

# ***Thematic Meeting Ride Sharing***

***Thematic Area – ALL five  
Business Models, Policy Development, Spatial Planning,  
Digital Infrastructure, Public Engagement***

*Drive Sweden*

*Webinar/Digital Meeting 2024-01-23 13-15.30*

# Vision

Sweden takes a leading role  
in leveraging digital technologies  
to shape more sustainable transportation systems.

With support from

**VINNOVA**  
Sweden's Innovation Agency

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# Ride Sharing in Sweden

- Ride Sharing has great potential to reduce the number of vehicle movements and thereby greatly reduce CO2 emissions, energy consumption and traffic queues. Today, digital technology is not an obstacle but only an opportunity. So why is there only small-scale applications in Sweden?
- In France, the government has launched a three-year program of subsidies. The goal is to implement 3 million daily ride sharing trips by 2024. Already today, you have 1 million.
- In both Denmark and Norway, there are more ride sharing trips compared to Sweden.
- **Can Drive Sweden contribute to ride sharing scaling in Sweden with an initiative?**

# AGENDA 1(2)

## INTRODUCTION

- Welcome and expectations for the meeting, Kent Eric Lång RISE
- How can Ridesharing contribute to 2030 targets for sustainable mobility – Maria Stenström, 2030sekretariatet

## PRESENTATIONS

- **Kristian Amlie, Bouvet - Ridesharing an overview**  
Working business models, success stories and ecosystem for scaling.
- Anaïs Enrico, Karos-Mobility - France - View from an Operator –. One of the largest of 26 operators certified in France.
- Kasper Dam Mikkelsen, Nabogo - Denmark, Norway and Sweden - View from an Operator
- Harald Sævareid, Nivel – Norway, managing targeted subsidies for shared mobility
- Tom Nørbech, AtB, Trøndelag – Norway, Ridesharing in combination with DRT
- Jacob Gustafsson, Coride – The key to ridesharing success is behavioral change. Technology is a hygiene factor.
- Tobias Forngren, Freelway- Ridesharing, DRT, public transport and shared rides in taxis, rental cars, buses. Sweden/Norway
- Mattias Jägerskog, Skjutsgruppen - A non-profit organisation for ridesharing services – key to success
- Göran Smith, RISE - Ride Sharing – public subsidies

# AGENDA 2(2)

## DISCUSSION

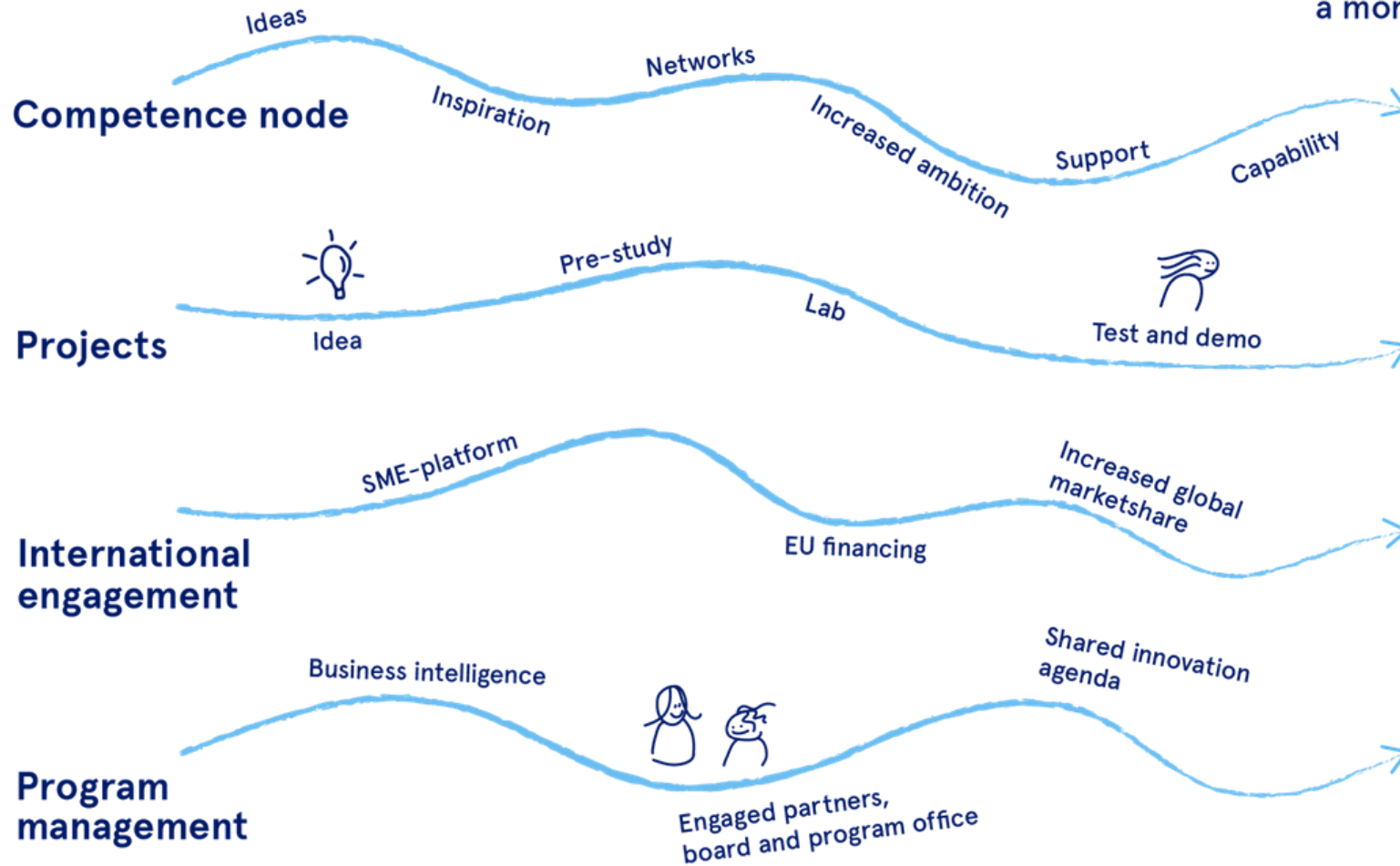
Panel discussion moderated by Kent Eric Lång.

The speakers and additional stakeholders will give their input.

Economy and business model could be one obstacle for Ride sharing. Ride sharing can be run entirely for commercial reasons or with subsidies. Financial contribution to ride sharing may come from employers to reduce CO2, from property owners to reduce parking needs, public transport authorities to supplement the supply or from the state to achieve environmental goals.

- Why doesn't ride sharing scale in Sweden?
- What are the barriers to scaling?
- How can we attract successful concepts in other countries to Sweden?
- **Can Drive Sweden contribute to ride sharing scaling in Sweden with an initiative?**

Sweden takes a leading role in leveraging digital technologies to shape a more sustainable transportation system.



Digital technologies are applied to optimize the utilization of vehicles and infrastructure.

Access to sustainable mobility is improved for both people and goods.

Environmental performance and traffic safety improved at the system level, thanks to digital technology and services.

Swedish automotive and ICT industries remain strong and competitive.

The mobility service market has been expanded with new types of actors.

# CONTACT

Drive Sweden FORUM  
webinar 8th February



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