

# Develop smart choice of mobility services

Autumn 2018



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- Mobility as a Service
- Peer-to-peer car sharing
- Promoting 'car light' lifestyles

*This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 690699.*

**Location:** Stockholm, Sweden

**Organisations involved:** [UbiGo Innovation AB](#)

[City of Stockholm](#)

[GoMore ApS](#)

[SNAPPCAR](#)

[Carshare Ventures B.V.](#)

## What is the solution?

The city of Stockholm aims to increase the appeal of car light lifestyles for its citizens and to improve the opportunities for citizens who wish to make a shift towards a 'car light' lifestyle. Therefore, this measure aims to make solutions such as Mobility as a Service (MaaS) and private car-sharing more accessible. The measure will serve to develop, implement and promote these solutions as viable alternatives to private car ownership. Mobility SMEs UbiGo, SnappCar and GoMore are involved in delivering these services in the city of Stockholm.

## How does it work?

The measure focuses on three mobility solutions, offered by mobility SMEs, and in addition, includes awareness-raising campaigns to increase the success of the measure.

### Monthly subscription to local travel

In Stockholm, the CIVITAS ECCENTRIC partner UbiGo is developing and aiming to launch one of the world's first real MaaS services. The service is built on a flexible subscription model that can meet the everyday travel needs of entire households. It makes all of the following travel modes available in one app: public transport in the greater Stockholm region, car sharing, rental cars, taxi and city bikes. More services can be added later on.

The UbiGo app integrates a travel planner that suggests various options for the trip and combines various modes to ensure optimal journey times. Subscription resembles a bundled smartphone subscription, but with days for public transport usage and hours of car driving time, instead of gigabytes of data and minutes of call time. Journey or tickets not used in one month can be transferred to the following month, whilst it is easy to add more if the prepaid amount runs out before the end of the month. Customers will have access to 24/7 phone support. The plan is to run a one year pilot of the app followed by an evaluation.

### Share a car with your neighbours

Two companies providing Peer-to-Peer (P2P) car sharing platforms are also partners in CIVITAS ECCENTRIC: GoMore and Snappcar. Both platforms enable individuals to share their own car with neighbours or others. The online platforms allow users to offer their car during times they are not using it, engage with a community of prospective users, and ensure their vehicles while they are being used by someone else. Car owners receive payment for offering their car, which users of the car can pay via the online platform. There is also a mutual rating system for the customer and car provider. GoMore also offers the option of carpooling on their platform - meaning the option to offer others to join a car trip that you are taking anyway.

During the project, both SnappCar and GoMore will intensify the work to acquire new users in Stockholm. GoMore has set up a Swedish customer care function and SnappCar has developed an app and added, among others, the feature of driver's licence verification. Both companies have run ad campaigns on social media to raise awareness and receive new members and shared cars on their platforms.

Over the course of the project, SnappCar and GoMore will further develop specific technical features in their services and increase their presence and awareness among Stockholmers. Both P2P actors also aim to improve API-compatibility (application programming interface).

### Raise awareness of MaaS and P2P Car Sharing

All groups involved in this measure, including the City of Stockholm, as measure leader, will communicate alternatives to private car use to selected target groups. This will be done both independently and collectively.

## Expected results

Expected impacts of the measure include improved mobility options for citizens including integrated and shared services, making it simple to adopt a car light lifestyle. Shifting towards a car-light lifestyle will have a positive effect on traffic congestion as well as emissions and overall quality of life. By getting 200 subscribers to the UbiGo MaaS, 180,000 km of trips will be reduced yearly. The measure is also expected to increase experience with building business models for sustainable mobility services.

## Business model

This measure and its involved partners are supported with nearly €752,000 in EU funding from CIVITAS ECCENTRIC. This, however, is a small share of the full costs to establish and operate the three services. In addition to UbiGo, Snappcar and GoMore are developing their own business models and charging users for their services in various ways. The measure involves cooperations with Stockholm Transport, Taxi, and other mobility suppliers as well as several research projects and organisations and national initiatives.

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