

A Challenge  
from Sweden

# Sustainable Mobility Challenge

#SustainableMobilityChallenge



**Key goals in Sustainable  
Mobility Challenge**

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

# A Challenge from Sweden

## Need Definition

(2017-2018)

## Innovation Contest


(2018 - 2019 )

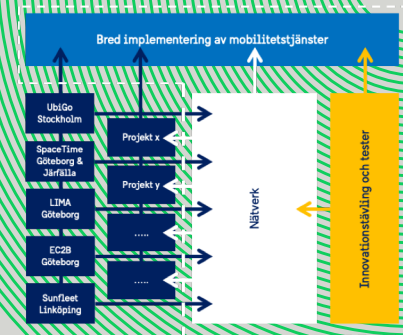
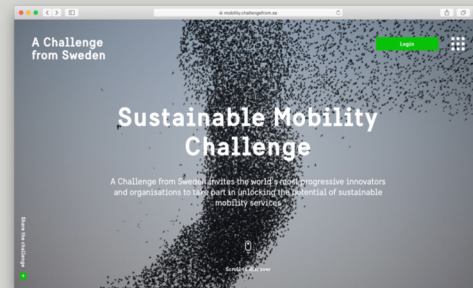
## Accelerated Market introduction

(2019 - 2021 )

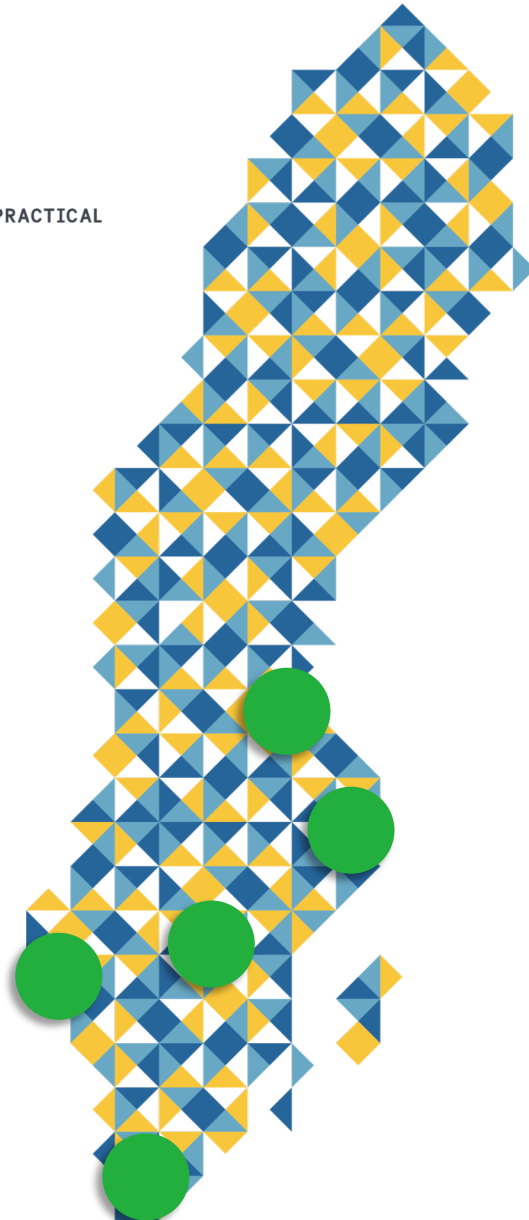
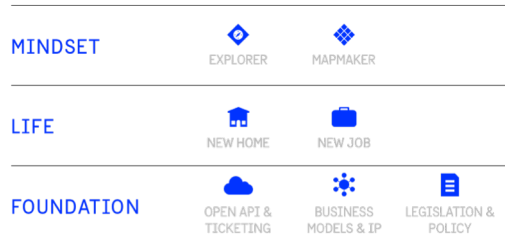
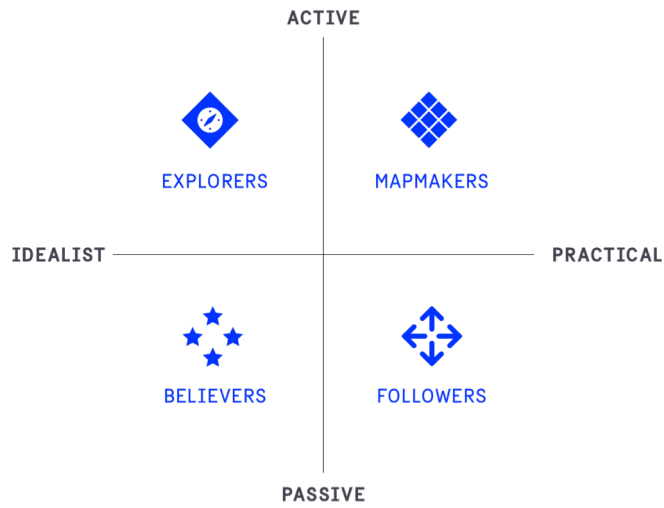
## Implementation

(2019 -> )

- 
- Lindholmen Science Park Göteborg
  - Sandbacka Park Sandvik
  - Göteborg Chalmers
  - RISE Tyréns AB
  - Region Gävleborg
  - IVL Gävle
  - Riksbyggen Sandviken
  - HSB X-trafik
  - Göteborg stad parkering AB
  - Kista Science City Uppsala
  - Västrafik Stockholm
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  - Skånetrafiken SL
  - Combitech Samtrafiken
  - SICK/IVP Mjärdevi Science Park
  - VTI Linköping
  - Stångåstaden Sankt Kors
  - Motala
  - Dukåten Region Östergötland
  - Johanneberg Science Park Tekniska Verken
  - Västra Götalandsregionen Östgötatrafiken
  - Energimyndigheten Trafikverket
  - Gröna Bilister SISP



# A Challenge from Sweden



## 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]

- |                            |                       |
|----------------------------|-----------------------|
| Lindholmen Science Park    | Sandbacka Park        |
| Göteborg                   | Sandvik               |
| Chalmers                   | Tyréns AB             |
| RISE                       | Region Gävleborg      |
| IVL                        | Gävle                 |
| Riksbyggen                 | Sandviken             |
| HSB                        | X-trafik              |
| Göteborg stad parkering AB | Kista Science City    |
| Västtrafik                 | Uppsala               |
| Ideon Science Park         | Stockholm             |
| Malmö                      | Familjebostäder       |
| Lund                       | Stockholmshem         |
| Helsingborg                | Svenska Bostäder      |
| Skånetrafiken              | Brf Finnboda Varv     |
| Combitech                  | SL                    |
| SICK/IVP                   | Samtrafiken           |
| VTI                        | Mjärdevi Science Park |
| Stångåstaden               | Linköping             |
| Sankt Kors                 | Motala                |
| Dukaten                    | Region Östergötland   |
| Johanneberg Science Park   | Tekniska Verken       |
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| Gröna Bilister             | SISP                  |

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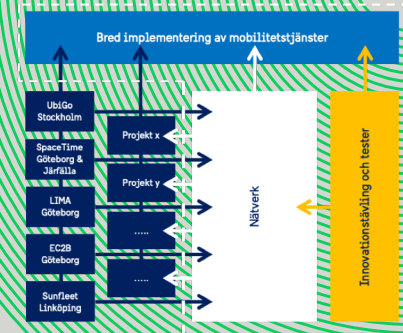
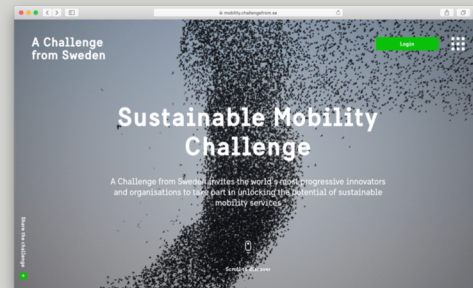
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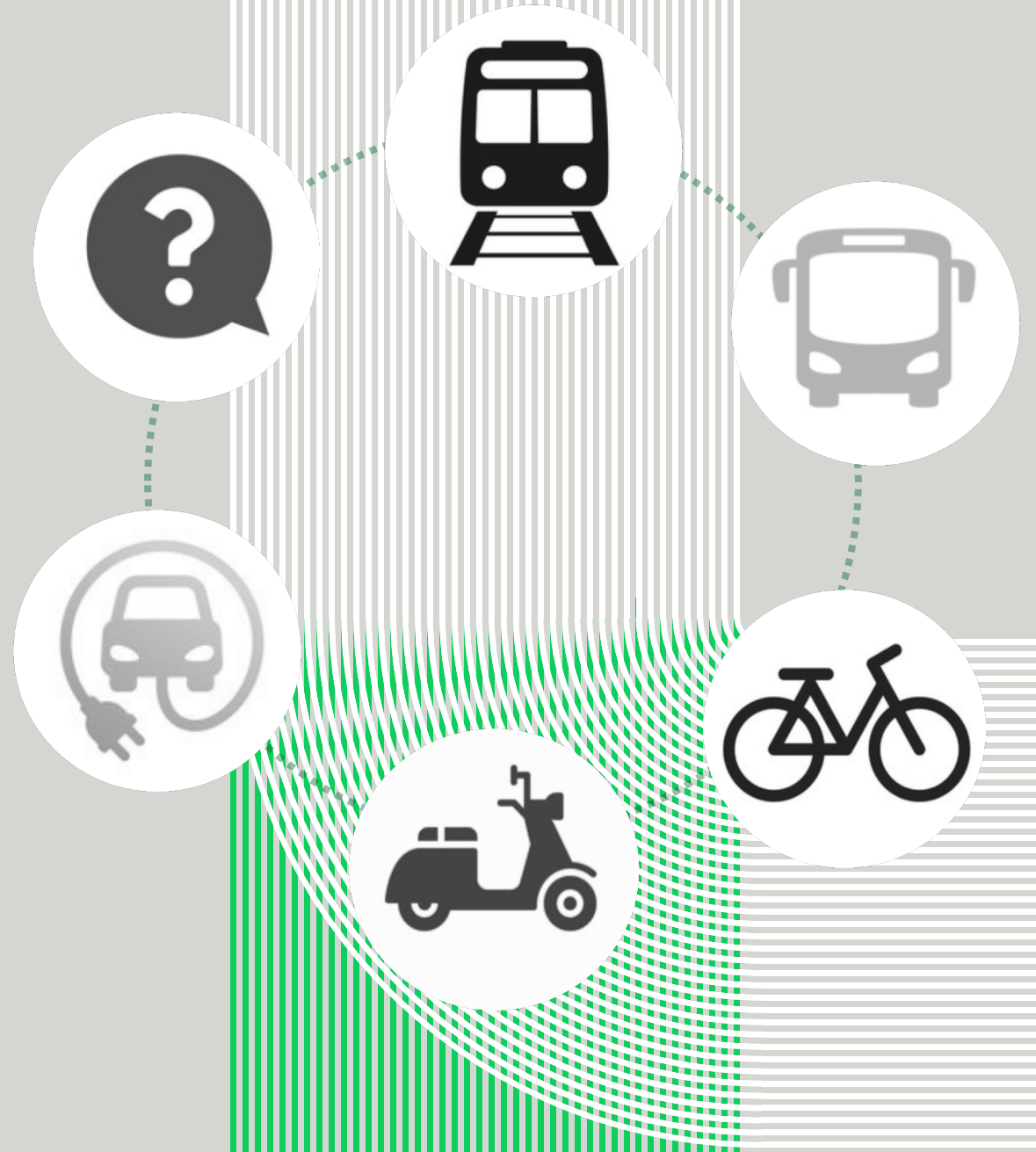
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## A Challenge from Sweden

### The goal:

A seamless service that combines different transport alternatives and improves travel for people in everyday life - while reducing the need for a private car.



## A Challenge from Sweden

### 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



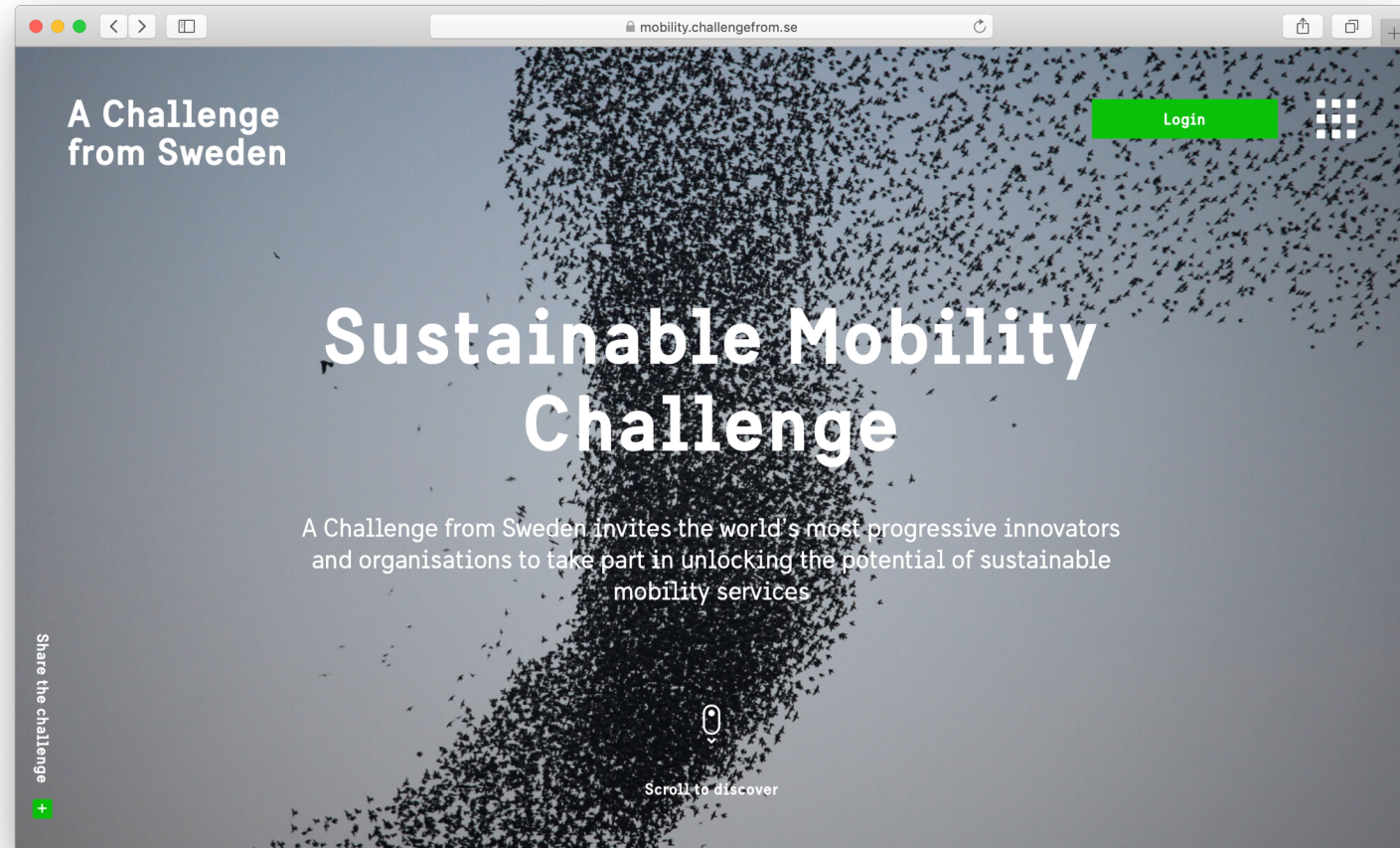
## A Challenge from Sweden

**277** registrants from **40** countries

**93** started applications

**32** final applications from **15** countries

**3** winners from **3** countries



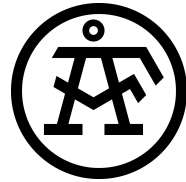


## A Challenge from Sweden

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.

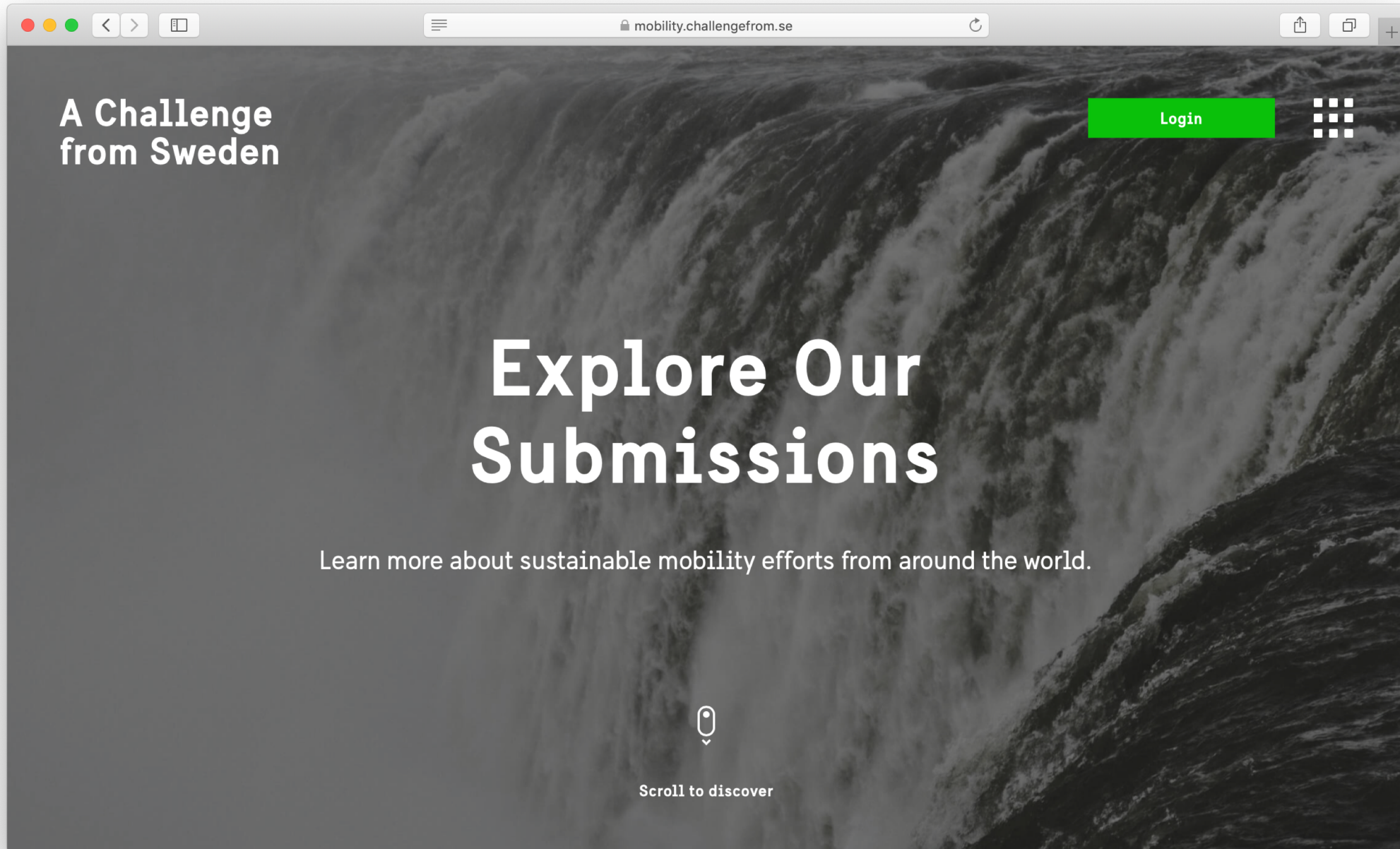


ÅF Infrastructure's solution makes it possible to integrate mobility platforms and HR systems. Through the collaboration with Benify, the innovative solution has the potential to reach out to a large and clearly defined target group. The service helps employers motivate their employees to travel more 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.

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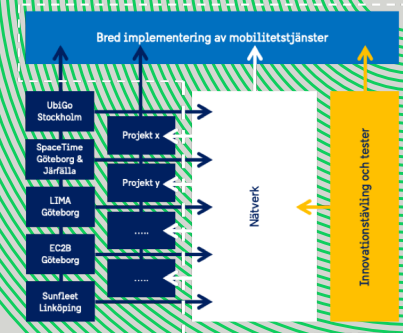
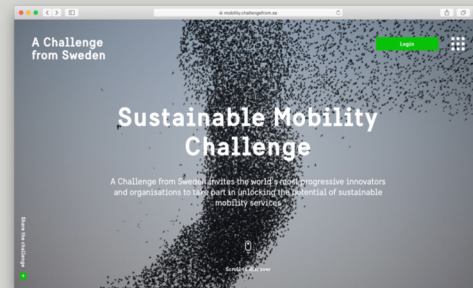
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# A Challenge from Sweden

The screenshot shows a web browser window with the URL `energimyndigheten.se`. The page header includes the Energimyndigheten logo and navigation links: [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 features a breadcrumb trail: [Energimyndigheten](#) > [Utlysningar](#). The section is titled "Utlysningar" and includes a link to "Utlysningsarkivet". The main heading is "Var med och testa hållbara mobilitetslösningar för en snabbare marknadsintroduktion". Below the heading, it states "Senast ändrad: 2019-05-08 14:54" and provides social media sharing icons for Facebook, Twitter, and LinkedIn.

The main text 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."

A prominent orange box contains the text "Ansök om stöd". Below it, there are links for "E-kanalen" and a PDF document titled "Manual för E-kanalen (1462 KB)".

Another orange box contains the text "Läs detta innan du söker". Below it, there are three PDF documents: "Fullständig utlysningstext (364 KB)", "Anvisningar för sökande (245 KB)", and "Riktlinjer för naturabidrag (458 KB)".

At the bottom, a grey box highlights the deadline: "Sista dag för ansökan" on "2019-06-24 23:59".

**A Challenge  
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[mobility.challengefrom.se](http://mobility.challengefrom.se)

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[jesper@challengefrom.se](mailto:jesper@challengefrom.se)

**Thank you!**

