

**Sustainable Mobility
Challenge**

Sustainable Mobility Challenge

LinkedIn: Sustainable Mobility Challenge



Sustainable Mobility Challenge

- Fossil free transport sector 2045
- Sustainable Mobility Services
- Resource effective
- Increased demand and supply for Mobility Services
- Sustainable Business Models \perp_2

Key goals in Sustainable
Mobility Challenge

Sustainable Mobility Challenge

Need Definition

(2017-2018)

Innovation Contest

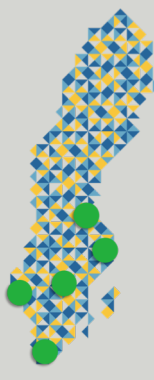
(2018 - 2019)

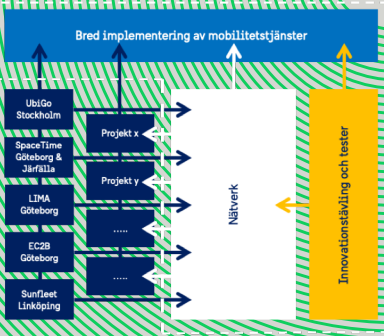
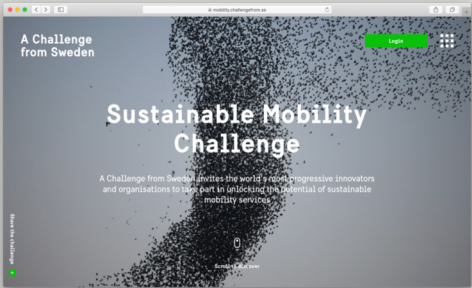
Accelerated Market introduction

(2019 - 2021)

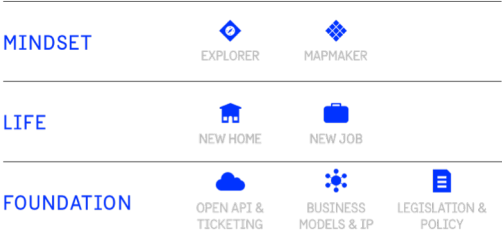
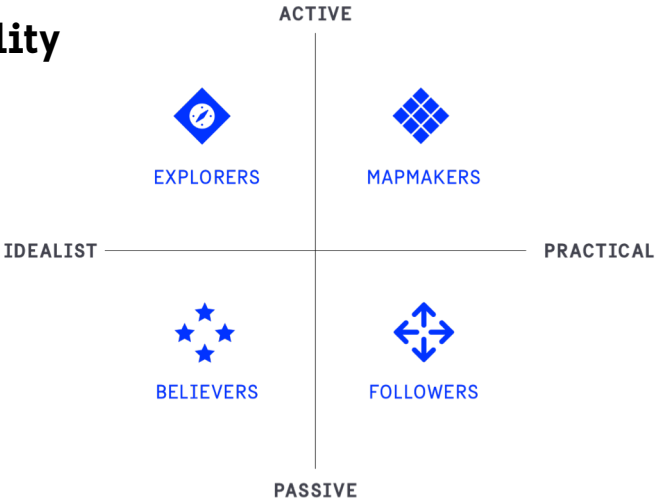
Implementation

(2019 ->)

- 
- Lindholmen Science Park
 - Göteborg
 - Chalmers
 - RISE
 - IVL
 - Riksbyggen
 - HSB
 - Göteborg stad parkering AB
 - Västrastrafik
 - Ideon Science Park
 - Malmö
 - Lund
 - Helsingborg
 - Skånetrafiken
 - Combittech
 - SICK/IVP
 - VTI
 - Stångåstaden
 - Sankt Kors
 - Johanneberg Science Park
 - Västra Götalandsregionen
 - Energimyndigheten
 - Gröna Bilister
 - Sandbacka Park
 - Sandvik
 - Tyréns AB
 - Region Gävleborg
 - Gävle
 - Sandviken
 - X-traffic
 - Kista Science City
 - Uppsala
 - Stockholm
 - Familjebostäder
 - Stockholmshem
 - Svenska Bostäder
 - Brf Finnbo
 - Varv
 - SL
 - Samtrafiken
 - Mjärdevi Science Park
 - Linköping
 - Motala
 - Region Östergötland
 - Tekniska Verken
 - Östgötatrafiken
 - Trafikverket
 - SISP



Sustainable Mobility Challenge



2019: Spark

Focus on the most receptive people

[Implementation Champions & pilot tests]

2020: Connect

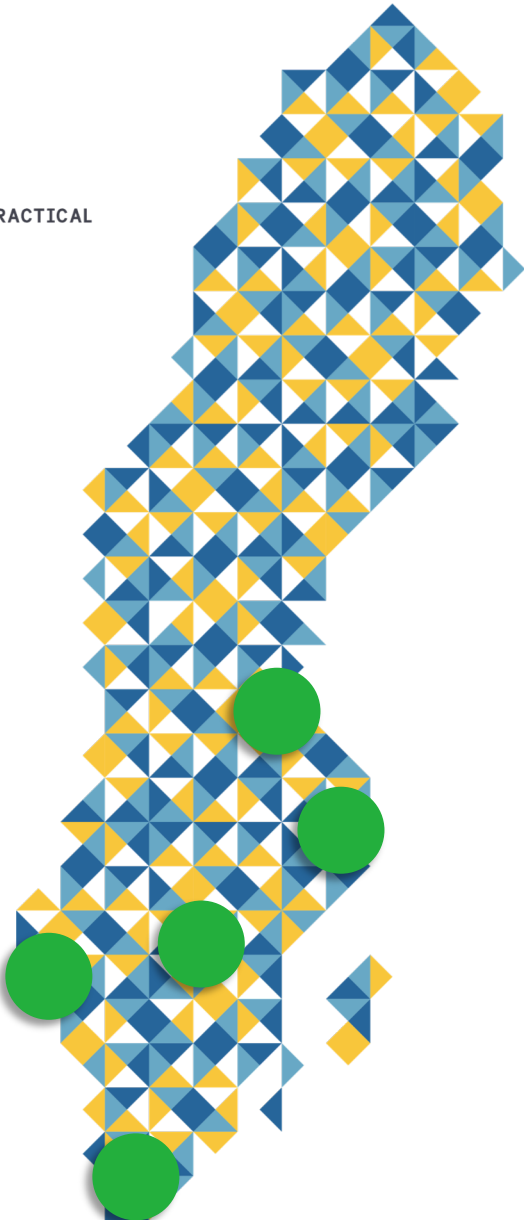
Solve for groups and shared interests

[Learning Champions implementation]

2021 & after: Personalize

Fine-tune solutions for everyone

[Networks & Mass implementation]



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Sustainable Mobility Challenge

Why Sustainable Mobility Challenge?

The global climate goals are set and the journey towards a sustainable future has begun. Sweden is committed to push boundaries and be in the forefront of this development. Traveling accounts for a substantial part of our CO2-emissions and Sweden is therefore determined to reach a fossil independent transportation sector by 2030.

We envision a future where daily travel is improved for people while reducing the need for a private car. We believe the key is in combining fossil free options from different transport providers into a single seamless mobile service, removing the hassle of planning and one-off payments.

With the Sustainable Mobility Challenge, Sweden invites the world's most progressive innovators and organisations to take part in unlocking the potential of sustainable mobility services. This initiative has created a network of proactive buyers with shared needs - such as cities, large companies and property owners - all of whom are ready to test and invest in impactful, feasible and scalable solutions that take us one step closer to a sustainable future.

To find the right solution, we have launched this global innovation competition. The winning solution will be introduced and implemented in Sweden with an aim to inspire many other places around the world to follow.

We have the need. Do you have the solution?

Our daily travel using privately-owned cars has a large impact on the planet and we need to find new fossil free and compelling alternatives. But changing people's behaviour is difficult and requires both incentives and support. In order to succeed, we need to find sustainable solutions that are adaptable to people's different needs, preferences and conditions. Travel is essential to everyday logistics, therefore an alternative service must also be safe, reliable and easily accessible.

We are looking for a new, seamless personal transport service that:

- meets the underlying needs of today's traveler and commuter;
- is flexible and easy to use; and
- replaces the need for privately-owned cars.

We are looking for a supplier:

- with a sustainable and healthy business model;
- with the ability to coordinate and provide different sustainable transport alternatives within a region; and
- that is safe, stable and serious.

On more technical terms we are looking for a solution that:

- is built on an open and scalable platform, including open APIs;
- enables secure integration with other systems, like internal economy systems; and
- can be developed over time, including the possibility to add new services and smooth integration of third party solutions.

Sustainable Mobility Challenge

Need Definition

(2017-2018)

Innovation Contest


(2018 - 2019)

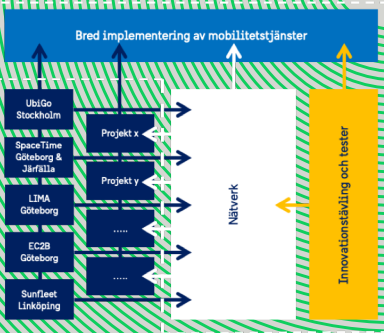
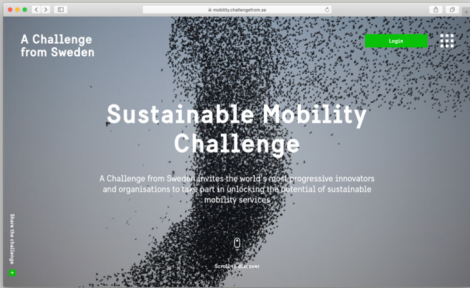
Accelerated Market introduction

(2019 - 2021)

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Sustainable Mobility Challenge

We were looking for:

- fossil-free, user-friendly personal transport services that meet the needs of today's commuter and reduce the need for privately-owned vehicles
- scalable solutions built on an open platform, enabling secure integration with other systems



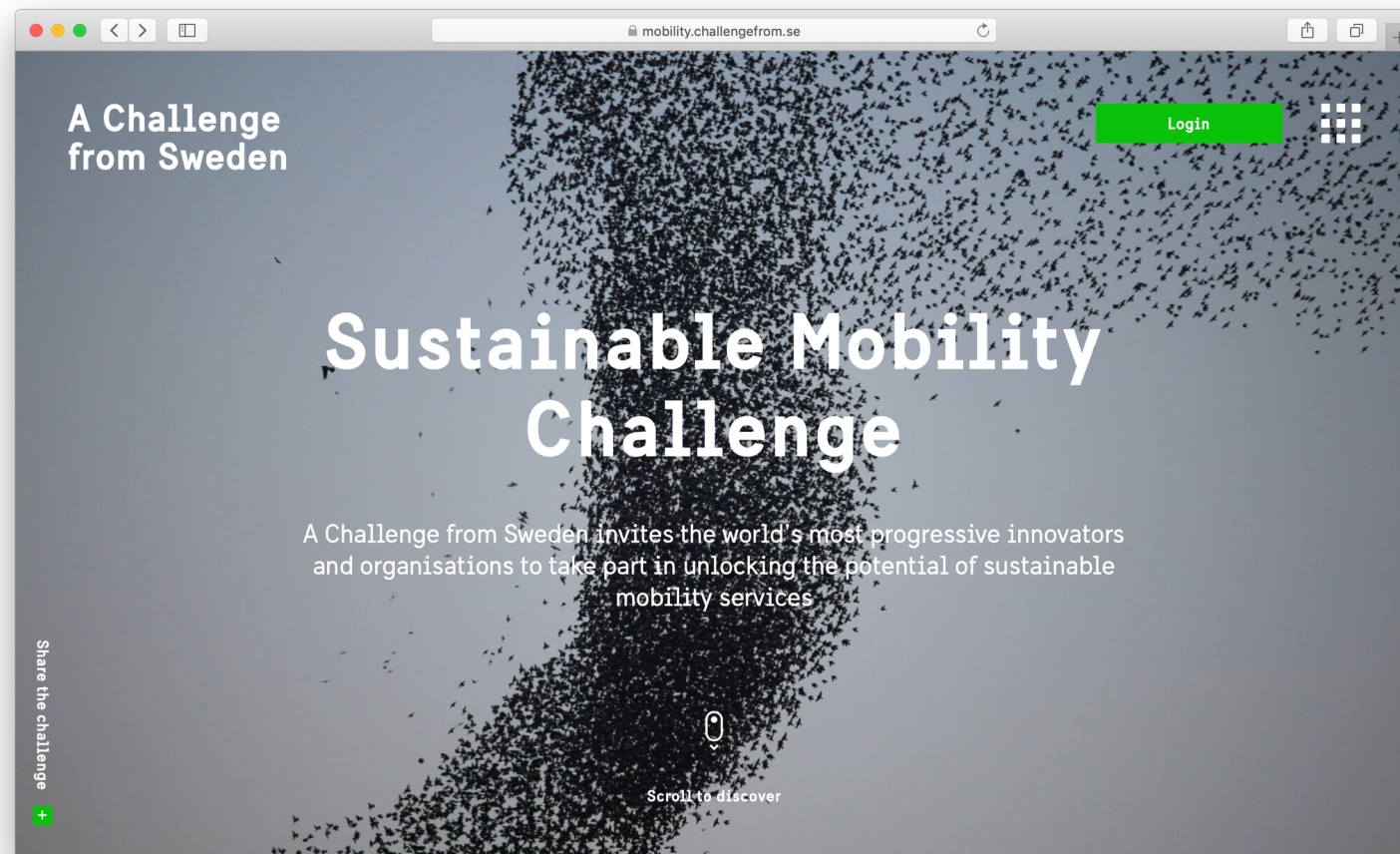
Sustainable Mobility Challenge

277 registrants from **40** countries
(international participation, >100 registrants)

93 started applications

32 final applications from **15** countries
(>20 final applications)

3 winners from **3** countries



Sustainable Mobility Challenge

The winners of the global innovation competition Sustainable Mobility Challenge have now been selected. The three winning solutions have in common that they reduce the need to own a private car, decrease congestion and contribute to reduced CO2 emissions. The winners all represent solutions that can contribute to a fossil-free transport sector by 2045 at the latest.



Iomob Technologies provide an open-source platform where cities can connect their systems and provide a unified mobility service to travellers. The platform has the potential to make a big difference at system level, through its ability to integrate all types of mobility services. With a well-thought-out plan and a trustworthy team, Iomob Technologies has the prerequisites to contribute to a broad implementation of sustainable mobility services.



ÅF Infrastructure's solution makes it possible to integrate mobility platforms and HR systems. Through the collaboration with Benify, the innovative solution has the potential to reach out to a large and clearly defined target group. The service helps employers motivate their employees to travel more sustainably both at work and privately. The solution has the potential to improve a market that until today has been very car focused. With a successful implementation, the concept has good prospects of growing, in particular among employers.



Kyyti provide a platform that links sustainable travel options such as carpools, bicycle and car sharing, and public transport. The solution is aimed at commuters and employers and reduces the need to own their own vehicle in favour of more sustainable travel options. With a platform that is already in use in several countries, there are good prospects for a rapid market introduction of Kyyti's solution in Sweden.

Need Definition

(2017-2018)

Innovation Contest

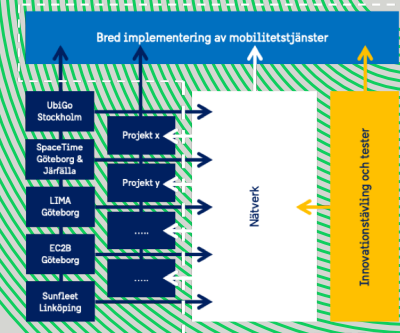
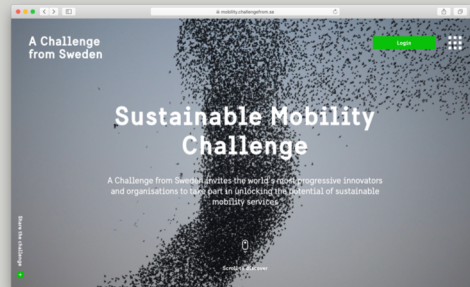
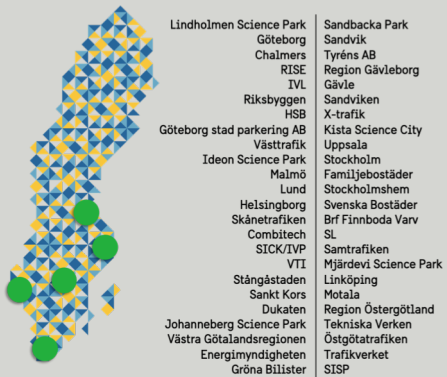
(2018 - 2019)

Accelerated Market introduction

(2019 - 2021)

Implementation

(2019 ->)



Sustainable Mobility Challenge

The screenshot shows the website of Energimyndigheten (Energy Agency of Sweden). The browser address bar shows "Inte säker — energimyndigheten.se". The navigation menu includes: Energieffektivisering, Forskning & innovation, Förnybart, Klimat & miljö, Statistik, Tester, and Trygg energiförsörjning. A search bar is present with the text "Sök...". Below the search bar, there are links for "Talande webb", "Om oss", "Lättläst", "Teckenspråk", "Other languages", "In English", "Andra webbplatser", and "E-tjänster". The main content area is titled "Utlysningar" (Tenders) and "Utlysningar". The main heading is "Var med och testa hållbara mobilitetslösningar för en snabbare marknadsintroduktion". Below the heading, it says "Senast ändrad: 2019-05-08 14:54". There are social media icons for Facebook, Twitter, and LinkedIn. The text below the heading reads: "För att nå klimatmålet om en fossilfri transportsektor till 2045 räcker det inte med att utsläppen från våra fordon gradvis minskar. Vi måste även förändra våra invanda beteenden när det kommer till hur vi transporterar oss. I denna utlysning välkomnar vi därför projekt som testar, utvecklar och verifierar hållbara mobilitetstjänster som underlättar mer miljöanpassade resesätt." At the bottom, there is a yellow circle icon and the text "Sista dag för ansökan" (Last day for application) and "2019-06-24 23:59". On the right side, there is an orange box with the text "Ansök om stöd" (Apply for support). Below this, there are links for "E-kanalen" and "Manual för E-kanalen (1462 KB)". Another orange box below that says "Läs detta innan du söker" (Read this before you search). Below this, there are links for "Fullständig utlysningstext (364 KB)", "Anvisningar för sökande (245 KB)", and "Riktlinjer för naturabidrag (458 KB)".

Energimyndigheten

Energieffektivisering Forskning & innovation Förnybart Klimat & miljö Statistik Tester Trygg energiförsörjning

Sök... Sök

Talande webb Om oss Lättläst Teckenspråk Other languages In English Andra webbplatser E-tjänster

Energimyndigheten > Utlysningar

Utlysningar

< Utlysningsarkivet

Var med och testa hållbara mobilitetslösningar för en snabbare marknadsintroduktion

Senast ändrad: 2019-05-08 14:54

Facebook Twitter LinkedIn

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● Sista dag för ansökan 2019-06-24 23:59

Ansök om stöd

E-kanalen

Manual för E-kanalen (1462 KB)

Läs detta innan du söker

Fullständig utlysningstext (364 KB)

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Riktlinjer för naturabidrag (458 KB)

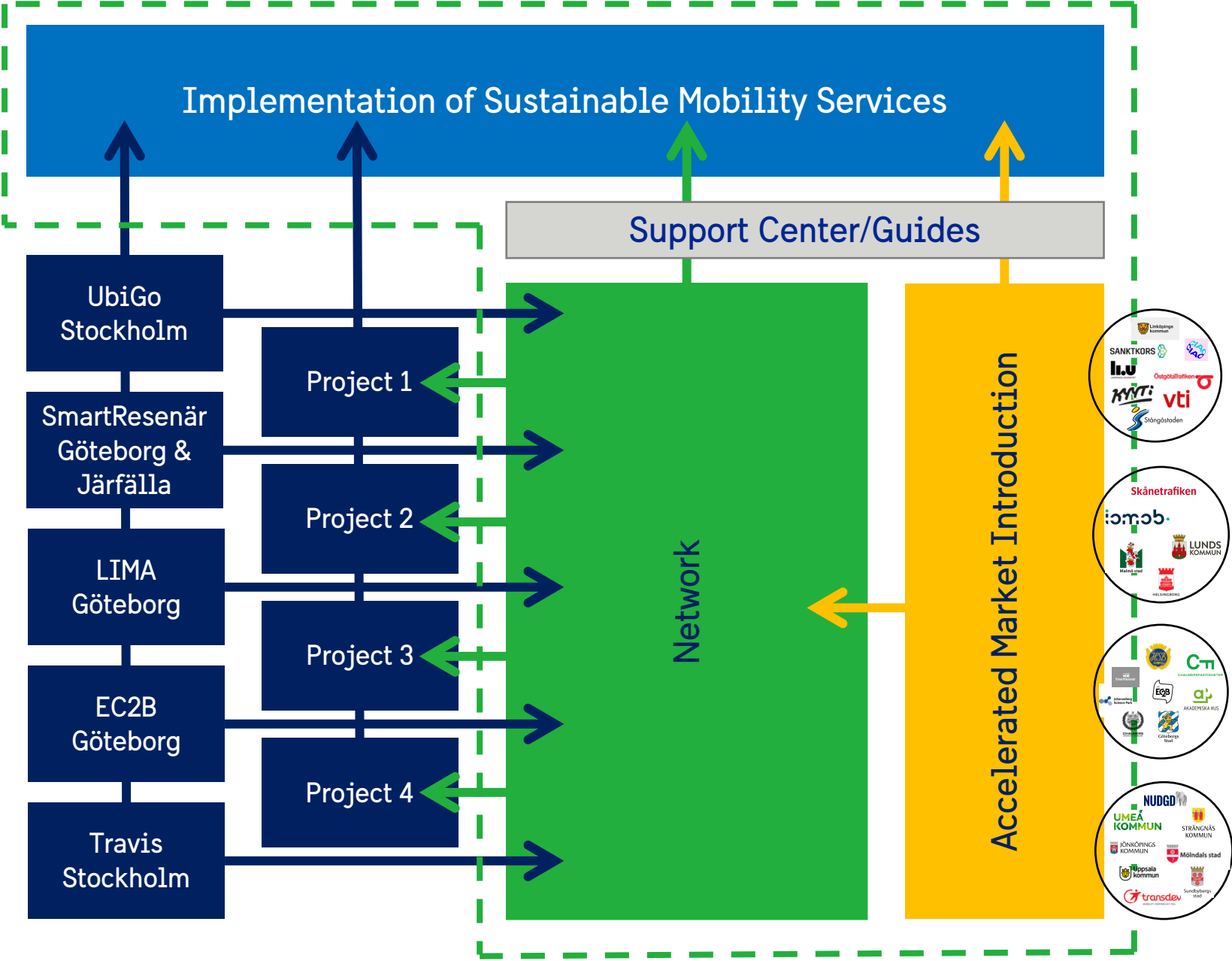
Sustainable Mobility Challenge



Accelerated Market Introduction

- 15 mSEK i utlysningen
- 65 mSEK
- 12 ansökningar
- 7 från partners
- 4 beviljade

Sustainable Mobility
Challenge



Sustainable Mobility Challenge

#sustainablemobility

LinkedIn group: Sustainable Mobility Challenge

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Thank you!

