

ProMo

- Proof of Concept for MaaS in Science Village

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Background/challenges



- Low usage of shared mobility in general and in many vehicle pools in specific.
- Need for more sustainable business models for MaaS that can also include several actors.
- Large city development area of Brunnshög with ambitious vision of 2/3 sustainable transport, Science Village in specific.

Results and learnings

- Two level collaboration and business model – Mobility program and mobility offer. Applicable in many city development areas and reaching ambitious goals.
- User experience insights on how to use mobility wallet, dynamic car sharing and area features to strengthen the mobility offer in an area.
- Collaboration can enhance both the sustainability of the business model and generate economies of scale in vehicle pools.
- Clarifying the needs of different stakeholders at different times throughout the process.
- Business model still dependent on strong incentives from many different stakeholders – perceived interaction disadvantages may occur.



Next step



- Continue dialogue with the city regarding car park reductions, from 20 – 30/40%.
- Clarify roles and responsibilities among stakeholders.
- Continue business model development and mobility offer dialogue with potential clients. Scale-up to Brunnshög & Sweden!

Partners



- EC2B Mobility AB
- Science Village Scandinavia AB
- MABI
- Vectura
- Wihlborgs
- Skanska
- Municipality of Lunds
- Parking Company of Lund

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