

The background of the slide is a warm, golden-yellow color. In the center, a pair of hands is shown holding a small globe of the Earth. Surrounding the globe are several circular icons connected by thin lines, representing various aspects of sustainability: a sun, a wind turbine, a factory, a leaf, a recycling symbol, and a flame. The overall theme is environmental and sustainable development.

Grönt ljus för hållbara jobbresor

Ulrika Bokeberg

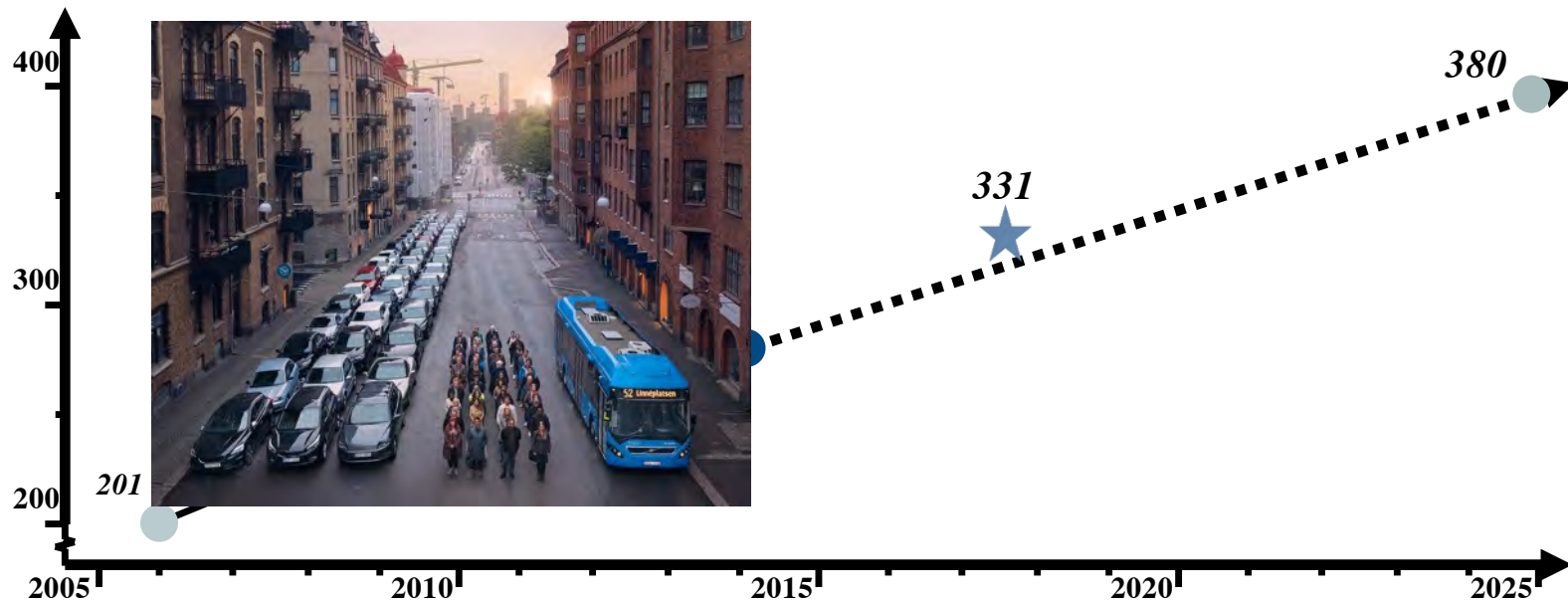
Avdelningschef kollektivtrafik och infrastruktur, VGR



Kombinerad Mobilitet som tjänst

- Exemplet Grönt Ljus för hållbara jobbresor

ULRIKA BOKEBERG
Kollektivtrafik och infrastrukturchef
Västra Götalandsregionen

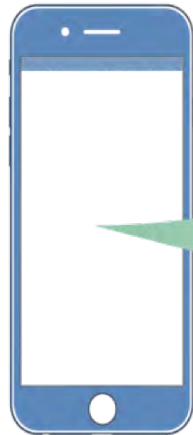


Level 4 *Policy*

Level 3 *Packages*

Level 2 *Payment*

Level 1 *Information*

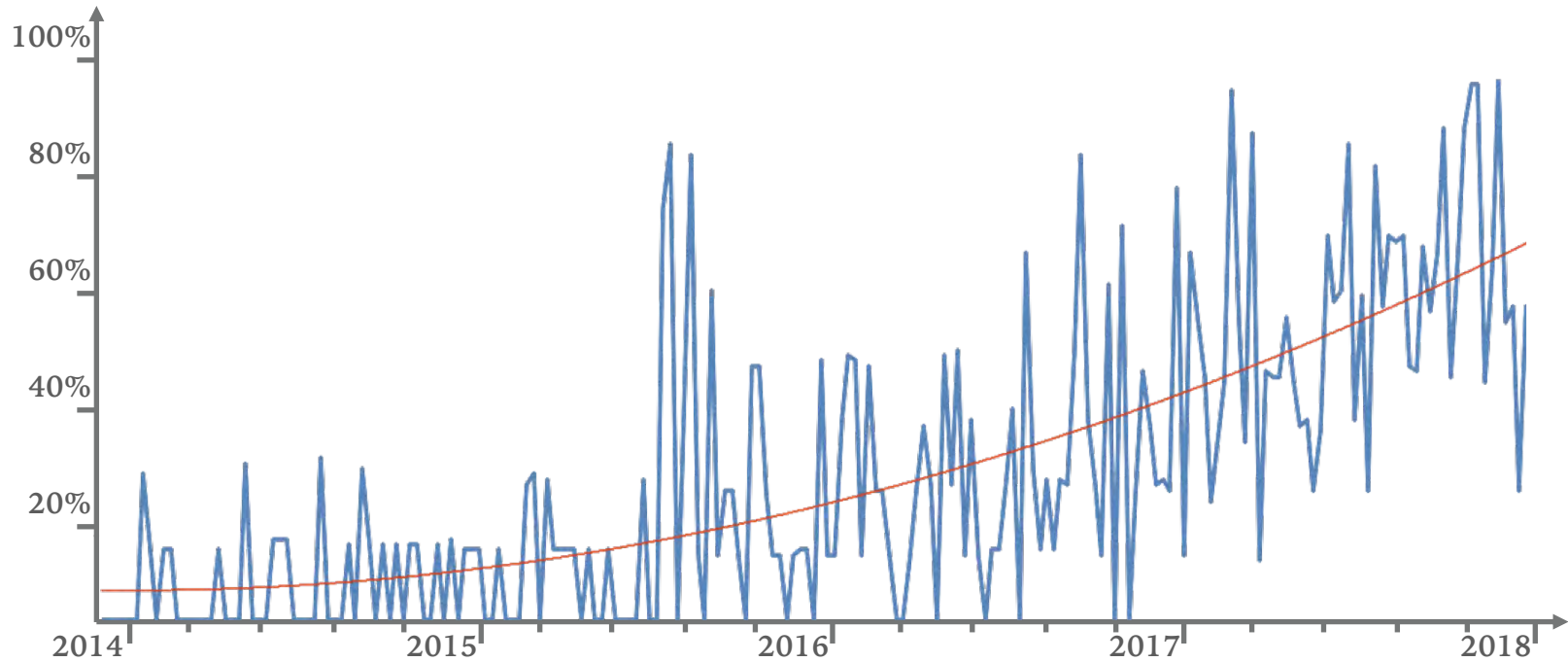


*It is the offer of an integrated combination of **sustainable urban mobility services** that most challenges the flexibility and convenience of the private car.*

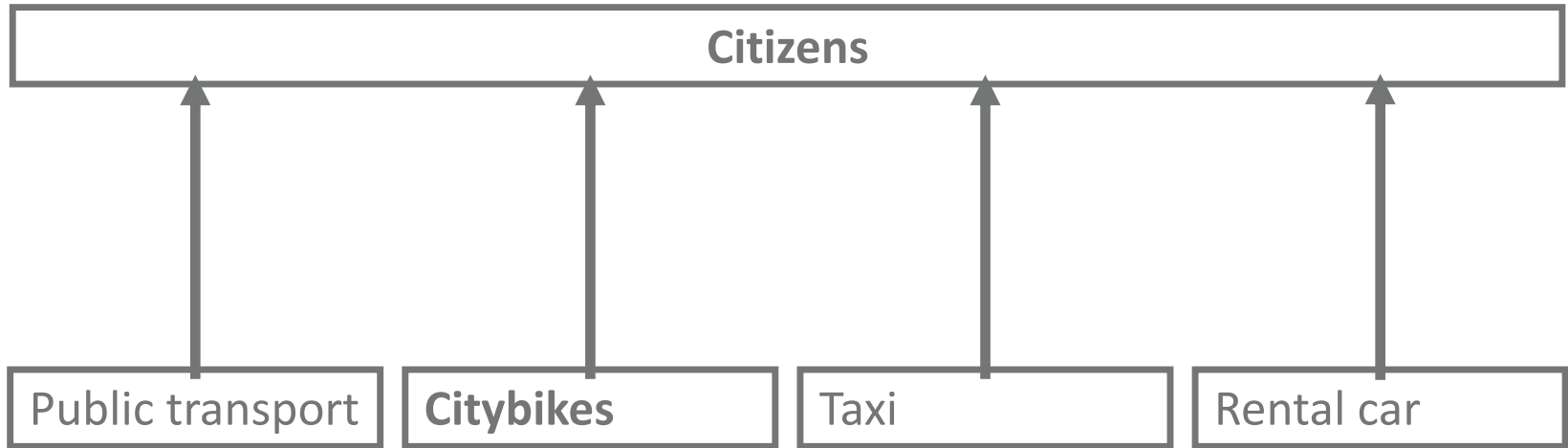
- UITP 2016

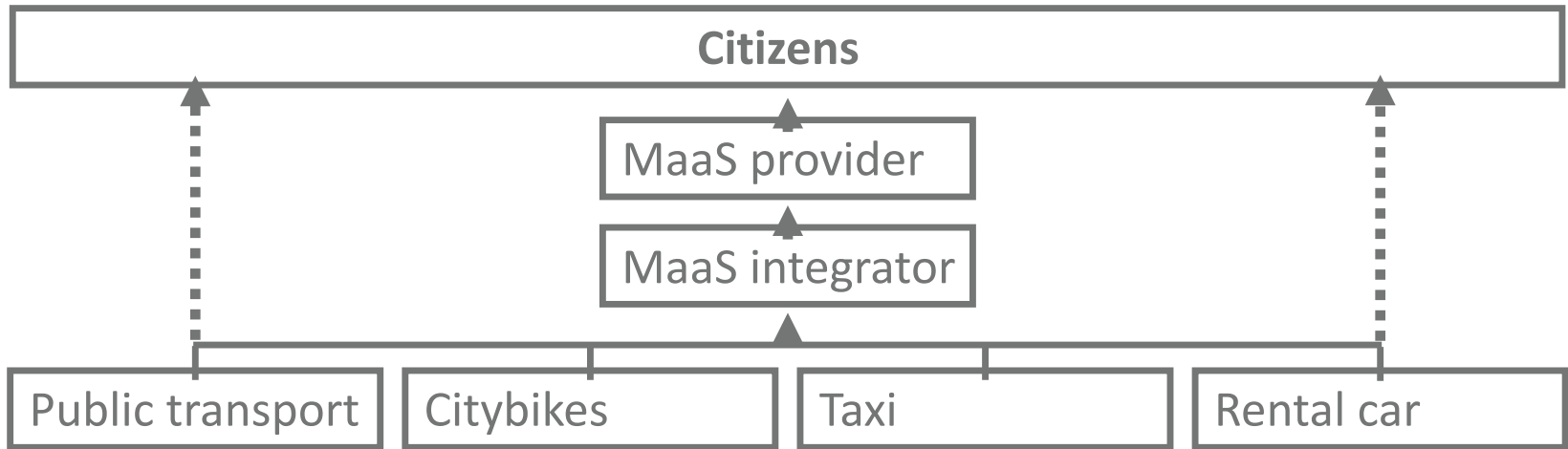
*Like other aspects of the **digital revolution**, it uses the latest technology to empower consumers in making their own choices.*

- KPMG 2017



Normalized search interest [percent]





FINLAND



Possible benefits include new businesses and following export, **increased efficiency** of the operations and thus decrease in the governmental and municipal expenses of transportation.

- Heikkilä 2014

NORGE



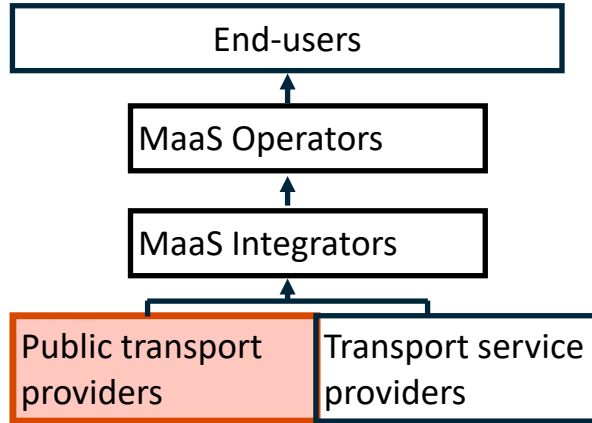
MaaS

Smith, G., Sochor, J., Karlsson, M. 2018.

[Mobility as a Service: Development scenarios and implications for public transport](#)

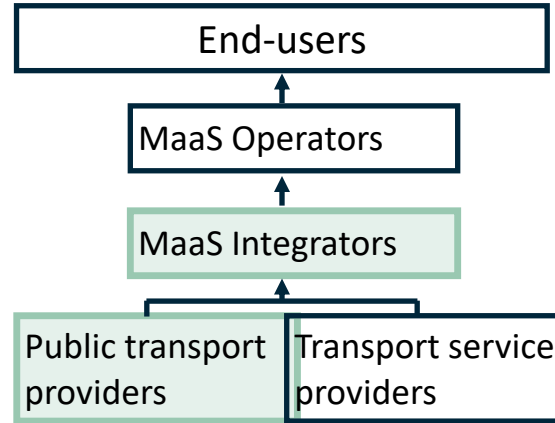
Research in Transportation Economics, doi:10.1016/j.retrec.2018.04.001

Market-driven development



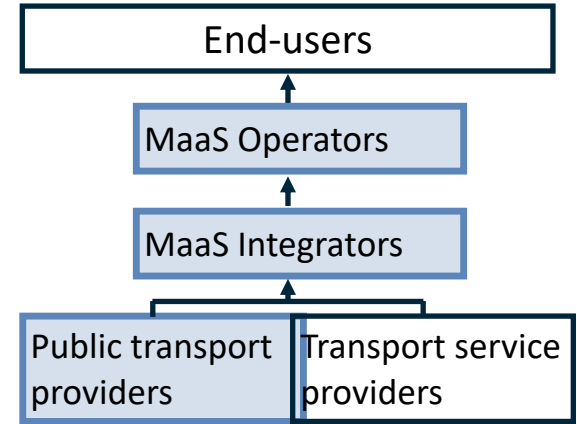
● The public sector's roles

Public-private development



● The public sector's roles

Public-controlled development



● The public sector's roles

MaaS Barriers

Smith, G., Sochor, J., Karlsson, M. 2018.

[Public-private innovation: barriers in the case of mobility as a service in West Sweden](#)

Public Management Review, doi:10.1080/14719037.2018.1462399

	Main barriers to MaaS
External level	Laws and regulations, and the perception of them
Inter-organizational level	Inherent differences across organizations, collaboration processes
Organizational level	Lack of innovation tradition, bureaucracy, political control
Intra-organizational level	Lack of strategy and prioritization
Concept level	High levels of dependency on specific actors, monopoly-like market, high business risks, uncertain WTP among end-users

Utveckling och piloter...

Nationell
samverkan
En gemensam
färdplan



UBIGO
Stockholm/Eccentric



SpaceTime
Järfälla/Arbetsgivar-MaaS



Scania Södertälje
Arbetsgivar-MaaS



Park & Ride Göteborg



Kollaborativ
Kollektivtrafik
(IVL mfl)



Kombinerad
mobilitet i
Landsbygd (VTI mfl)

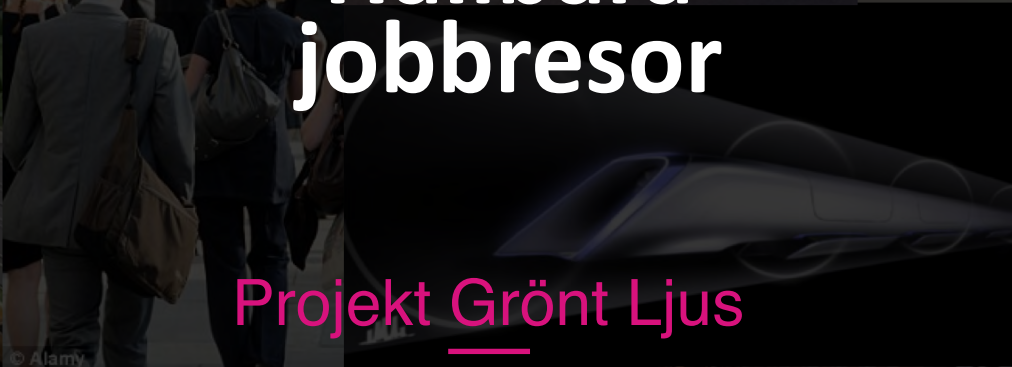
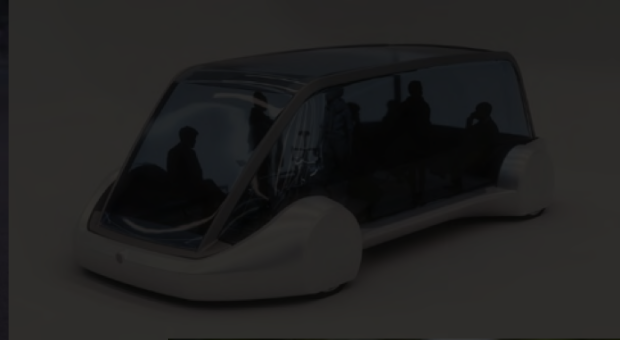


VGR plattform för
Kombinerad Mobilitet i
VGR landsbygd (RISE mfl)

Hållbara jobbresor

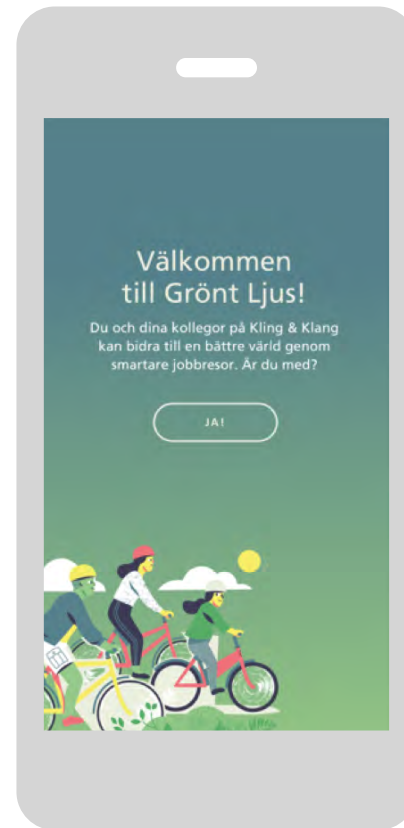
Projekt Grönt Ljus

VGR | HiQ



Varför är det viktigt för Västra Götalandsregionen....

- Stärka hållbar profil – trovärdighet
- Attrahera och behålla personal
- Förenkla administration av korta tjänsteresor



mer än en app.....

STARTPAKET

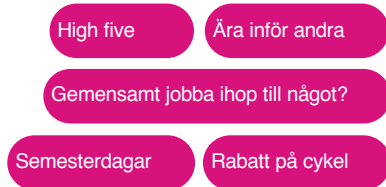
- Pooler - elcykelpool, cykelpool, bilpool
- Cykelgarage
- Omklädningsrum
- Laddning
- Hövding i repan
- Västrafikkort via jobbet
- Cykelservice
- Förmånscykel istället för förmånsbil



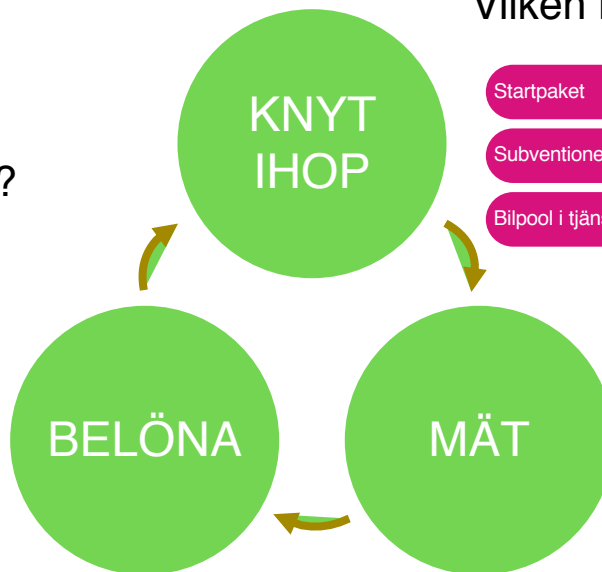
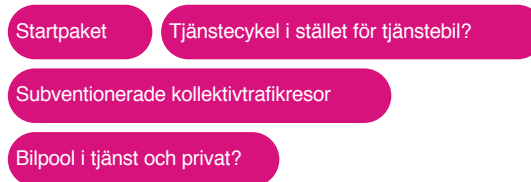
Testa, få svar, skruva och testa igen

Vilka belöningar fungerar bäst?

Vilken feedback funkar bäst?



Vilken hjälp från företaget ger resultat?



Vilket resultat når vi?

Sammanfattning

Digitaliseringen ger helt nya möjligheter.....

..... MEN



TACK!





@GREAT

PANELDEBATT