

Category A - Breakdown

This category accounts for the majority of e...
from fossil-fuel-powered cars, contributing 91%
76% of trips.

Used modes of transport

The share of total distance driven by different fuel typ...



Emissions by mode of transport

The share of emissions...



Category B

There is a l...
both the tc...
There is a l...
these trips

Used mode of transport

Share of tri...
the results



Travalytics

Datum (2025-06-30)
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Travalytics is a seamless, GDPR-compliant SaaS platform that automates commuting data collection and analysis to support ESG reporting, helping companies reduce CO₂e emissions while improving employee well-being and controlling costs.

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Summary

The Travalytics project has developed and tested a digital service that automates the collection and analysis of employee commuting data to support corporate sustainability reporting under the CSRD framework. It was initiated to address companies' growing need for reliable, GDPR-compliant data on commuting patterns, an often-overlooked but significant component of Scope 3 emissions. Through a mobile app that passively collects trip data and an analytics platform that calculates CO₂ emissions and physical activity, Travalytics enables companies to measure, understand, and reduce the climate impact of employee travel.

The project was delivered through a partnership between Trivector Traffic and Bactick Technologies, featuring extensive technical development, user testing involving approximately 700 employees across four organisations, and the establishment of a commercial structure via the new startup Travalytics AB. The result is a fully functional, GDPR-compliant solution that simplifies sustainability reporting and empowers companies to take proactive climate action based on high-quality, automated data.

Travalytics directly supports Drive Sweden's vision by replacing manual surveys with digitised, automated, and integrated data collection, contributing to a more sustainable, safe, and accessible mobility system. The project also highlighted challenges in introducing new technology, the importance of a stable regulatory framework for commercial viability, and the need to clearly communicate the financial and operational benefits to enable wider adoption.



Svensk sammanfattning

Travalytics-projektet har utvecklat och testat en digital tjänst som automatiserar insamling och analys av pendlingsresor för att stödja företags hållbarhetsrapportering enligt CSRD. Projektet initierades för att möta företags växande behov av tillförlitliga, GDPR-kompatibla data om medarbetares resvanor – en utsläppskategori som ofta försummas men som utgör en betydande del av företags Scope 3-utsläpp. Genom en mobilapp som passivt samlar in resedata och en analysplattform som beräknar bland annat CO₂-utsläpp och fysisk aktivitet, gör Travalytics det möjligt för företag att mäta, förstå och minska klimatpåverkan från pendlingsresor.

Projektet har drivits som ett partnerskap mellan Trivector Traffic och Bactick Technologies och har inkluderat teknisk utveckling, användartester med cirka 700 anställda från fyra organisationer och etablering av en kommersiell struktur i form av det nystartade bolaget Travalytics AB. Resultatet är en fullt fungerande och GDPR-kompatibel lösning som förenklar hållbarhetsrapportering och ger företag möjlighet att agera proaktivt med stöd av högkvalitativa, automatiserade data.

Travalytics bidrar direkt till Drive Swedens vision genom att ersätta manuella enkäter med digitaliserad, automatiserad och integrerad datainsamling, vilket stödjer ett mer hållbart, säkert och tillgängligt mobilitetssystem. Projektet har också visat på utmaningar kopplade till att lansera ny teknik, beroendet av ett stabilt regelverk för kommersiell livskraft, och behovet av att förtydliga de ekonomiska affärsnyttorna för att underlätta bred adoption.

Background

The Travalytics project was initiated as a direct response to the rapidly emerging need for companies to measure and manage the climate impact of employee travel, especially in light of the new EU legislation—the Corporate Sustainability Reporting Directive (CSRD). When the project started, this directive required large companies, and later also small and medium-sized enterprises, to report on their environmental impact in a much more structured, traceable, and verifiable way than before. At the same time, commuting and work-related travel represent an often overlooked share of corporate greenhouse gas emissions which have historically been neglected because they were difficult to measure and had little direct impact on financial performance.

There were no existing solutions on the market that could offer automated, trustworthy, and GDPR-compliant data collection regarding employee travel. Traditional methods, such as travel surveys, are labour-intensive, imprecise, and produce data that is difficult to use for actionable sustainability work. Simultaneously, many companies lacked both incentives and tools to strategically address commuting, despite the fact that it constitutes one of the most addressable emissions categories from an operational standpoint.

The need that Travalytics sought to meet was therefore twofold: on the one hand, companies required a practical and reliable way to fulfill new regulatory obligations; on the other hand, there was an untapped opportunity to drive behavioral change by making travel patterns visible and providing companies with the tools needed to take meaningful climate action. By automating the collection and analysis of commuting data through a background mobile app and data-driven analytics Travalytics simplifies sustainability reporting while also enabling companies to benchmark, set goals, and track progress in reducing their climate impact.

The project contributes directly to Drive Sweden’s mission by integrating digital infrastructure and mobility services in ways that support a more sustainable transport system. Travalytics enables companies to make data-driven decisions that lead to lower emissions, greater efficiency, and improved system-level sustainability. The solution also reinforces collaboration between public and private actors, by supporting municipalities and large employers in working together toward shared climate goals. Through its focus on innovation at the intersection of AI, mobility data, and environmental reporting, Travalytics strengthens Sweden’s position as a global leader in next-generation transport solutions, and lays the groundwork for exporting Swedish innovation to the rest of Europe and beyond.



The project

Purpose

The purpose of the Travalytics project has been to develop, test, and bring to market a scalable digital solution that enables companies to collect and report employee commuting data in a way that meets the demands of the EU's Corporate Sustainability Reporting Directive (CSRD). The project aimed to significantly reduce the manual effort and uncertainty traditionally associated with commuting data collection by introducing a fully automated, AI-powered system that runs passively in the background via a mobile application. At its core, Travalytics supports companies in understanding their travel-related emissions, taking data-driven climate action, and fulfilling regulatory obligations, while ensuring user privacy and GDPR compliance. At the same time, the project sought to strengthen Sweden's position as an innovation leader in sustainable mobility solutions, and to prepare Travalytics for scaling across European markets.

Objectives

The project had five overarching objectives at its inception, as outlined in the original funding application:

- To develop a functioning Minimum Viable Product (MVP), including a GDPR-compliant mobile application and a web-based analytics dashboard for employers.

This was achieved.

- To conduct user testing with at least five companies and their employees, validating the system's usability, data quality, and relevance for CSRD reporting.

This was achieved.

- To define and document clear CSRD reporting guidelines specifically tailored to commuting data—encompassing both methodological standards and data quality thresholds.

This is included in our reports.

- To formulate a partnership and sales strategy, including potential integration with larger sustainability reporting platforms such as Position Green and Normative.

This was achieved.

- To demonstrate early market viability by securing at least one paying customer before the project's end.

This was achieved.



These objectives remained intact during the project, though the implementation has in some respects exceeded expectations. Notably, the scope of testing was broadened to include not only large corporations like Tetra Pak but also public sector actors and SMEs, thereby strengthening the case for broader market applicability. Additionally, the project pivoted slightly to place more emphasis on establishing Travalytics as a dedicated startup entity. This decision, made by the project board, was in response to significant market interest and the need for a structure that could support rapid growth, external investment, and long-term commercial success.

Project period

1 June 2024 (1 July 2024) – 31 May 2025.

Partners

The Travalytics project has been implemented through a strategic partnership involving:

- Trivector Traffic AB, the project coordinator, responsible for overall project management, customer dialogue, communication, and sustainability expertise. Trivector also contributed significantly to app development and testing through its extensive experience in travel behaviour research and workplace mobility planning.
- Bactick Technologies AB, the technical lead partner, managed the development of backend infrastructure, AI algorithms, and the web dashboard. Their expertise in data engineering and GDPR-compliant system architecture was central to building a scalable and secure tech platform.
- Tetra Pak AB, the primary pilot partner, provided a real-world testing ground for the Travalytics system within the context of a large international corporation subject to CSRD.
- IDA, The Danish Engineers' Union (not a formal partner in the Drive Sweden project, although a formal partner in the project co-funded by EIT Urban Mobility), which enabled engagement and feedback from a wider pool of large employers across Denmark, expanding the project's reach and relevance.



Methods and activities

The Travalytics project was designed to integrate technological development, user engagement, and commercial validation into a cohesive, iterative process. The overarching project methodology has been user-driven and agile, grounded in feedback loops between development teams, pilot organisations, and strategic stakeholders. The approach allowed for dynamic prioritisation as new insights emerged during development and testing phases, ensuring that the solution addressed both technical feasibility and real-world user needs.

From the outset, the project was structured around four main work packages: project management and dissemination, technical development, user research and testing, and business development. Each work package was subdivided into specific tasks, with clearly assigned responsibilities and timelines.

On the technical side, the primary activities revolved around the development of a robust, scalable backend infrastructure and a new mobile app, both created from the ground up by Bactick in close collaboration with Trivector. The backend system was designed to manage high volumes of travel data and process them in real time, using AI algorithms to detect travel modes and categorise trips without user input. The automated approach built on a unique dataset of millions of corrected trips from Trivector's TravelVu platform, giving Travalytics a strong competitive edge in terms of accuracy and scalability.

Simultaneously, a GDPR-compliant mobile app was developed to collect sensor data in the background. The app includes clear consent mechanisms and transparent data policies. Front-end development focused on usability, aiming to ensure that both employees and administrators would find the platform intuitive and trustworthy. This was paired with the creation of a data analytics report including information on CO2 emissions, travel modes, physical activity, and other indicators relevant to supporting actionable insights for companies.

In parallel with technical development, the project ran a program of user research and testing. These activities aimed to validate the solution in real-world contexts. Trivector and Bactick carried out structured interviews, surveys, and co-design workshops with pilot organisations to understand how companies interpret commuting data, how they expect to use it, and what features they need in order to integrate such data into their sustainability strategies. These insights informed both the system design and the accompanying reports.

In total, approximately 700 employees participated in the pilot, from four organisations. Data collection and usability feedback took place between June and December 2024, with follow-up analysis scheduled through Q1 2025. One unexpected challenge arose when Tetra Pak's IT department requested additional documentation for GDPR and information security compliance. The project team responded by producing detailed technical and legal documentation, thereby achieving a level of data protection readiness that exceeded expectations for a pilot-phase project.



On the business side, a website for Travalytics was launched in mid-2024, accompanied by branding and marketing materials. A comprehensive product plan was developed (and submitted in parallel to EIT Urban Mobility), detailing technical specifications, pricing models, partnership strategies, and investment needs. Outreach efforts included representation at the Smart City World Congress in Barcelona, where Travalytics was selected to represent Southern Sweden in the mobility innovation category. Sales activities also began earlier than anticipated, with a pipeline of qualified leads established and the first signed sale achieved in Q1 2025. A startup entity – Travalytics AB – was successfully spun out of the project and IP transferred from ongoing consultancy companies in April 2025. Travalytics has been accepted into the startup incubator programme at Hetch in Helsingborg.

Organisationally, the project has functioned with the mindset and structure of a startup. A dedicated management team, board, and supporting ecosystem have contributed expertise in commercialisation, legal structure, and investor readiness. Project management tools such as Jira, Confluence, Slack, and GitHub were implemented early in the project to streamline collaboration and ensure accountability.

In summary, the project activities have covered the full spectrum from early concept validation through technical implementation, user testing, and initial commercialisation. This integrated approach has laid a strong foundation not only for a successful product launch but also for future scaling in Sweden and across the European market.



Results

The Travalytics project has yielded a range of results, contributing to Drive Sweden's overarching vision of a sustainable, safe, and accessible mobility system built on digitisation, automation, and integrated services.

From a technical standpoint, one of the most significant outcomes of the project is the development of a fully functional and GDPR-compliant MVP (Minimum Viable Product), consisting of an AI-powered backend, a background-operating mobile app, and analytics report. This system enables companies to automatically collect and analyse employee commuting data in a way that requires minimal user input while still delivering high-quality, reliable results. All components were developed from scratch during the project, ensuring scalability, interoperability with third-party sustainability platforms, and alignment with future regulatory requirements under CSRD.

The backend is capable of handling high volumes of data from multiple organisations, processing real-time travel behaviour using machine learning models trained on one of the most extensive validated travel datasets available in Europe. The data analytics report allows companies to visualise key mobility and sustainability metrics: mode share, CO₂ emissions, and physical activity, in a way that transfer raw mobility data into actionable insights. These results bring digitisation and automation into a previously manual and underdeveloped area of corporate sustainability work.

In terms of user validation, around 700 employees were engaged in testing, providing both quantitative data and qualitative feedback on the system's usability and impact. Early analyses confirm that the solution not only functions as intended, but is also perceived as significantly more intuitive and time-efficient compared to traditional travel surveys.

The project has also supports behavioural impact and system-level readiness. By surfacing previously invisible commuting data, Travalytics equips organisations with the information they need to make informed, targeted interventions that support both environmental performance and employee well-being. This may include redesigning workplace policies (e.g., parking, incentives for active travel), collaborating with municipalities on infrastructure improvements, or benchmarking against industry peers to identify areas for improvement. In this way, Travalytics supports the shift from reactive to proactive, data-driven mobility management.

Commercially, the project has established the foundation for long-term growth. A product plan has been completed, a visual identity and website launched, and a sales pipeline built up during the reporting period. Importantly, the first paying customer signed in Q1 2025. Interest from large Nordic companies, CSRD auditors, and reporting platforms confirms that there is real and growing market demand for the solution. Furthermore, the project's nomination for an international mobility innovation award and its selection to represent Southern Sweden at the Smart City World Congress in Barcelona underscore its relevance and visibility.



In direct relation to Drive Sweden's vision, Travalytics advances four of its key ambitions:

Sustainability – Travalytics enables organisations to measure, understand, and reduce CO₂ emissions from commuting, at the same time as supporting healthier commuting. It supports more efficient use of existing transport infrastructure and promotes sustainable travel behaviour at scale.

Digitisation and Automation – The solution replaces manual surveys with continuous, automated data collection, grounded in privacy protection and transparency. This contributes to a digital ecosystem where data is used smartly and responsibly.

Service Integration – Travalytics is designed for interoperability, with the potential to integrate directly with broader CSRD and ESG platforms. It contributes to a connected, data-informed system of services, from reporting to mobility management.

Safe and Inclusive Mobility – By visualizing mobility patterns and enabling analysis by geography, gender, or occupation, the tool can be used to identify inequities in transport systems and to support planning and decision-making that makes mobility more accessible and inclusive for all employee groups.



Conclusions, lessons learnt and next steps

The Travalytics project has provided a valuable learning environment in which both technical and strategic insights have emerged through the collaborative development, testing, and early commercialisation of the product. One of the central lessons learned is the importance of integrating regulatory compliance, particularly with regard to GDPR and IT security, at the very foundation of digital mobility services. While this was always a known requirement, the intensity of the scrutiny and the level of documentation demanded by pilot partners, especially large corporations such as Tetra Pak, exceeded initial expectations. By responding early and thoroughly to these demands, the project team was able to build a solid trust base and demonstrate readiness for future procurement by large enterprises.

However, one of the most important insights has been just how crucial a strong and predictable regulatory framework is for the entire commercial viability of a solution like Travalytics. The introduction of the EU's CSRD directive was a clear enabler for this project as it created a specific reporting obligation. But during the lifetime of this project, we have also seen that regulatory landscape start to shift. Political discussions within the EU about watering down or delaying CSRD implementation have already had concrete impacts: many companies have downsized their sustainability teams or reduced budgets for ESG initiatives, and those teams have lost the internal leverage that the legislation initially gave them to prioritise sustainability investments. This experience has underscored how fragile that market driver is, and how dependent solutions like Travalytics are on a stable, enforceable regulatory context. It also highlights the need for commercial strategies that can withstand policy uncertainty by offering clearer operational or financial benefits to customers.

Closely related to this is another key lesson: sustainability on its own does not sell. Even when companies acknowledge the importance of addressing emissions for climate goals or employee well-being, these considerations alone rarely drive purchasing decisions. Throughout our customer dialogues, it became clear that sustainability teams struggle to secure budget unless they can show direct cost savings or revenue potential. As a result, we learned that Travalytics must position itself not just as a compliance or sustainability tool but as an enabler of operational efficiency, employee retention, and even strategic cost management. Communicating these concrete business benefits will be essential for broader market adoption.

Another important lesson has emerged around the inherent scepticism organisations often have toward new technology, even when it clearly offers better quality or usability than existing solutions. During pilots and sales discussions, we encountered a reluctance to move away from familiar but less reliable methods like manual travel surveys or even informal estimates. Many stakeholders felt these older methods were "good enough" or simply did not want to invest in changing established routines. This highlights that demonstrating superior data quality and usability is not enough on its own; it also requires building trust, offering clear evidence of added value, and making adoption as frictionless as possible. Change management, user onboarding,



and continuous customer support are therefore not optional add-ons but success factors for any new mobility data service.

Organisationally, the project also confirmed that while launching a startup out of two existing consultancy companies can deliver unique strengths – such as industry knowledge, credibility, and existing networks – it also introduces significant challenges. Establishing Travalytics as a separate legal and commercial entity required substantial time and effort to navigate ownership structures, IP agreements, revenue models, governance, and how the agreements would affect future investments. Balancing the strategic priorities of two founding consultancies with the needs of a new, investor-ready startup demanded continuous negotiation and compromise. We learned the importance of dedicating time and expert resources early in the process to structure these agreements clearly, to align stakeholder expectations, and to maintain momentum toward a shared commercial vision.

Despite these challenges, the potential of Travalytics remains substantial. With its foundational technology now complete and validated through real-world pilots, the solution is well positioned to scale. The CSRD framework is still likely to drive market demand, but Travalytics must also ensure it is resilient to regulatory shifts by proving its operational and financial value to clients. This will involve refining the product based on pilot feedback, deepening integration with sustainability reporting platforms, formalising strategic partnerships, and securing the external investment needed to support scaling in Sweden and internationally.

Finally, the team will continue to work closely with strategic partners (such as Drive Sweden) to ensure the solution remains aligned with national policy goals and contributes to shaping best practices in corporate mobility reporting. With these lessons in mind, Travalytics stands well prepared to continue its journey toward transforming how companies understand and manage the climate impact of everyday travel within Sweden, across Europe, and beyond.



Dissemination and publications

During the Travalytics project, extensive attention has been given to disseminating insights, findings, and tangible outcomes across sectors and platforms to maximise impact and support sustainable mobility innovation. Dissemination activities have ranged from targeted stakeholder workshops to broader public communications—both online and at major events.

Several strategic events have showcased the Travalytics concept and technology. Notably, the project was selected to represent Southern Sweden at the Smart City World Congress in Barcelona, where the team presented Travalytics to international audiences, policy-makers, and potential partners. During this event, Travalytics also recorded a podcast with Drive Sweden and EY. In March 2025, a high-profile event hosted in collaboration with the Danish Society of Engineers (IDA) and EIT Urban Mobility brought together sustainability experts from organizations such as EY, CONCITO, and 2050 to discuss the CSRD framework's potential as a catalyst for action in employee commuting. This engagement helped frame commuting data as a strategic asset rather than a compliance burden. Additionally, a seminar was held with the sustainability network of the southern branch of Swedish Chamber of Commerce.

On the digital front, Travalytics has actively used its website, LinkedIn presence and blog to generate thought leadership and share nuanced knowledge with a diverse audience of sustainability professionals, public sector actors, and corporate mobility managers. Among the project's blog posts, several stand out for their relevance to the Drive Sweden mission:

- "On the Need for Actionable Insights" (July 26, 2024) emphasizes why data collection should be designed with possible use cases in mind, turning raw information into decision-making guidance
- "CO2 Impacts of Commuting" (November 11, 2024) highlights the significant climate impact of commuting and quantifies emissions shares using official Swedish statistics .
- "Privacy – Is it Really Possible?" (September 27, 2024) addresses privacy concerns and explains how anonymization and GDPR-compliant design allow systemic insights without compromising users' privacy
- "CSRD: An Opportunity for Sustainable Employee Transport?" (April 2, 2025) analyses how the emerging CSRD standards can catalyse corporate action on commuting emissions .
- "On the Difference Between Data and Data" (May 10, 2025) critiques low-fidelity, modelled mobility data in favour of more accurate app-based survey data



Additionally articles have been written in and presented in other networks including Swedish network for sustainable industry, the sustainable business hub, Future by Lund. Two press releases during the project have resulted in news being picked up by several (predominantly Swedish) news outlets.



Drive Sweden är ett av regeringens sjutton strategiska innovationsprogram (SIP). Drive Sweden består av partners från akademi, industri och samhälle och tillsammans tar vi oss an utmaningarna kopplade till nästa generations mobilitetssystem för människor och varor. SIP-programmen finansieras av Vinnova, Formas och Energimyndigheten. Lindholmen Science Park AB är värd för Drive Sweden.