Deadline for feedback: April 26th, 2021

Submit feedback: victoria.elkina@ruter.no

Please mark all submitted feedbacks/inquiries with “Radical innovations pitch”

Invitation to a Radical innovations pitch session

**How to accelerate the move towards Ruters vision of “Sustainable freedom of movement”**

**Target audience**Ruter hereby invites innovators, startups, suppliers and anyone else interested to present and propose ideas, solutions, concepts and ways for Ruter, together with the ecosystem around us, to accelerate the move towards “Sustainable freedom of movement”.

**Purpose**

Today's transport sector is facing major changes, driven by the desire for more sustainable solutions, technological developments, new business models and changing customer expectations. The Covid-19 pandemic has accelerated several key aspects of this development, especially customer expectations such as the adoption of new ways of working and dramatic changes in travel patterns.

We need and want to understand the implications of significant developments and trends, both in society in general and in the transport sector specifically. Ruter is looking for new insights, knowledge and opportunities within digitalisation, infrastructure, smart transportation and other related areas that can aid in the journey towards our vision.

With support of new technology and the development of data-driven services. Ruter wants to make it possible to align individual needs with common goals of sustainability in all-new ways. Trains, subways, trams, buses, private cars, boats and—not least—bicycles and walking are all well-known mobility options available today. Other solutions such as autonomous vehicles, different types of new DRT-solutions (Demand Responsive Transport), and several MaaS initiatives has recently been piloted in our area.

At the same time a lot of development is also happening in and around the well-known mobility options. Some examples are the Hyperloop concepts, autonomous passenger and cargo drones (Volocopter, eHang and others), new tunneling concepts (the Boring Company is one example), new electric bike solutions (Podbike, Whee! and others).

Accelerated by the covid-19 pandemic, options for not traveling at all, are also increasing, both with digital solutions for working from home and local co-working spaces. Home delivery of goods have also seen a sharp increase during the pandemic.

**All of these developments, as well as many others might provide new and innovative ways of meeting the vision of *Sustainable Freedom of Movement*. We want to explore and understand more about all of this together with all interested parties around us.**

**Format**

With this “Radical innovations pitch session”, we want to hear and learn from the broadest possible ecosystem around us and have a predictable and transparent process for doing this:

- Open invitation, anyone can register and participate

- All participants will be offered time to share their pitch at open digital meeting on 6th of May, 09.00- 12.00 a.m.

- Public meeting, meeting minutes and presentations used will be shared publicly

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

This pitch session is not the start of any procurement process, it is about sharing knowledge and insights. Input from this forum will be used together with the rest of Ruters learnings and insights to initiate specific processes such as R&D projects, innovation projects, trials, procurements etc.

**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.

**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.

**Further process**

We look forward to your response to this request. Please register you interest by sending your company presentation to victoria.elkina@ruter.no by the 26th of April. Mark your response with “Radical innovations pitch”.

You will then be invited to present your ideas and concepts at the open digital meeting on 6th of May, 09.00- 12.00 a.m. Agenda and plan for the meeting will be sent to you in advance.

Best regards,

Endre Angelvik  
Vice President Mobility Services  
Ruter AS