

**The key to ridesharing success
is behavioural change.**

Technology is a hygiene factor.

CORIDE

Drive Sweden Thematic Meeting: Ride Sharing

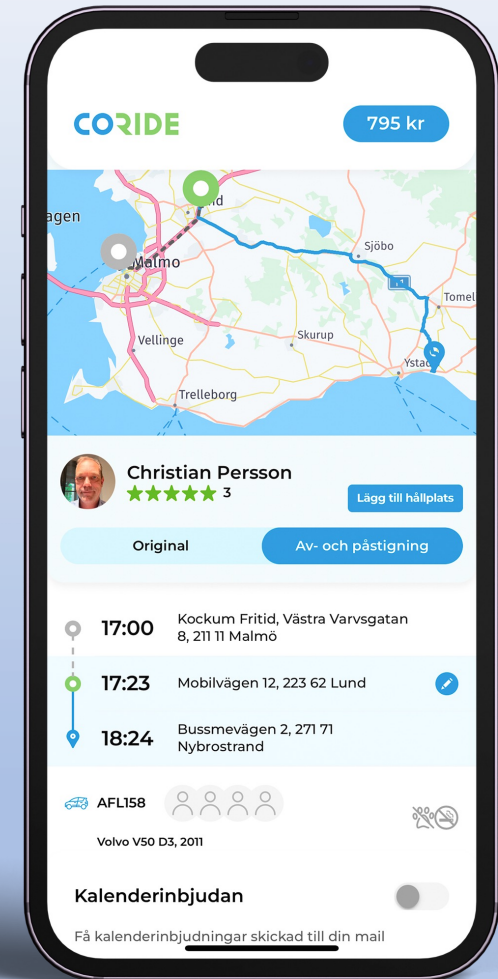
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Jacob Gustafsson and Christian Persson, Coride Sweden AB



A few words about us

- Bootstrapped startup founded in 2020
- Available in Sweden on iOS and Android. Free to download – no subscription. No ads.
- Currently piloting in Sweden
- Working directly with users but also with companies that want to help their employees commute sustainably
- Agile and flexible
- Built to scale in volume and other markets



Undisputed facts

- Cars will be around for a many years
- Personal transportation represents a large portion of overall CO₂ emissions
- Public transportation is great but cannot fulfil the needs of everyone
- Our current societies are built for cars – not humans. In average, every person in Sweden has access to more parking area than living area.
- Cars stand still 97% of the time.



We all agree

- Ridesharing is logical and easy to understand
- **Companies** want it. Scope 3, CSRD, less parking spaces needed etc.
- **Municipalities** need it. They need to meet the climate goals and are struggling.
- What does the Swedish **public sector** think about it? France and Denmark are great examples of national support for ridesharing.

- **People** get it. They understand, they just don't do it. Yet. **Why?**

How change their behaviour?

- Ridesharing **technology** is not the problem
 - It needs to work, be intuitive, attractive and secure
- Is there a more successful **business model**?
 - Company-based solutions
 - Solutions for municipalities or regions
 - Solutions based on organisations
 - Non-profit and for-profit
- We want to ridesharing to be **available to all** – to get critical mass and maximum probability of a match
- And ridesharing operators need to **economically sustainable** - not project based

Incentives and nudging? – Yes!

- We believe **incentives** are needed
- The challenge is that **first try**. How can we nudge?
- Carrot or stick? Sticks would be more effective but rely on impossible political decisions, **so let's go for carrots**.
- **Monetary incentives** more important than environmental reasons
- **Physical nudging** like dedicated parking spaces, dedicated lanes etc
- Community based - Peer pressure
- Symbolic leadership
- Gamification, contests, challenges
- Great communication and endorsements

Positive signs

- More than **80%** of car commuters are positive to ridesharing
- Main obstacles are not **finding** someone to ride with and **trusting** other users and the service
- People that have shared rides are **more likely** to do it again. Fears and doubts are unfounded.
- **Companies** are eager to collaborate
- And we know that national **incentives work**

Ridesharing in Sweden – wish list

The Swedish public sector should support the behavior change needed. For example:

- **Subsidies/incentives** to users through operators (like in France)
- **Help companies** incentivise their employees. Tax laws make this very difficult today.
- Help 290 municipalities and 20 regions to **synchronise** and **procure** ridesharing services. It is too inefficient and fragmented today.

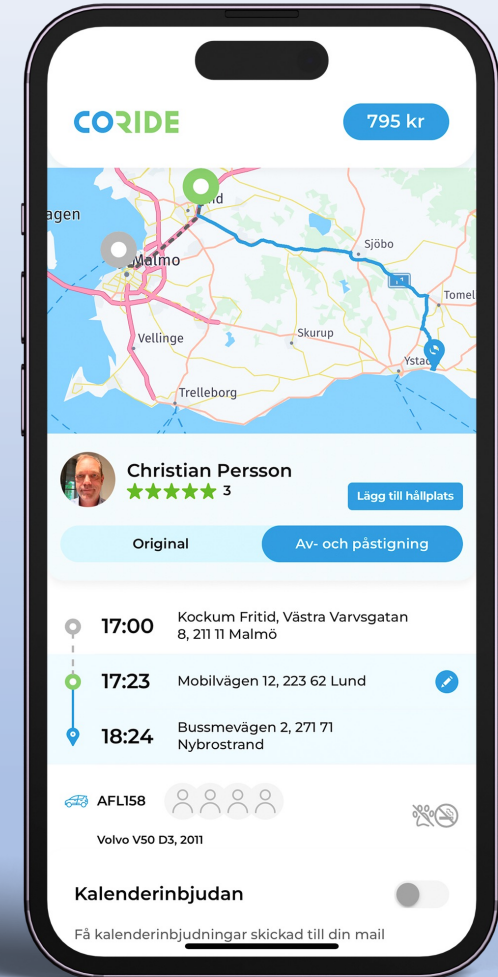
Why should the public sector do this?

- **Environmental investment**, comparable to other measures to reduce CO₂ emissions
- Clear and **measurable** reduction of CO₂
- Will result in CO₂ reductions **quickly**
- Less **traffic**, fewer **accidents**, less **infrastructure wear** etc
- Less need for **parking** spaces, more green areas

- **It should be an easy decision!**

A few words about the Coride app

- Cost is shared between people in the car. Transaction fee to Coride.
- Matching needs, planning rides, distributing cost in app between users.
- Pickup and dropoff functionality
- Ridesharing to events
- Adding functions for behavioral change in 2024
- Open to support incentives and sponsorship



Closing

- The **car norm** is our common enemy!
- We are open to **collaborate** with anyone to challenge the car norm and change people's attitude and behaviour
- We hope that the Swedish public sector will **realise** the potential and support ridesharing in Sweden and **act** on it

Please contact us at jacob@coride.se if you want to know more!

We are open to all types of collaboration to make ridesharing happen in Sweden.

Download the app and try it out!

THANKS!