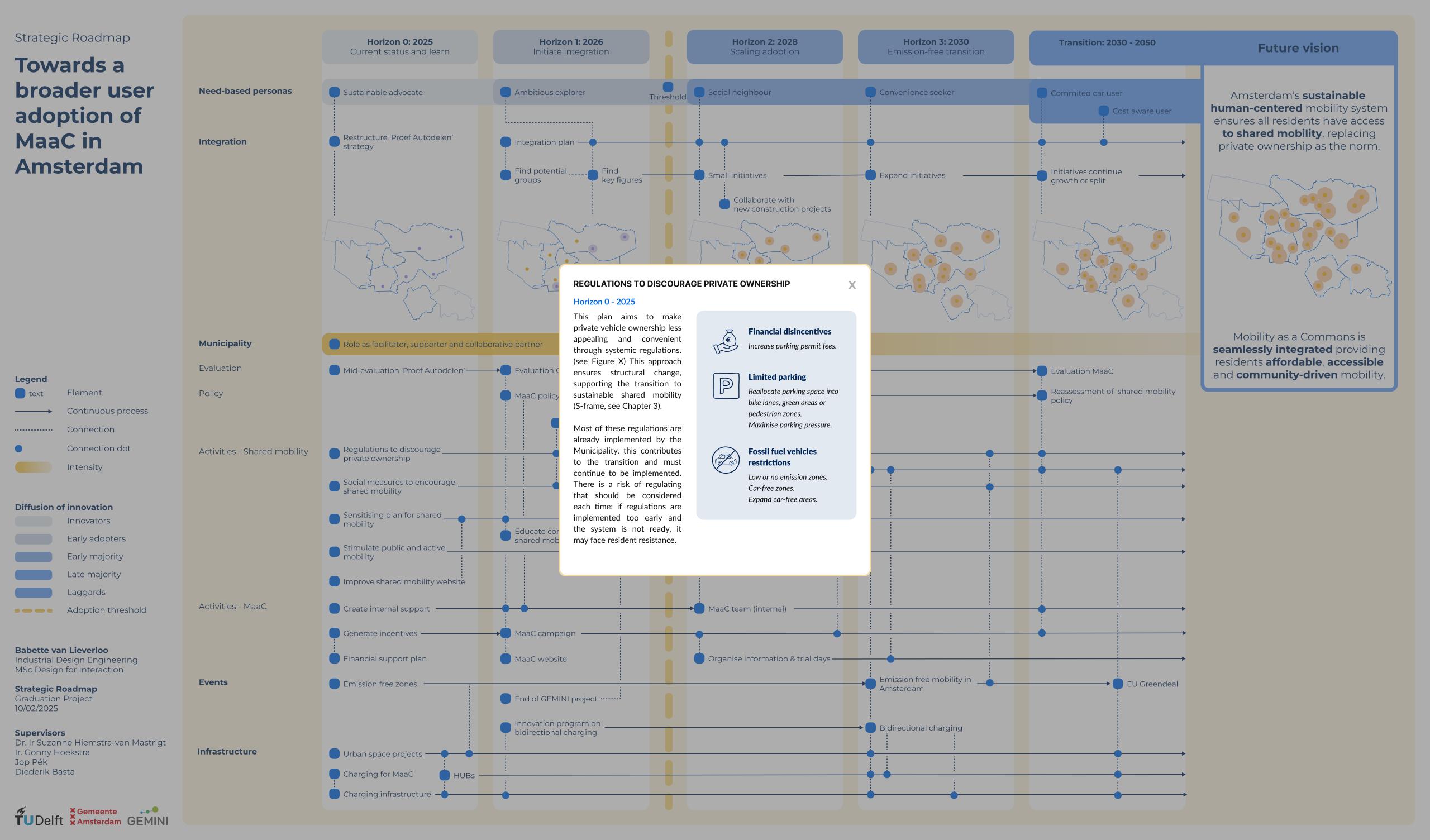
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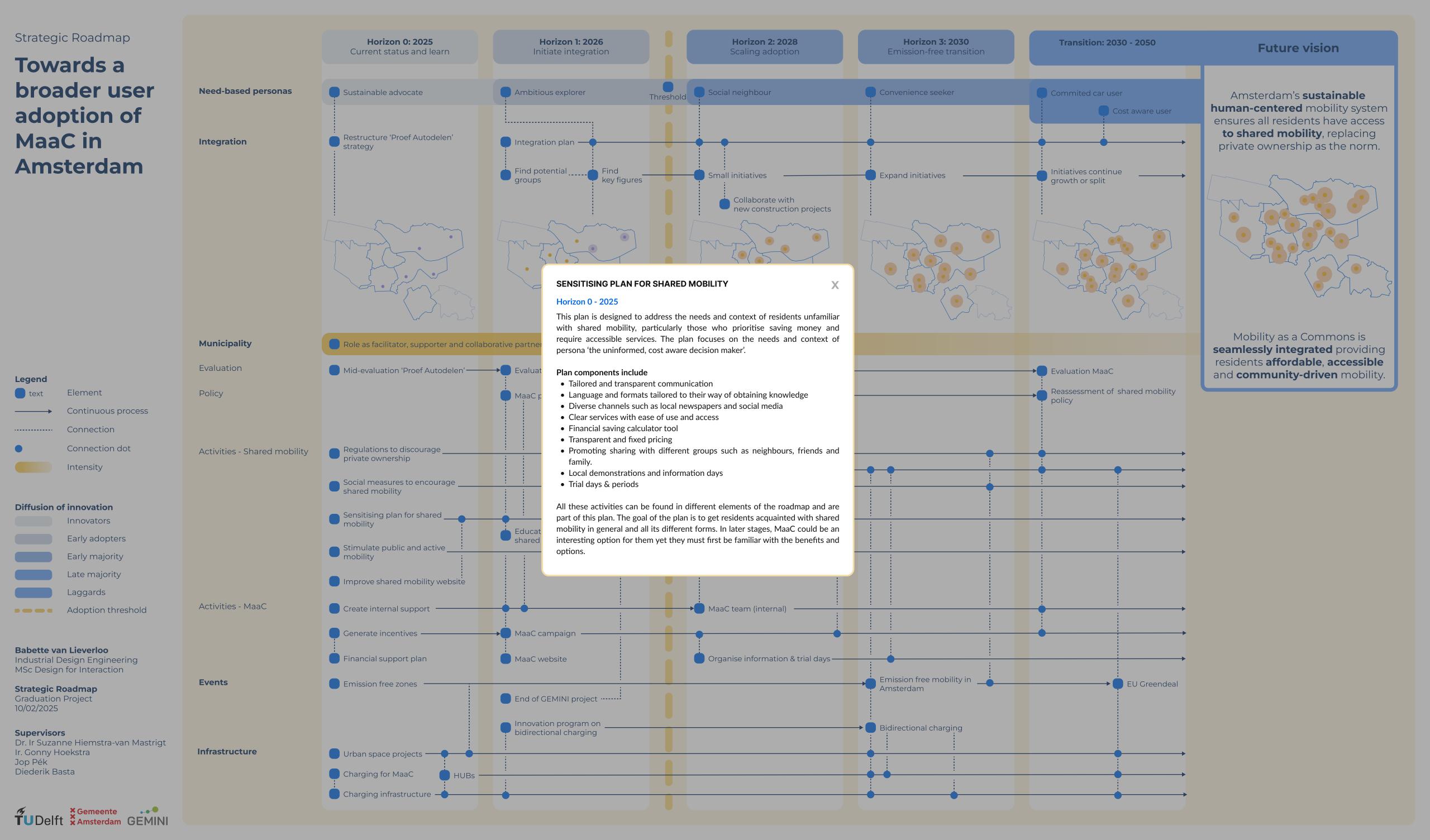
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Strategic Roadmap **Horizon 1: 2026** Horizon 2: 2028 **Horizon 3: 2030 Horizon 0: 2025 Transition: 2030 - 2050 Future vision** Current status and learn Initiate integration Scaling adoption Emission-free transition Towards a broader user **Need-based personas** Sustainable advocate Ambitious explorer Social neighbour Convenience seeker Amsterdam's sustainable human-centered mobility system adoption of ensures all residents have access to shared mobility, replacing MaaC in Restructure 'Proef Autodelen' strategy Integration Integration plan private ownership as the norm. **Amsterdam** Find potential \_\_\_\_ Initiatives continue Expand initiatives groups key figures growth or split Collaborate with new construction projects STIMULATE PUBLIC AND ACTIVE MOBILITY Horizon 1 - 2026 To stimulate the adoption of shared mobility, thus MaaC, it is important to decrease residents' dependency on cars. As is learned in the interviews with Mobility as a Commons is experts and initiatives, the less car-dependent an individual is, the higher the Municipality Role as facilitator, supporter and collaborative partner seamlessly integrated providing chances of adoption of shared mobility. Therefore, it is key to promote the use residents affordable, accessible of both active mobility (walking, cycling) and public transport to reduce car Evaluation Mid-evaluation 'Proef Autodelen' Evaluation ( Evaluation MaaC dependency, support sustainable ambitions and reduce availability anxiety. and **community-driven** mobility. Legend Reassessment of shared mobility Element Policy All are an effect of residents learning and experiencing that not only the car can provide them with their mobility. A keynote is that the Municipality should Continuous process therefore also focus on improving the infrastructure of both public transport and active mobility to offer more possibilities and improve experience. Connection Connection dot Regulations to discourage Activities - Shared mobility private ownership Intensity Social measures to encourage shared mobility Diffusion of innovation Sensitising plan for shared mobility Innovators Educate col Early adopters Stimulate public and active \_ mobility Early majority Late majority Improve shared mobility website Laggards Activities - MaaC Create internal support MaaC team (internal) -Adoption threshold Generate incentives — MaaC campaign **Babette van Lieverloo** Industrial Design Engineering Financial support plan MaaC website Organise information & trial days — MSc Design for Interaction Emission free mobility in \_ **Events →** EU Greendeal Emission free zones -Strategic Roadmap Amsterdam End of GEMINI project ······ Graduation Project 10/02/2025 Innovation program on \_ → Bidirectional charging bidirectional charging Supervisors Dr. Ir Suzanne Hiemstra-van Mastrigt Infrastructure Ir. Gonny Hoekstra Urban space projects —— Jop Pék Diederik Basta Charging for MaaC Charging infrastructure 🚽 X Gemeente •••• TUDelft \*Amsterdam GEMINI

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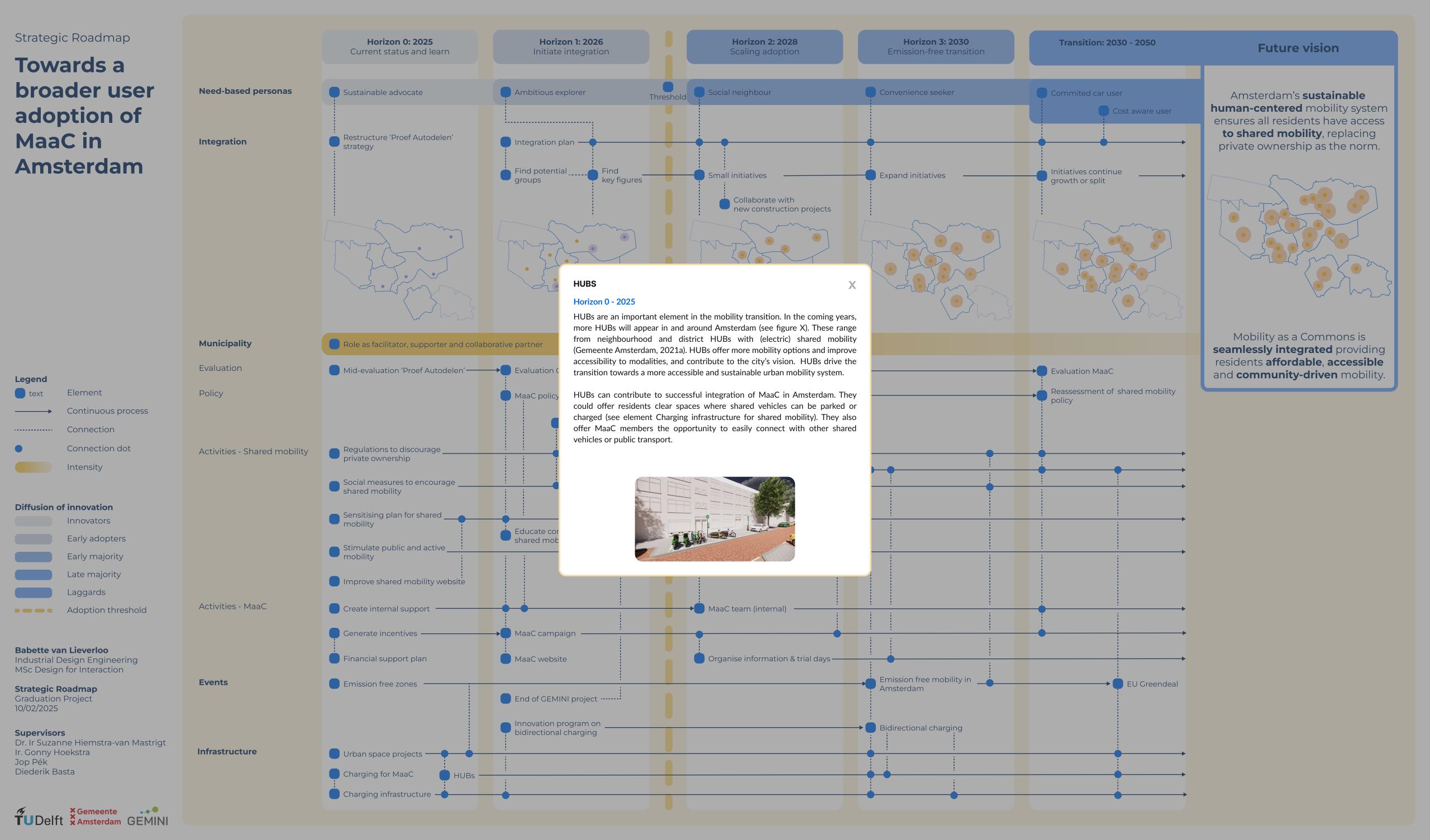
Strategic Roadmap Horizon 2: 2028 **Horizon 1: 2026 Horizon 3: 2030 Horizon 0: 2025 Transition: 2030 - 2050 Future vision** Initiate integration Current status and learn Scaling adoption Emission-free transition Towards a broader user **Need-based personas** Convenience seeker Sustainable advocate Ambitious explorer Social neighbour Amsterdam's **sustainable** human-centered mobility system adoption of ensures all residents have access to shared mobility, replacing MaaC in Restructure 'Proef Autodelen' strategy Integration Integration plan private ownership as the norm. **Amsterdam** Find potential \_\_\_\_ Initiatives continue Expand initiatives key figures groups growth or split Collaborate with new construction projects INNOVATION PROGRAM ON BIDIRECTIONAL CHARGING Horizon 1 - 2026 Currently, there are explorations on bidirectional charging. In Amsterdam, this technology is being tested. The studies mainly focus on this technology for Mobility as a Commons is privately owned vehicles. However, bidirectional charging will also affect Municipality Role as facilitator, supporter and collaborative partner seamlessly integrated providing shared electric vehicles. The technology carries quite a few complications and sharing makes it a bit more complicated. The Municipality needs to know what residents affordable, accessible Evaluation Mid-evaluation 'Proef Autodelen' Evaluation ( Evaluation MaaC to do with bidirectional charging for both private and shared mobility. and **community-driven** mobility. Legend Therefore, it is advised to start an innovation program for bidirectional Reassessment of shared mobility Element Policy charging specifically on shared mobility to be ready for when the technology is widely implemented. Continuous process The technology could be an addition to the MaaC concept, as energy can be Connection shared via the vehicles. This is currently being explored by an initiative (see Connection dot Regulations to discourage Chapter 4). It would be interesting to collaborate with them to learn about how Activities - Shared mobility private ownership to use bidirectional charging for MaaC initiatives. Also in Utrecht, they are Intensity testing bidirectional charging in shared mobility. It would be interesting to Social measures to encourage shared mobility learn from them to apply in Amsterdam (Lugt, 2024). Diffusion of innovation Sensitising plan for shared mobility Innovators Educate col Early adopters Stimulate public and active \_ mobility Early majority Late majority Improve shared mobility website Laggards Activities - MaaC Create internal support MaaC team (internal) -Adoption threshold Generate incentives -MaaC campaign **Babette van Lieverloo** Organise information & trial days — Financial support plan MaaC website Industrial Design Engineering MSc Design for Interaction Emission free mobility in \_ **Events ►** EU Greendeal Emission free zones -**Strategic Roadmap** Amsterdam End of GEMINI project ······ Graduation Project 10/02/2025 Innovation program on → Bidirectional charging bidirectional charging Supervisors Dr. Ir Suzanne Hiemstra-van Mastrigt Ir. Gonny Hoekstra Infrastructure Urban space projects — Jop Pék Diederik Basta Charging for MaaC Charging infrastructure 🚽 X Gemeente ••• TUDelft \*Amsterdam GEMINI

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