

# Floya - Brussels' MaaS

**Next Level MaaS - La mobilité en tant que service aujourd'hui et demain**

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# Nice to meet you!



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MaaS Program Manager for STIB-MIVB.*

**Do you know how much time  
you take on average to do  
10km in BX by car?**

27min

Rank by filter	World rank ▼	City	Average travel time per 10 km ▼	Change from 2022 ▼
1	1	<b>London</b> 🇬🇧 United Kingdom	37 min 20 s	+ 1 min
2	2	<b>Dublin</b> 🇮🇪 Ireland	29 min 30 s	+ 1 min
3	4	<b>Milan</b> 🇮🇹 Italy	28 min 50 s	+ 20 s
4	8	<b>Bucharest</b> 🇷🇴 Romania	27 min 40 s	+ 20 s
5	10	<b>Brussels</b> 🇧🇪 Belgium	27 min	+ 20 s
6	12	<b>Rome</b> 🇮🇹 Italy	26 min 30 s	+ 40 s
7	15	<b>Bordeaux</b> 🇫🇷 France	26 min 30 s	+ 20 s
8	16	<b>Paris</b> 🇫🇷 France	26 min 30 s	+ 20 s
9	18	<b>Turin</b> 🇮🇹 Italy	25 min 40 s	+ 40 s
10	21	<b>Wroclaw</b> 🇵🇱 Poland	24 min 40 s	+ 10 s



Europe



We need a **drastic shift** in **transportation** to curb the trend

## Travelers in Brussels expects us to...



... **meet** their (personal)  
**mobility needs**



... **solve** the **inconvenient** parts of  
**individual journeys**

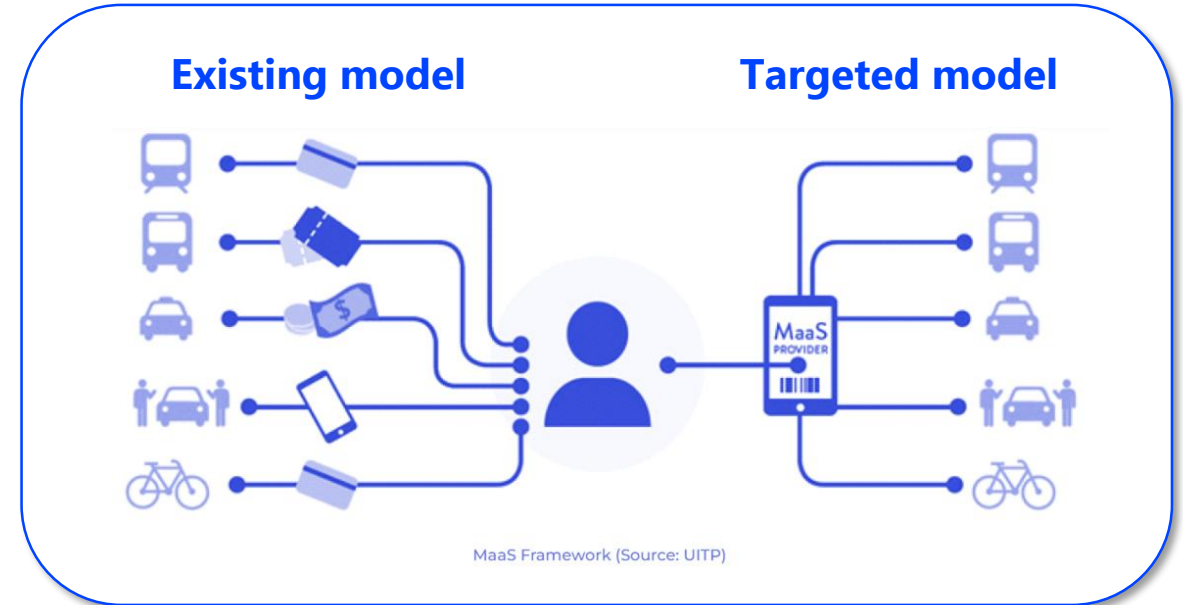


... **improve** the efficiency of the **entire**  
**transport system**

# Our definition of MaaS

*Mobility as a Service (MaaS)* is **the integration of different forms of transport** into a single (digital\*) mobility platform, accessible on demand and managed through a **single channel**.

MaaS offers the opportunity to **reduce personal car ownership** and move cities towards more user-centric, efficient, fuel-efficient and environmentally conscious mobility choices.



*“Mobilité Améliorée par Association de Services”*

# Regional Mobility Plan

## Ambition to reduce the individual car modal share

### 2 key objectives



**Improve the environment  
& quality of life  
of the people in Brussels**



**Supporting  
Brussels Capital Region's  
economic development**



# « Together, let's move the Brussels of tomorrow »

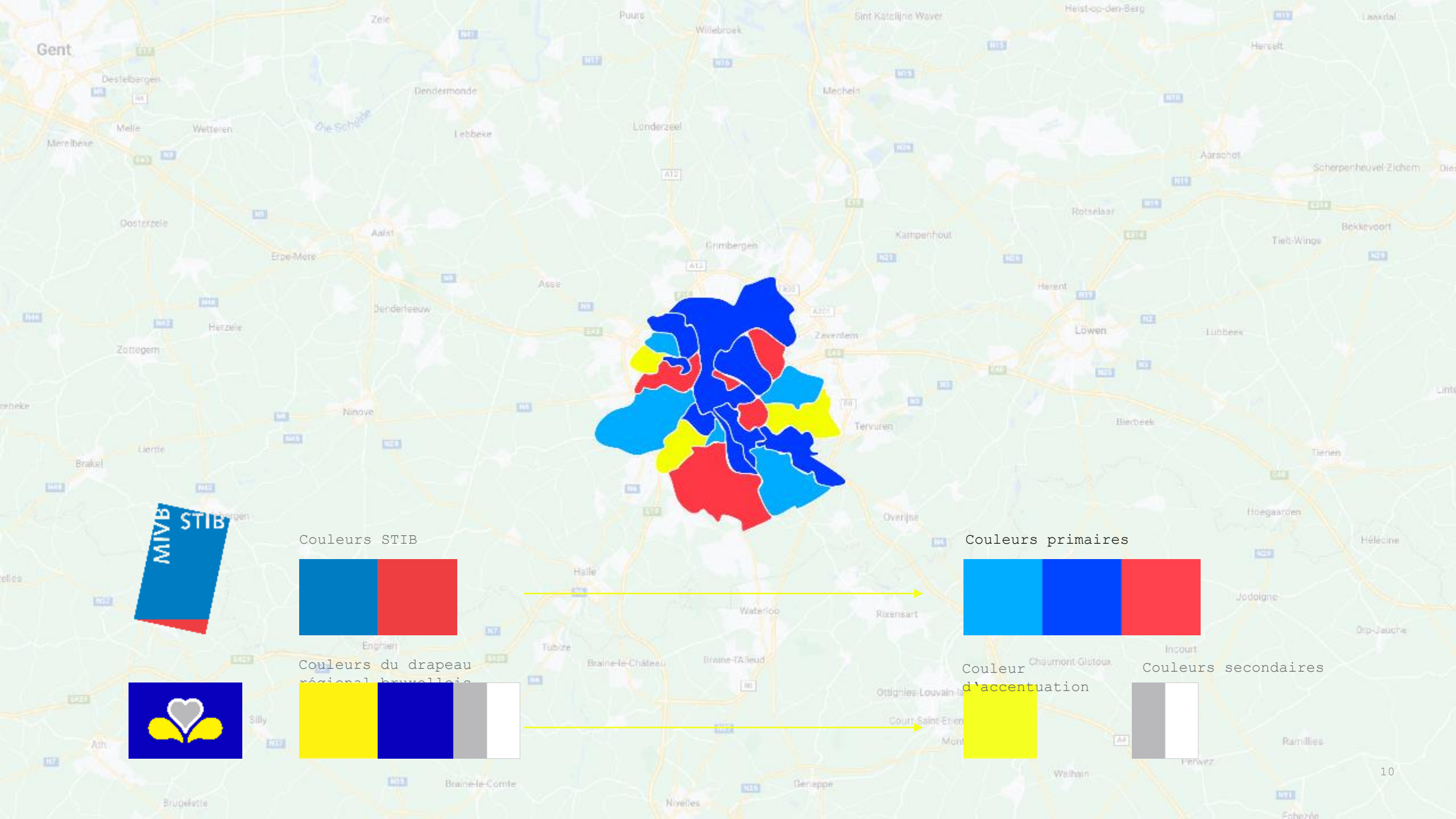


.brussels  
LET'S MOVE BRUSSELS



BRUXELLES MOBILITÉ  
BRUSSEL MOBILITEIT





Couleurs STIB



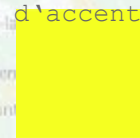
Couleurs du drapeau régional bruxellois



Couleurs primaires



Couleur d'accentuation



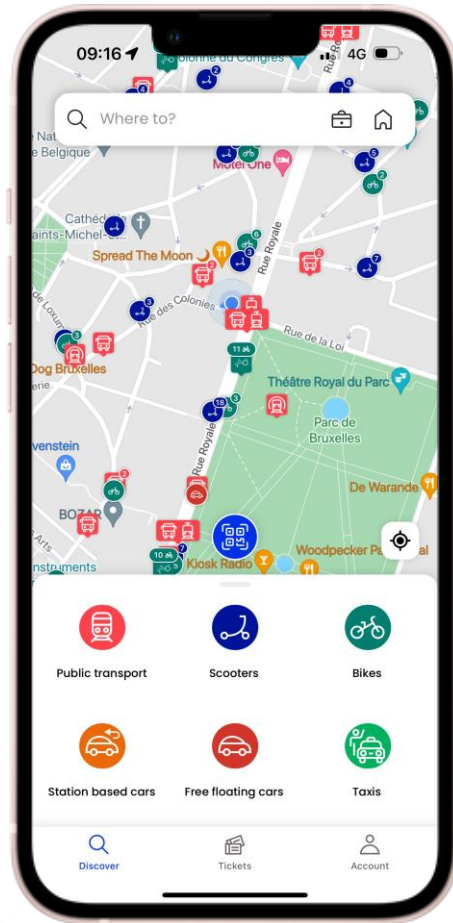
Couleurs secondaires



Time to meet...

FLOYDA

# Floya : How does it work?



Create an **account**



Discover and visualize **all mobility services**



**Plan** a trip and **follow an itinerary**



**Buy** and use **public transport tickets**



**Unlock** and **ride shared vehicles**

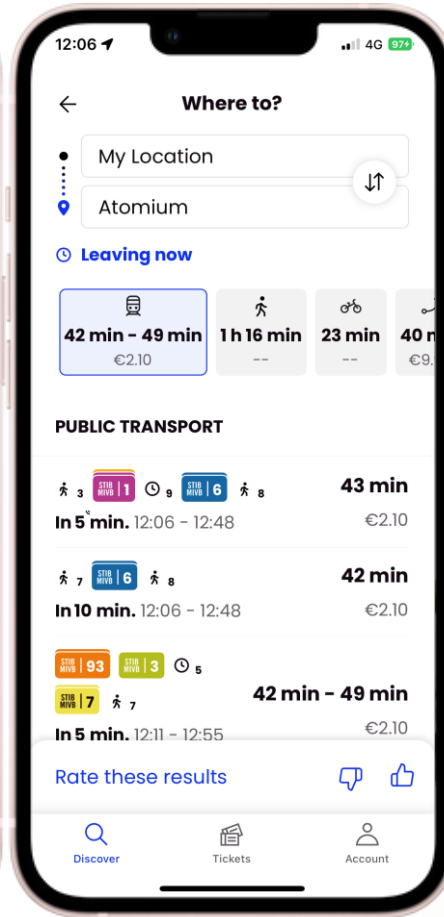
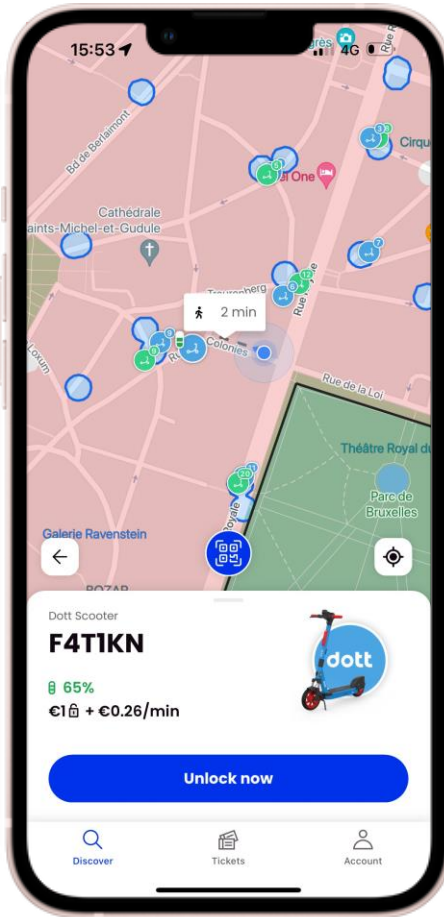
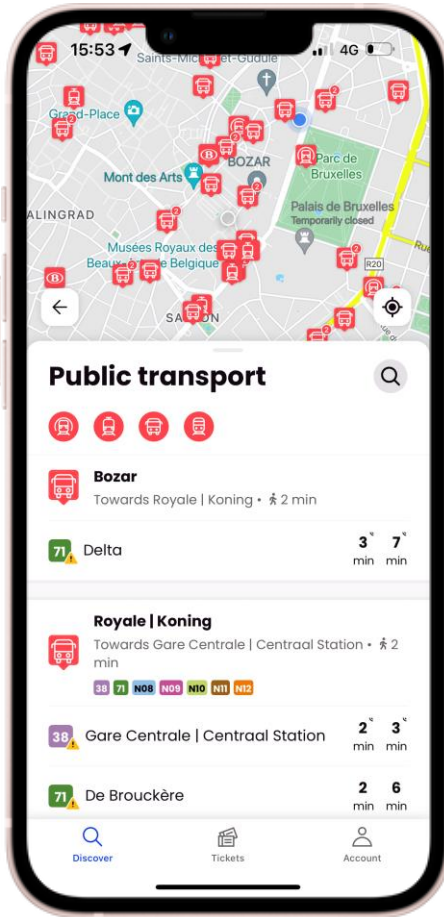
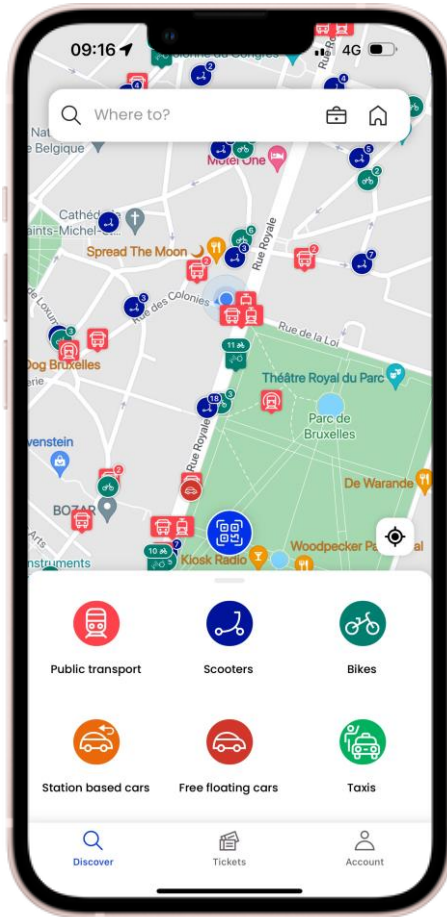


Access to **support**

**Last 24 months was just the start of our journey...**



# Bringing to live our product – MVP (plan, book, pay & ride)







# Integration of 10 partners since the launch

**Integration levels in Floya**  
 L1: Information  
 L2: Reservation  
 L3: Payment







## Public Partners Integrated



	L1	Static & Real Time Data + Access to network via EMV
	L3	Static & Real Time Data + Ticket purchase
		
	L1	Static & Real Time Data

## Private Partners Integrated



		
	L3	Booking and riding with vehicles (payment)
		
		
		
	L1	Booking of vehicles

# Marketing Campaigns to raise awareness & activate users

Tous vos transports à BX dans 1 app



Votre app de mobilité en mode BX

Téléchargez l'app

Floya



Plan, reis en betaal met 1 enkele app

App Store nu ook met Bolt

Floya

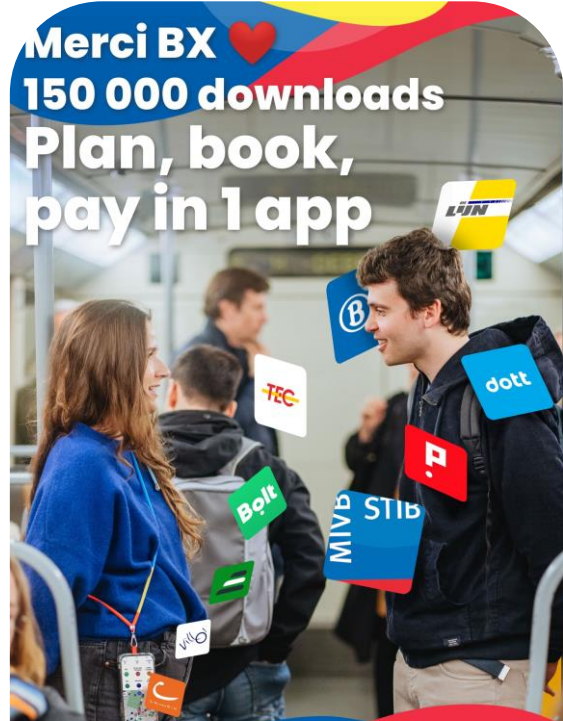


Planifiez, payez et bougez avec une seule app

Maintenant aussi avec

Floya by STIB

Merci BX ❤️  
150 000 downloads  
Plan, book, pay in 1 app



Floya by STIB



**1 APP**

**150K+**  
téléchargements

**12**  
mois  
d'existence

**10**  
services  
de mobilité

**6**  
options  
d'itinéraire  
+  
options  
combinées

**3**  
modes de  
paiement



**1 year later...**



# Upcoming challenges for 2025 and beyond



# Upcoming challenges: Let's zoom in for 2025

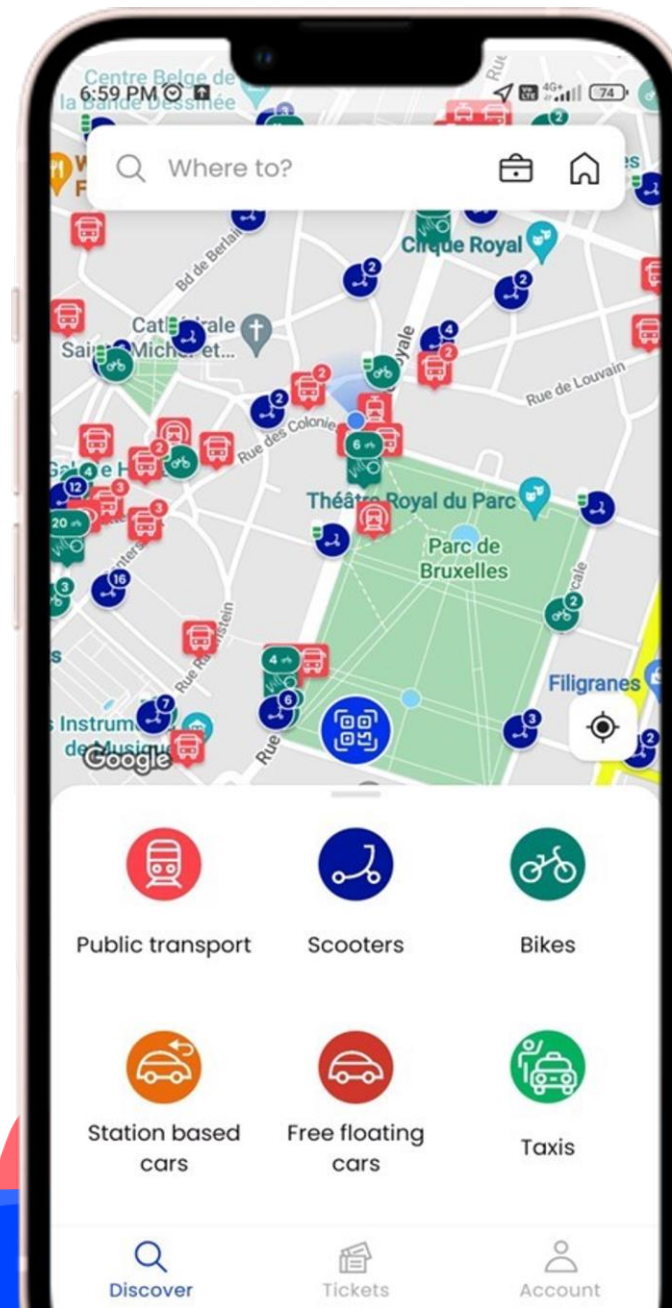
Maintain awareness for our  
♥ brand

Activating existing users to  
prevent "drop out"

Knowing our users better to  
prepare for the future

Adopt new target groups  
to expand our reach

Develop our 2.0 product  
to reach an MLP





# Thank you

17-09-2024