A Challenge
from Sweden

Sustainable Mobility Challenge

#SustainableMobilityChallenge

Sweden
Sverige

Swedish
Energy Agency

SWEDISH INCUBATORS
& SCIENCE PARKS

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

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Need Definition

(2017-2018)

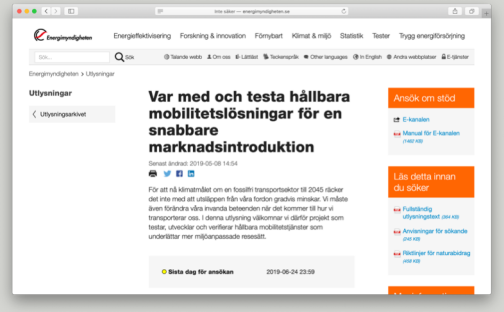
Lindholmen Science Park	Sandbacka Park
Göteborg	Sandvik
Chalmers	Tyréns AB
RISE	Region Gävleborg
IVL	Gävle
Riksbyggen	Sandviken
HSB	X-trafik
Göteborg stad parkering AB	Kista Science City
Västtrafik	Uppsala
Ideon Science Park	Stockholm
Malmö	Familjebostäder
Lund	Stockholmshem
Helsingborg	Svenska Bostäder
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
Västra Götalandsregionen	Östgötatrafiken
Energimyndigheten	Trafikverket
Gröna Bilister	SISP

Innovation Contest

(2018 - 2019)

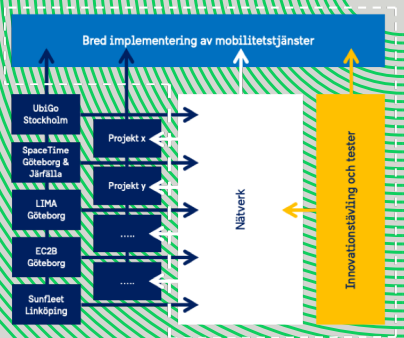
Accelerated Market introduction

(2019 - 2021)



Implementation

(2019 ->)



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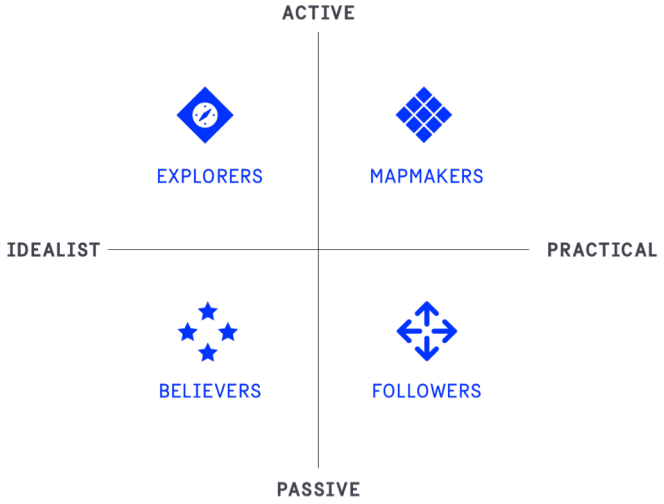

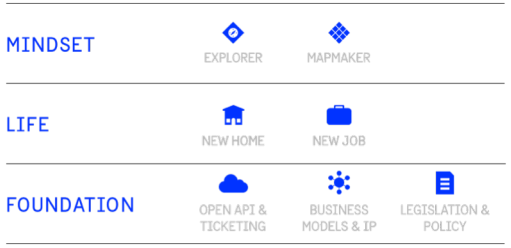

2019: Spark

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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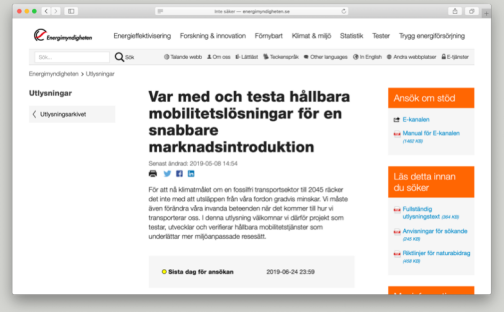

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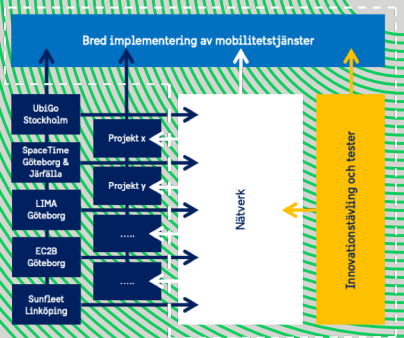

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The goal:

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

Illustratrationer: Adobe Stock

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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

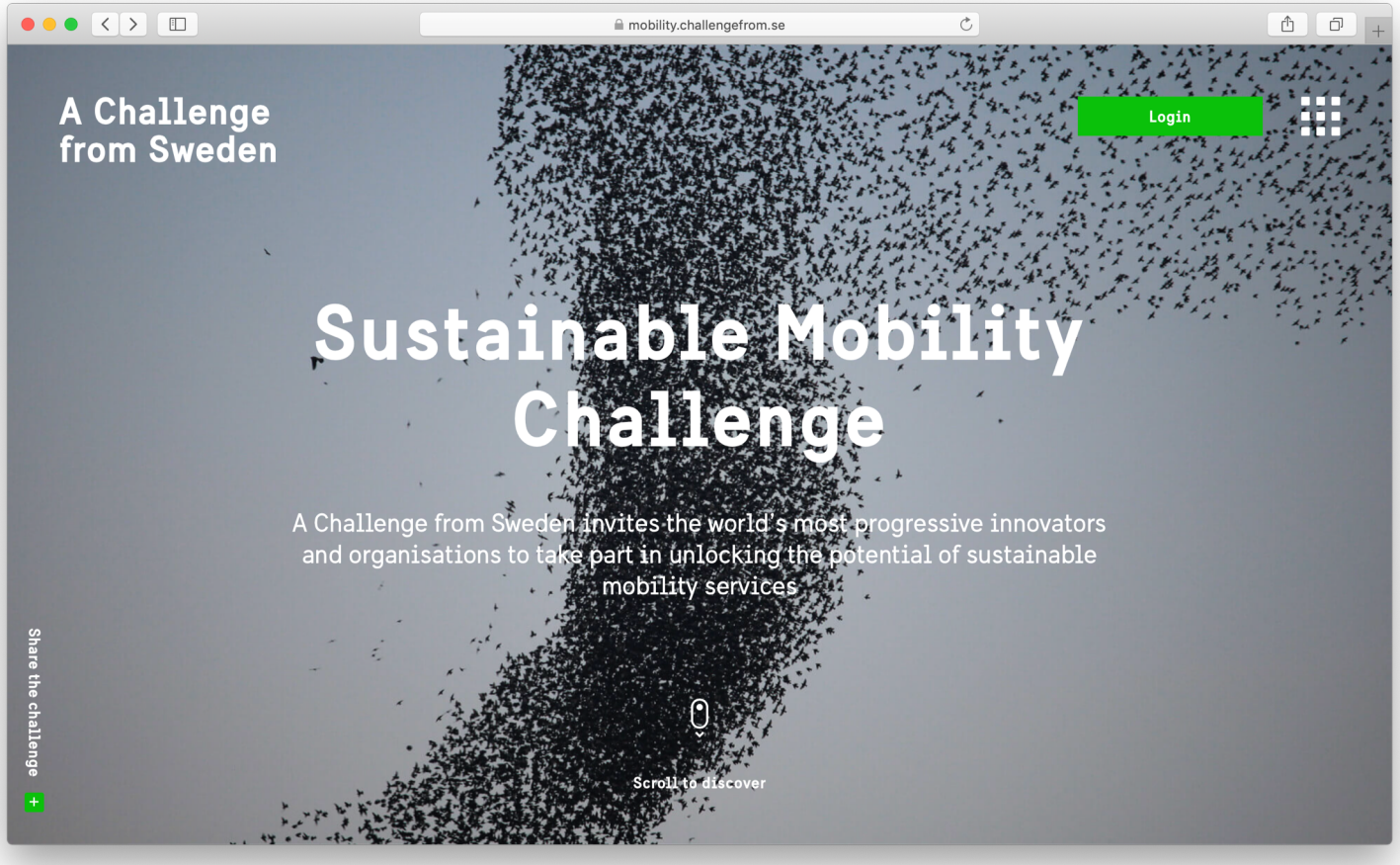
- scalable solutions built on an open platform, enabling secure integration with other systems

277 registrants from 40 countries

93 started applications

32 final applications from 15 countries

3 winners from 3 countries



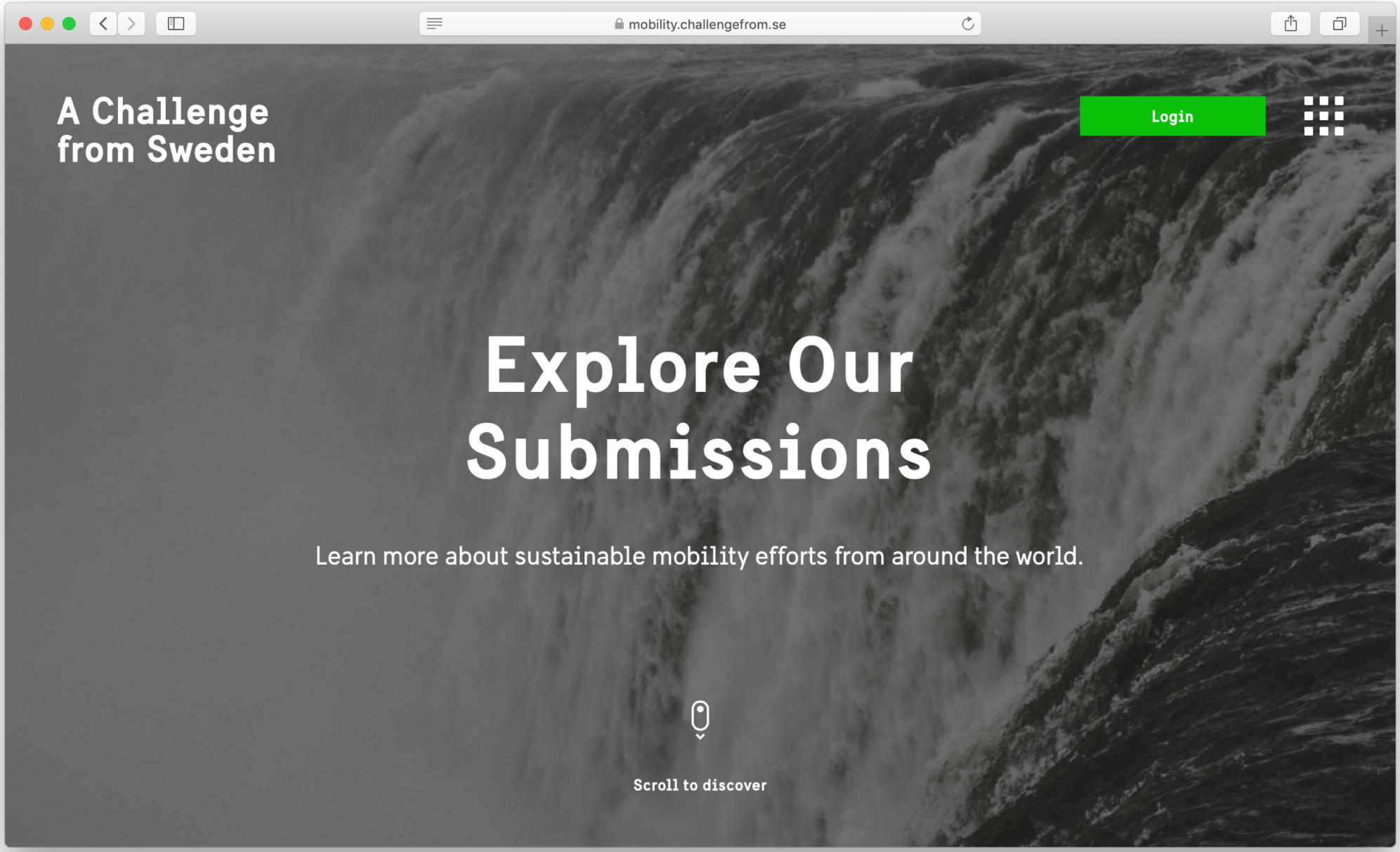
A Challenge from Sweden

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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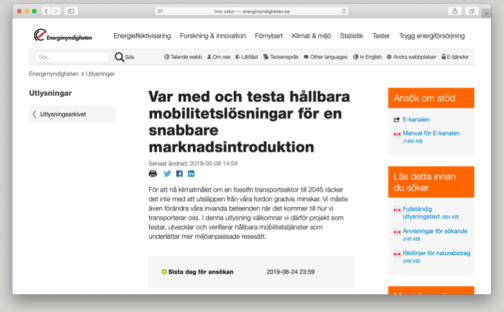

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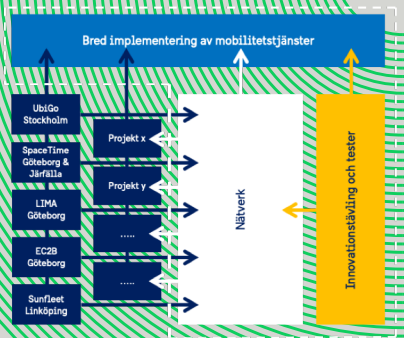

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Thank you!