

Skjutsgruppen nonprofit



Drive Sweden Thematic Meeting
RISE | January 23, 2024

SKJUTSGRUPPEN

You can't build a
movement alone





We are a nonprofit ridesharing
movement since 2007.



§ 2 Purpose and activities

“The purpose of the nonprofit association is to promote forms of **environmentally friendly travel** with a focus on shared travel such as **ridesharing, public transport** and similar and compatible activities.”



Statues

Swedish model



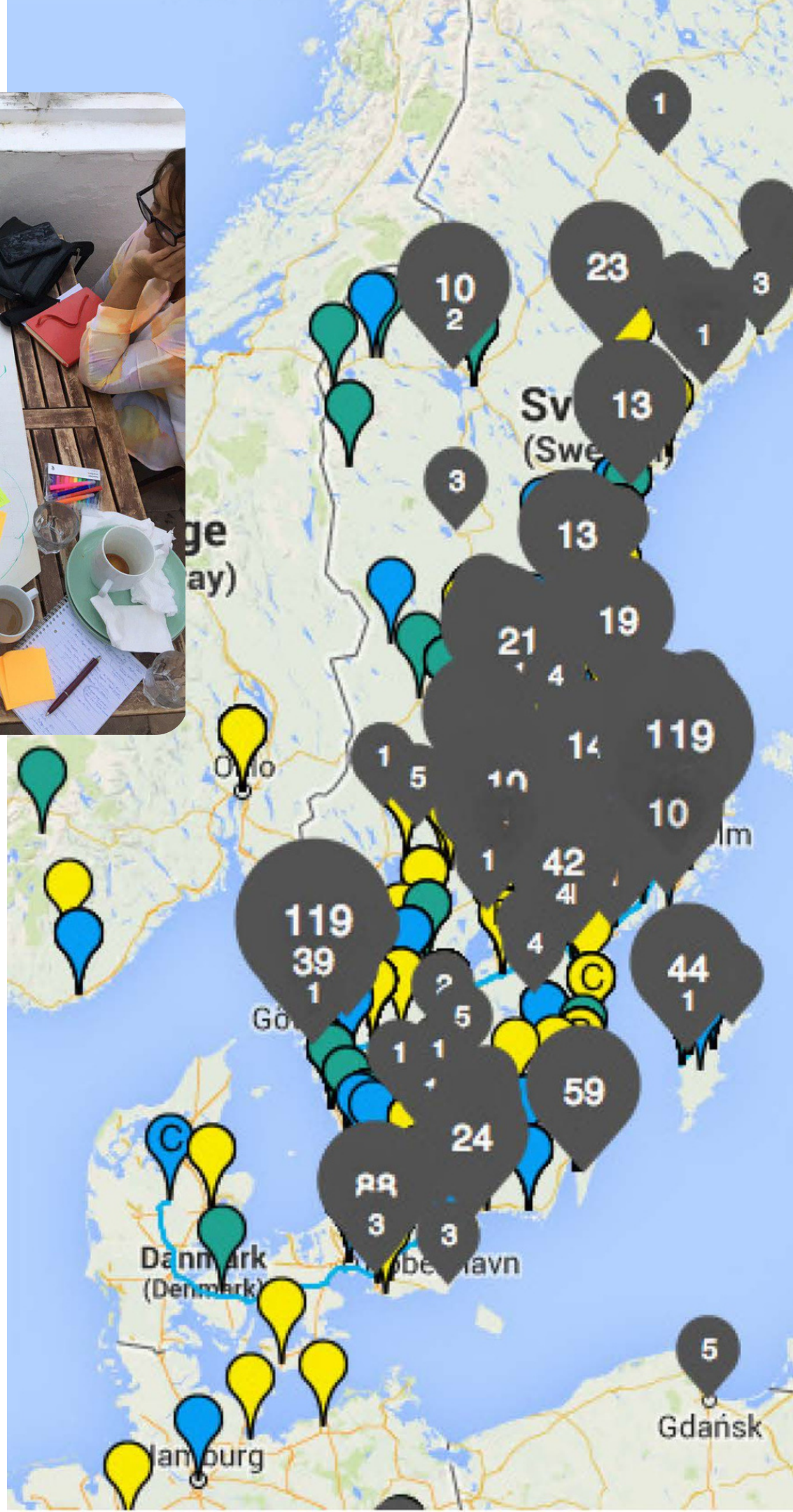
The Swedish tax agency has designated us as “allmännyttig” - for the greater good.



The Swedish traffic authority highlights us and our work.



Swedish public transport cooperation has awarded us.



Hertz

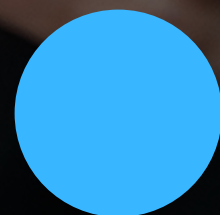


CARSHARE

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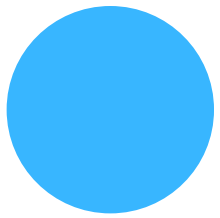


75%

of Sweden's population, age 16 and over, is a member of one or more nonprofit associations

According to Statistics Sweden (SCB), responsible for official statistics and other government statistics

Trust exists



These organizations already exists.



Established

Proven

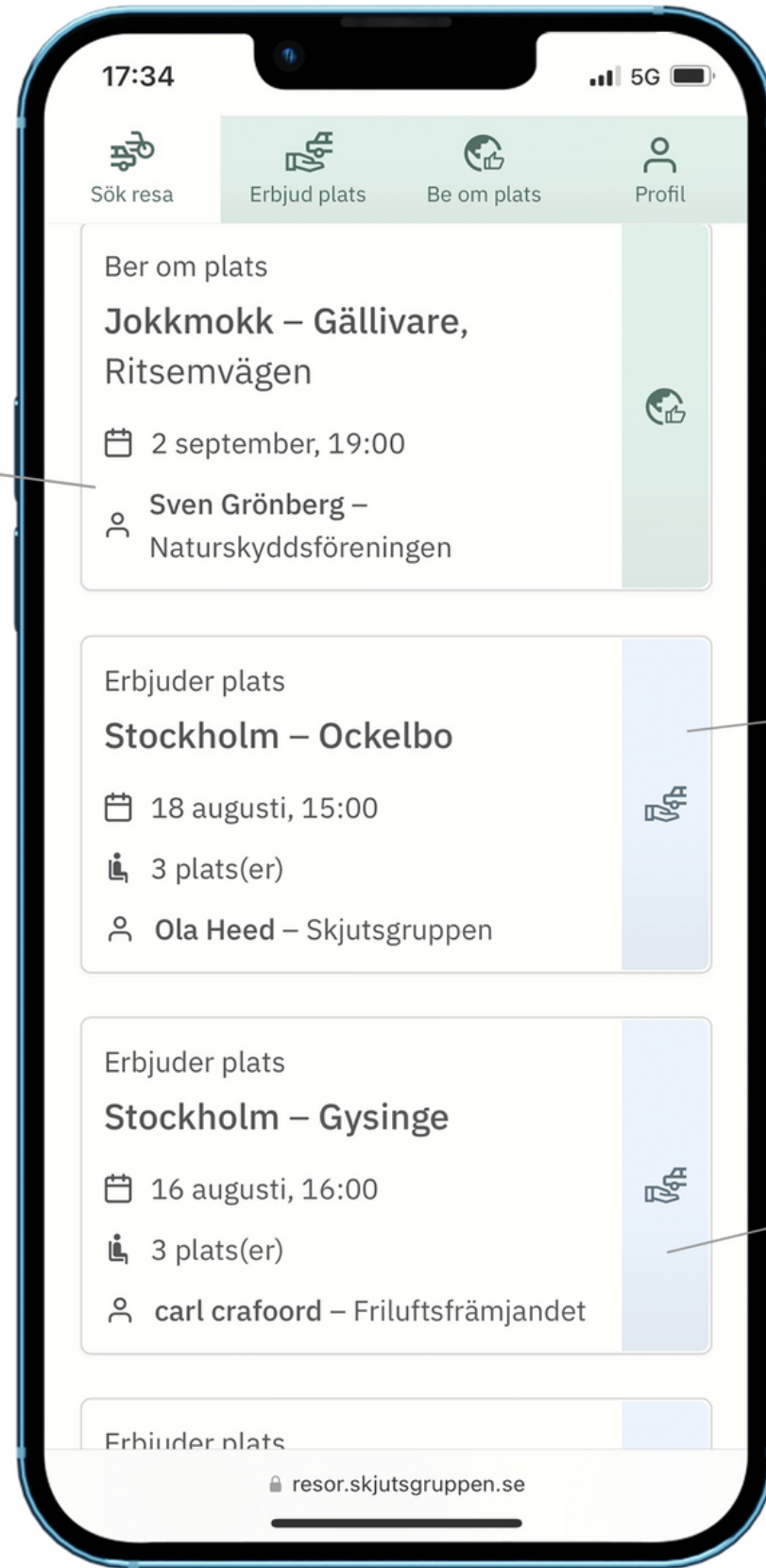


Members trust the organizations.

Members trust each other.



Members

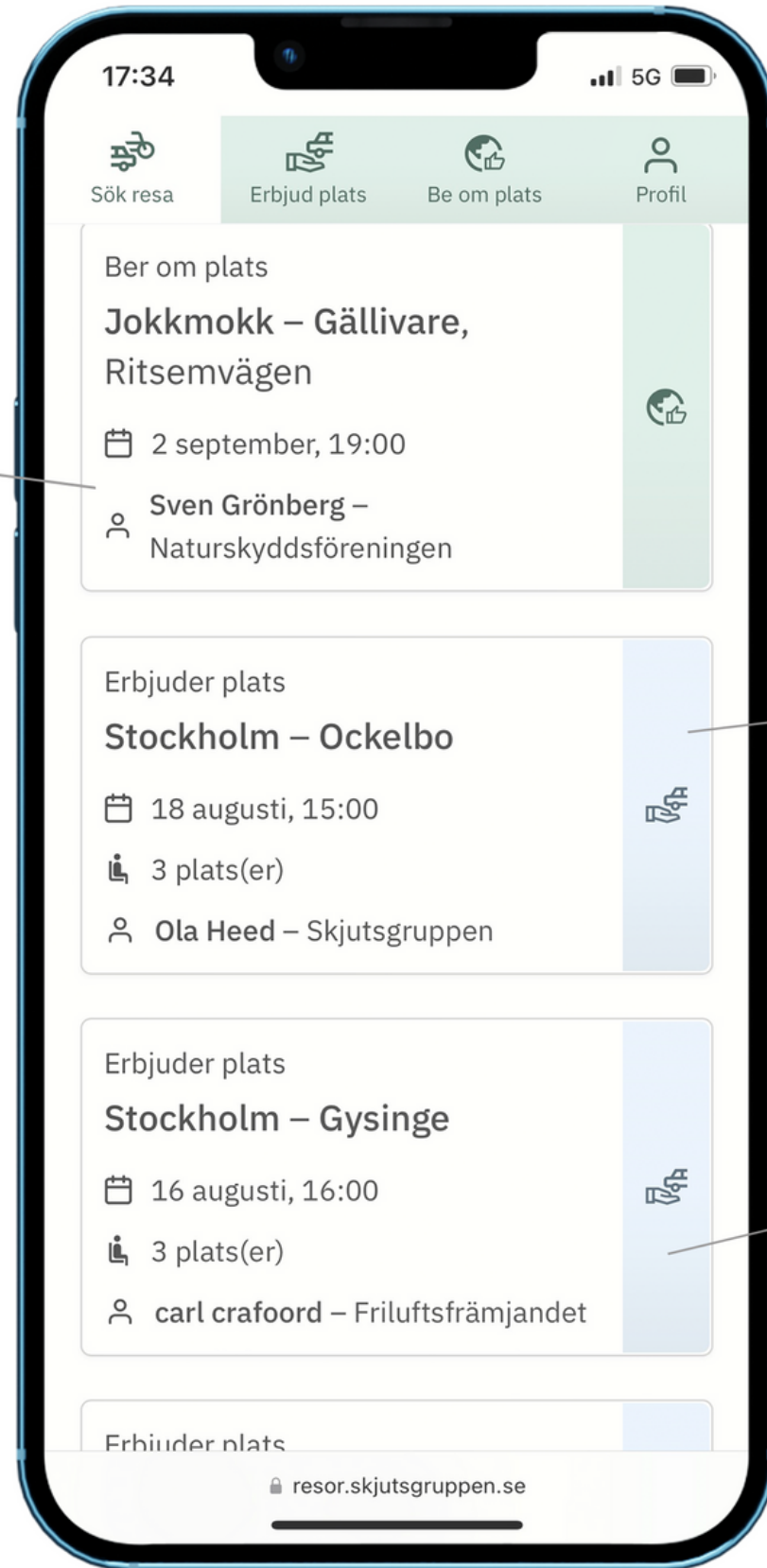




Naturskyddsföreningen

 Skjutsgruppen Nu

Någon vill åka med dig!

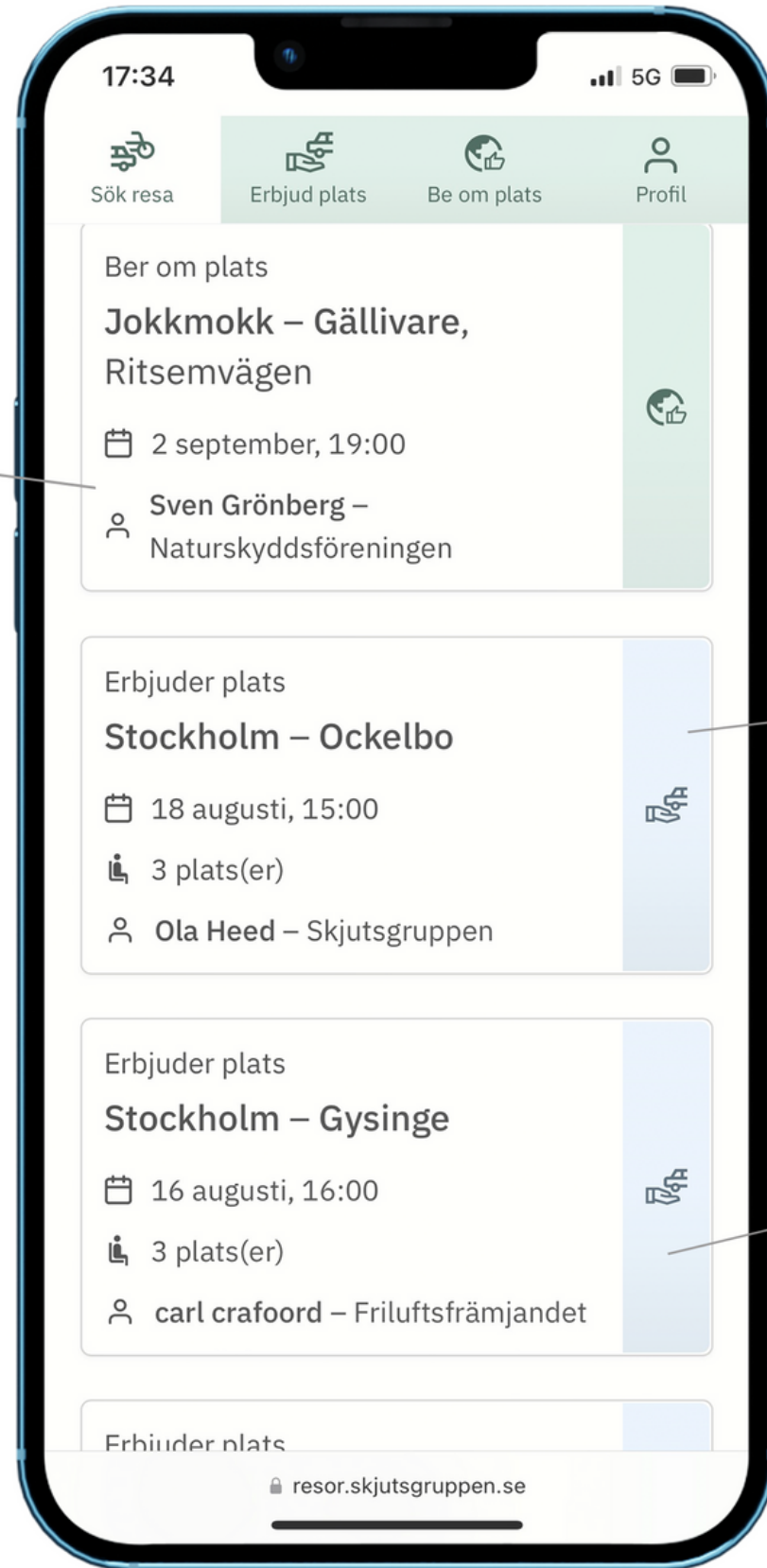




Naturskyddsföreningen

Skjutsgruppen Nu
Någon vill åka med dig!

Skjutsgruppen Nu
Du har fått plats!





VINNOVA



UMEÅ
KOMMUN



Naturskyddsföreningen

FRILUFTS
FRÄMJANDET



Skjutsgruppen

80 000 participants

Friluftsförbundet

110 000 participants

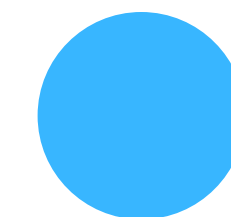
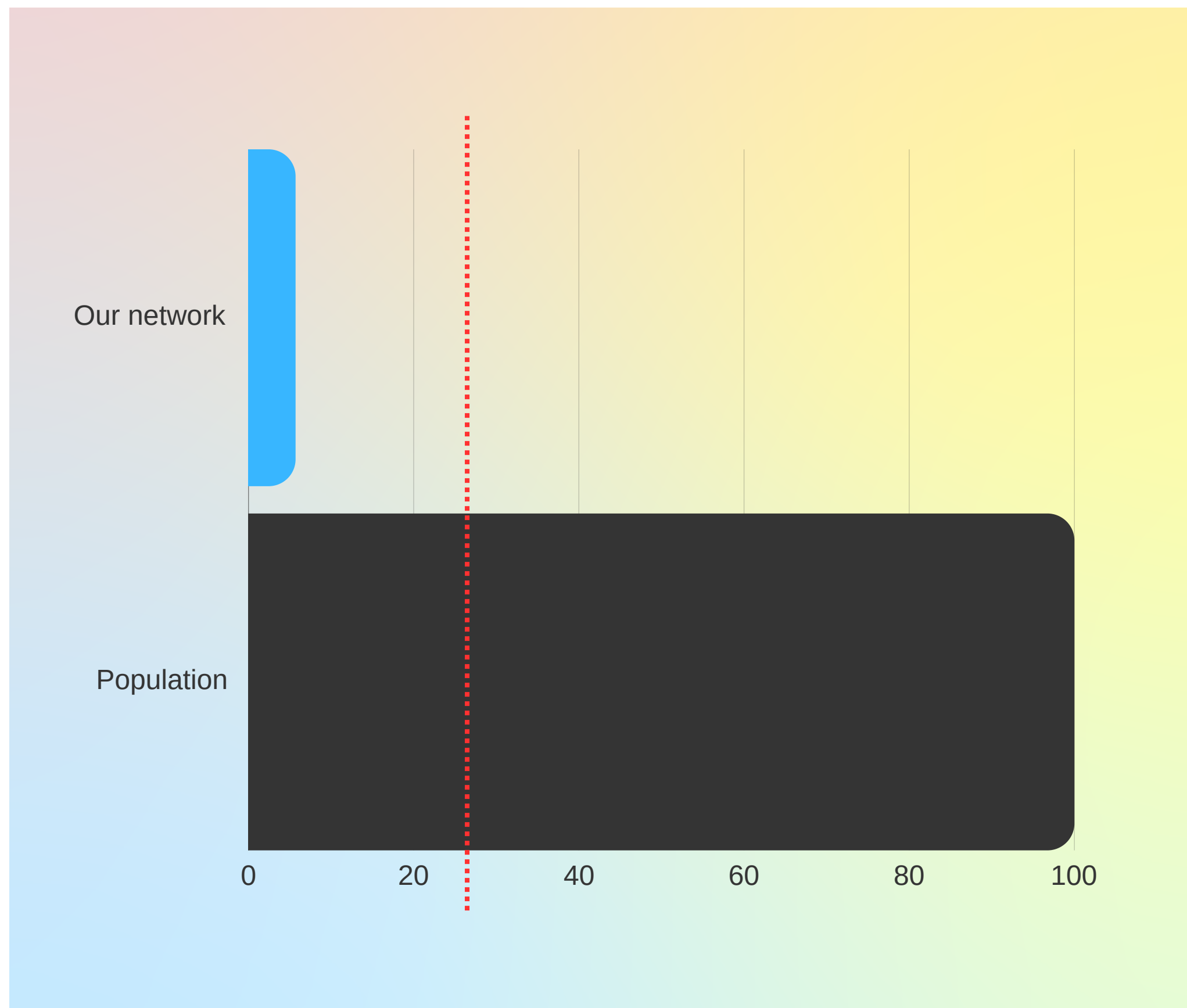
Naturskyddsföreningen

200 000 participants

(premiering February)

200 000 participants

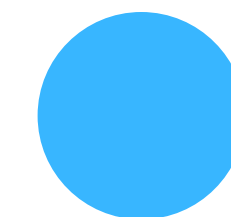
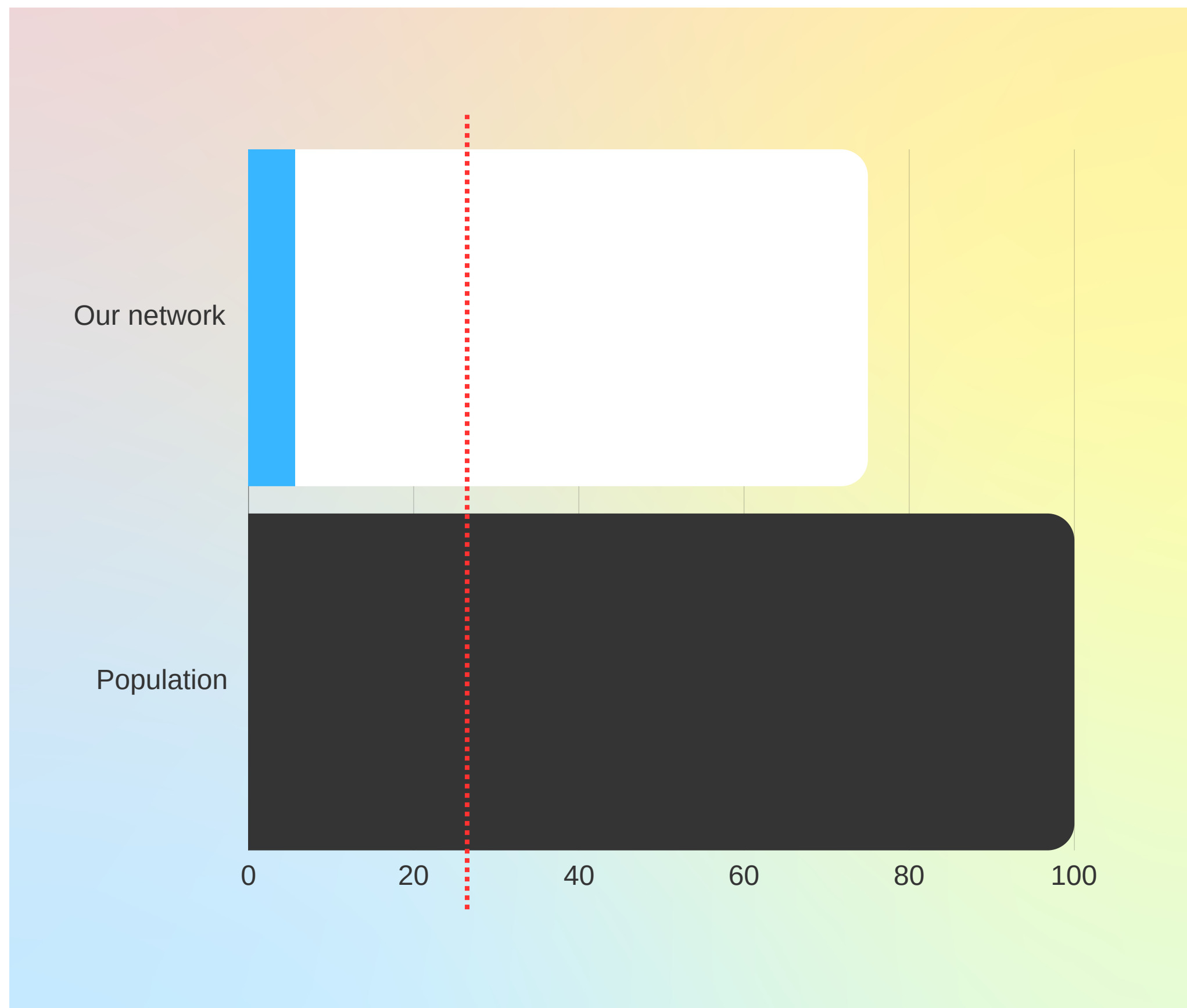
590 000 participants



Tipping point

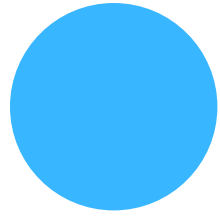
25% of population

In February 2024
we are at 5,7%



Potential

**75% of population
members of nonprofit
associations**

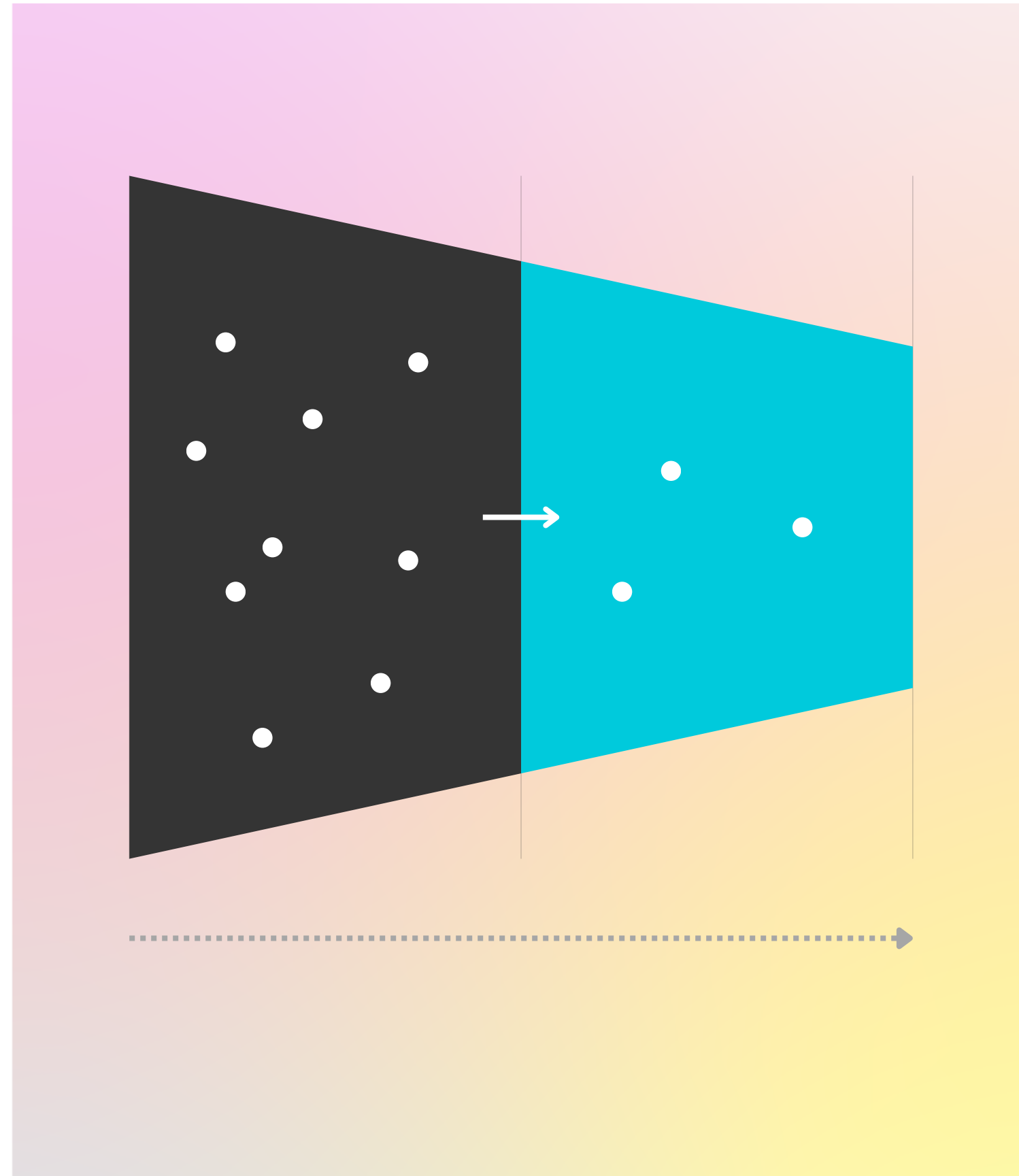


Sustainability x persistence

Funnel, measure, repeat

Behavioral change takes time.

Measure ROE, return of engagement.





Contact

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