



**Mobility as a service  
on the countryside**

**mobil + samåkning**

## Short history:

2011: EU project Tolg, Växjö

2012: from project to company

2014: v2.0 launched

2015: export to The Netherlands

2017: business incubator





# Rideshare application Mobilsamåkning

- Adaptable, mobile website:
  - Planning tool: information on rideshare and public transport
  - Brokering service: connecting drivers with passengers
  - Booking system with SMS
  - Payment system
- Implementation process through rideshare ambassadors





## Mobility by Mobilsamåkning

- Register within your own village: built-in security
- Enter journeys by car (driver)
- Booking rideshare (passenger) by destination and stop
- Confirmation through SMS

# Advantage #1

## The car as a meeting place







## Advantage #2 Increased mobility options

*mobil  
samakning*



The background of the slide is a collage of various Swedish Krona banknotes. Visible denominations include 100, 50, 20, and 1000 Kronor. The notes feature portraits of historical figures and the text 'SVERIGES RIKSBANK'.

# Advantage #3

## Saving money

mobilsamållning



# Advantage #4

## Less environmental impact



**Making the countryside a more attractive place to be...**



MOBIL  
SAMAKNING





## Lesson learned through 8 years of experience

- In Sweden there are plenty of resources, but one needs a car to be able to live on the countryside
- 60-75% is not interested in rideshare at all
- Identified five distinct target groups
- Area of 400 - 2000 inhabitants, 15x15 km
- 20-50 km from an urban settlement
- More services / ways of transport wanted





## Mobility as a service on the countryside

- Rideshare
- Car sharing (peer-to-peer)
- Carpool (incl. driverless vehicles)
- Taxi
- Public transport by timetable
- Public transport on demand  
etc.