

To: Suppliers and innovators within Last mile solutions, logistics and services for parcel and goods
From: Ruter As

Invitation

Dialogue Conference about Last Mile services, parcel logistics and home delivery of goods

Date: 02.09.2021

Time: 0830-1200 (CET)

Where: Teams meeting (The conference will be held in English)

People desire to move freely, and it must be easy and sustainable to do so. Movement of goods and parcels is changing rapidly with increase in online shopping and new digital services being developed. Traditionally Ruter transports people from a to b. The combination of public transportation with last mile services and parcel logistic can contribute to more sustainable transportation network and new improved services to customers in both urban and rural areas.

Target audience

The target audience for this dialogue conference is current and future actors within last-mile services, Parcel logistics and home delivery of goods. We hope to see providers of logistics, companies providing digital solutions within the area, online retailers and other companies working within this domain. Established companies, start-ups and innovators are all encouraged to attend the dialogue conference.

Purpose

We want to gain insight and share information and thoughts about the trends specifically within the area of logistic services, home delivery and new solutions.

The conference will help us to identify opportunities, so we can meet our customer's current and future needs and ensure overall sustainability in mobility and logistics. We want to meet with various players in the area and discuss opportunities and future solutions. Further discussions and one-to-one meetings will be possible.

We aim to conduct testing of potential opportunities on continuous basis to verify market potential and sustainability of solutions.

Background

We have high ambitions in meeting future needs of our customers and adapting to the ever-changing world. In order to achieve our vision of enabling "sustainable freedom of movement" we need to understand why our customers move and what we can do to fulfill the customers need in the most sustainable way.

Introducing collaborations combining new solutions and public transportation can assist in meeting customer demand for flexible solutions and reduce the overall environmental impact of transportation.

The goal is to enable current and future customer base to have the best solution available in a seamless way, so that the customer can either move freely and sustainable to their destination to retrieve goods (parcel, grocery, etc..) or that the goods can be brought to the customer sustainable and

seamlessly. A key factor in achieving such ambitious goals is good collaboration with other actors in the market.

Presenting Solutions, innovations and Ideas.

Organizations that have relevant products, services or innovations they wish to present can make their interest known to Ruter, Magnus Bergkvist Sørensen, mail: magnus.bergkvist.sorensen@ruter.no, by 30.08.2021 at 0900 (CET).

Ruter reserve the right to select the organizations that will be given a timeslot to present their product or service. This is due to the total time allocated for the conference. All presentations must be handed in to the organizers and will be shared with all participants after the conference.

Registration

We request registration of all participants. Registration and questions can be addressed to Ruter, Magnus Bergkvist Sørensen, mail: magnus.bergkvist.sorensen@ruter.no. Entries must be registered by 30.08.2021 at 09.00 (CET) and must contain company name, name and e-mail address. When registered, you will receive an invitation containing a link to Teams.

Preliminary program:

0830 -12.00: Program:

- Welcome, purpose of the conference
- Introduction to Ruters vision and thoughts
- Prepared presentations by participants (max 15 minutes, depending on the number of participants):
 - Company presentation (short)
 - What opportunities do you see to reach sustainable mobility?
 - What is your vision within Last Mile services, Parcel and home delivery?
 - Thoughts on Public-Private Partnership (PPP), collaboration with Ruter, solution integration and data exchange.
- Summary and questions

Meeting minutes and presentations used will be shared publicly after the conference.

Further knowledge sharing might be done with follow-up one-to-one meetings at Ruters discretion

Welcome!

Appendix

About Ruter

Ruter AS is the Public Transport Authority (PTA) of the Oslo region, owned by Oslo municipality (60%) and Viken County Council (40%). Ruter delivers mobility in Oslo and the Akershus area of Viken, with a main focus on public transport. All mobility services are performed by suppliers contracted by Ruter.

The company is responsible for over half of Norway's public transport journeys. In 2019 alone, Ruter reported a total of 398 million trips. Despite the Oslo area's status as one of the fastest growing cities in Europe – its population has increased by 18 % over the last 10 years – car traffic in the city has fallen during the same period. In this time, Ruter has experienced an increase in public transport ridership by 60% in the greater Oslo area and 70% in the county of Akershus.

Ruter is the leading competence on mobility and public transport in Norway and is an expert on planning, coordinating, ordering and marketing of mobility services. This includes analysis of traffic flows and customer needs, route planning and fleet management, procurement processes, customer interface (including ticketing), marketing and communication. Ruter is recognized as a leader in embracing digital solutions to collect and harness data in order to improve its services, as well as the adaptation of innovative working practices to introduce new mobility services for their customers.

Ruters strategy

Ruters strategy is based on the goals and expectations set by the Municipality of Oslo and the County Municipality of Viken for good and sustainable development of mobility services in the region. It expands on the objective and perspectives laid out in Ruter's previous Strategy Plan for 2016 (M2016).

The core message of M2016 was for us to lift our focus from traditional public transport to mobility solutions, in order to develop increasingly more attractive services for the region's inhabitants.

In the current strategy we go a step further, from discussing mobility to presenting our ultimate vision – Sustainable Freedom of Movement. Striving towards this vision, we need to focus more on our customers' needs and desires – specifically on the importance of understanding and acting on key trends in society such as sustainability and a data-driven economy.