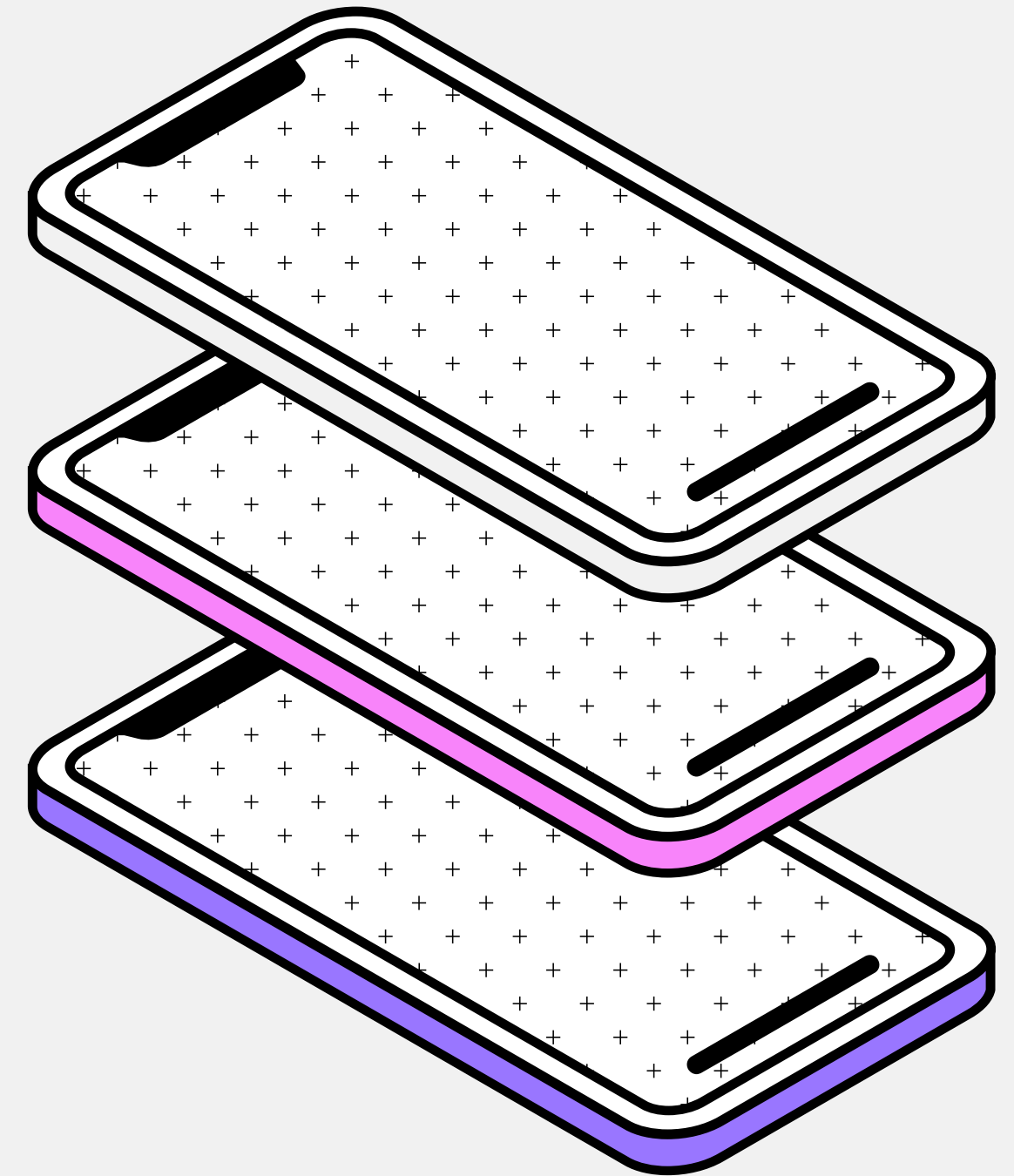


RIDESHARING AS INNOVATION

Radical Collaboration

How to turn 70 years old urban transportation method
into public innovation success story?

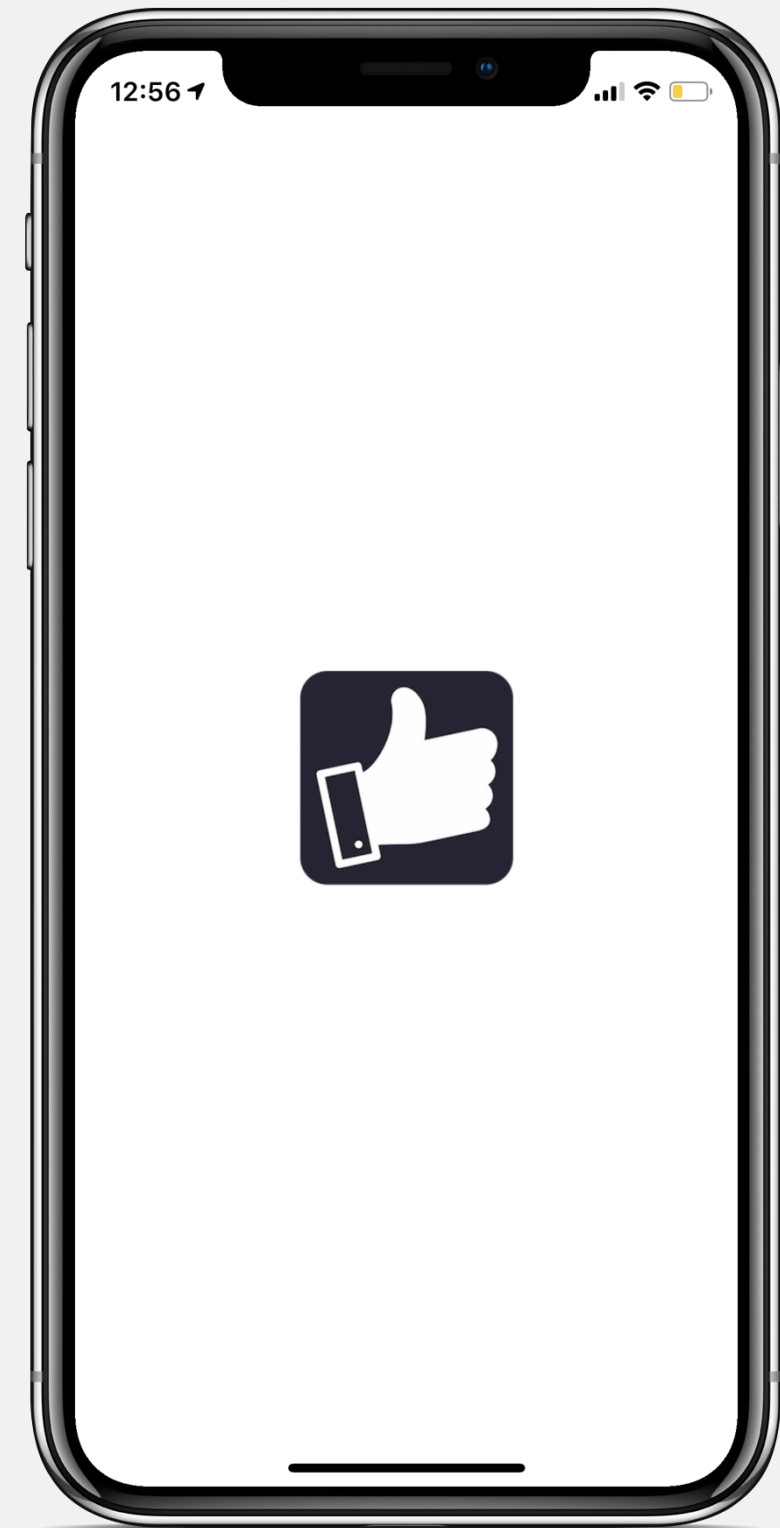


SAMMEVEI

in a nutshell

Tinder of commuting.

Sammevei is a peer to peer ridesharing a.k.a. carpooling app that matches drivers and passengers on the same route automatically.



What can you do with Sammevei?

Post your daily and one off trips

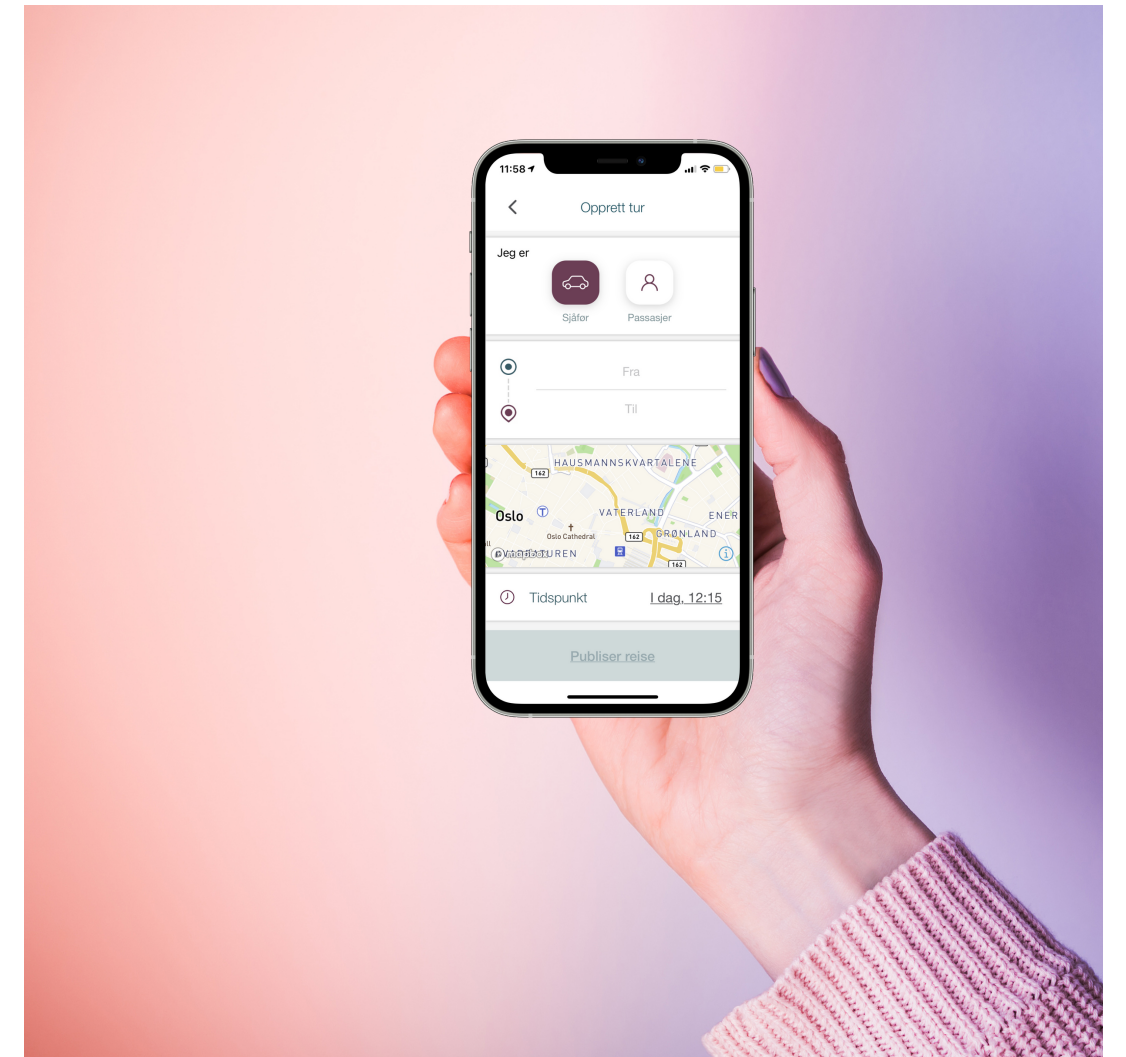
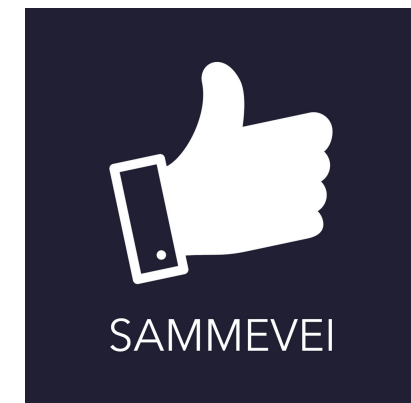
Have an automatic match with a driver/passenger

Pay for the ride via app

Share your rides with a closed group members

Save time, money and environment

Enjoy a nice chat



Before integrating ridesharing

Congested commuting

Higher CO2 emission

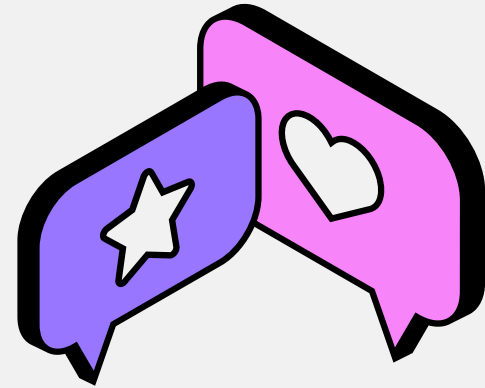
Longer commuting duration

With integrated ridesharing

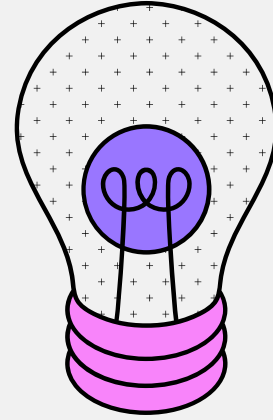
Less cars, less congestion

Less CO2 emission

No multiple stops; direct route from A to B

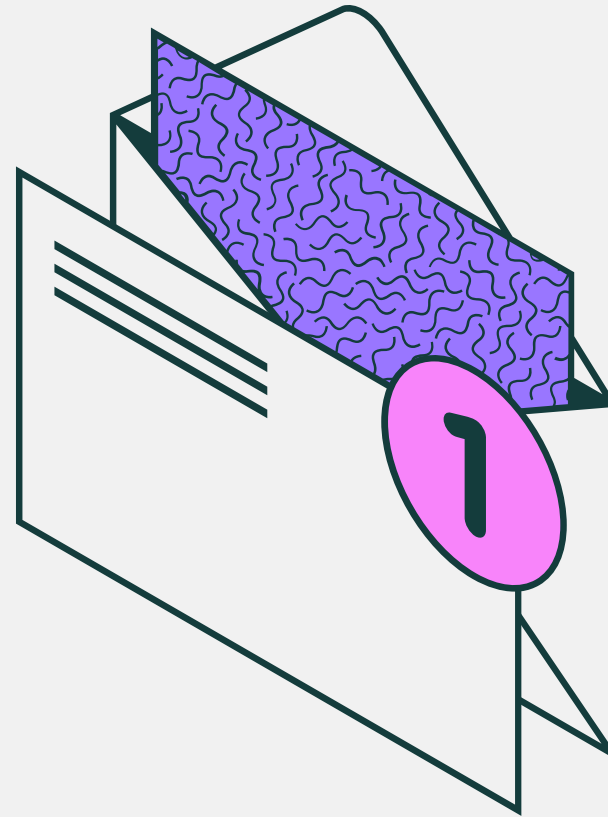


If ridesharing is so logic and the tech is ready, why it's not easily picked up?



Because, it requires behavioural change! We need to change our habits and we are stubborn!

Should we open an old case?

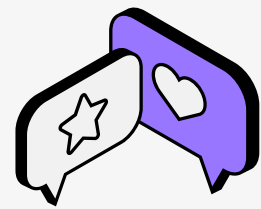


How is ridesharing a radical innovation?



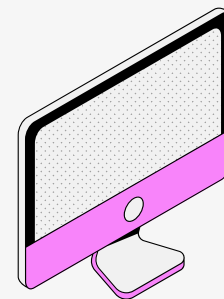
Why Ruter should integrate ridesharing?

In short: Because only Ruter can own the breakthrough stage of this innovation



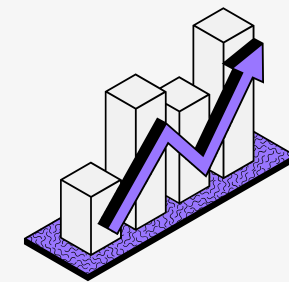
Critical Volume

Peer to peer ridesharing is a volume game. Volume means money. Only an organisation like Ruter can reach all the relevant people in the audience.



Use Case Selection

For different regional challenges, different mobility solution mix can be offered. Ridesharing only, where it makes the most sense.



Economical pilot

Tech is ready to implement, use cases are easy to identify, implementation is economical.

Toughest problems don't need to be solved via **trendy** or **high-tech** innovations

The tech is ready

Incentivising ridesharing is more economical

Congestion and CO2 emission can be reduced simultaneously

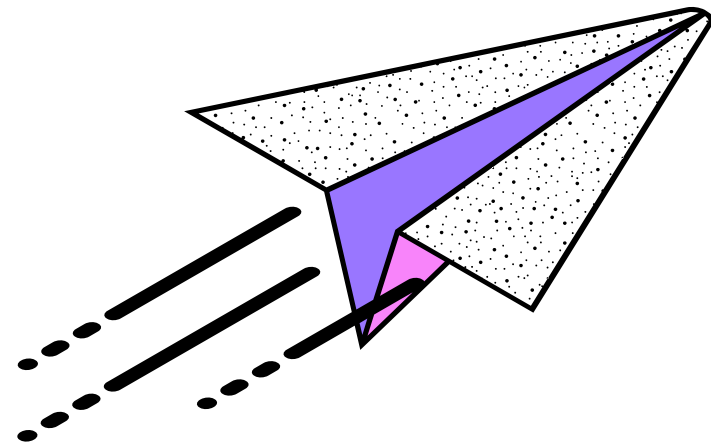
Self-sufficient communities are sustainable

Demand responsive peer to peer networks are more flexible



SAMMEVEI

Save time, money and the environment



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