

Invitation to dialogue conference

How can carpooling support and complement public transport?

Date	April 4 th 2025
Time	09:00 – 15:30 local Oslo time
Location	Ruter S, Jernbanetorget 1, 0154 Oslo, Norway
Streaming	Microsoft Teams Link provided after registration
Registration	EU Supply Portal Deadline March 28 th 2025

1. Target audience

Ruter, in cooperation with Entur and TET digital, hereby invites innovators, startups, suppliers and anyone else interested in presenting and proposing ideas, solutions, concepts and ways for Ruter, together with the ecosystem around us and other Norwegian PTAs, to make carpooling an integrated and extended part of the public transport system in Oslo and Akershus.

2. Purpose

Today's transport sector is undergoing significant changes, driven by the demand for more sustainable solutions, technological advancements, new business models, and evolving customer expectations. Ruter aims to provide our customers with a personalized and seamless carpooling experience. This initiative seeks to mitigate traffic congestion, improve vehicle utilization, and facilitate car-free living. Through these efforts, we aim to promote sustainable urban development towards greener and more environmentally friendly transportation in our region.

3. Format

With this dialogue conference, Ruter wants to hear and learn from the broadest possible ecosystem around us. Consequently, the main activities for the conference are as follows:

- Share how Ruter as a Public Transport Authority procure services
- Share Ruter's ambitions *for* and consequential needs *from* carpooling, including technical capabilities, mobile app functionality, service design, commercial viability etc.
- Gather and share insights and input from both players in the market and interested parties
- Facilitate and enable collaboration between said players and interested parties to potentially enable new consortiums and business models across the value chain (both with and without Ruter)

4. Ruter's ambitions and plans for carpooling

Ruter's ambitions are based on the goals and expectations set by the Municipality of Oslo and the County Municipality of Akershus for good and sustainable development of mobility services in the region.

We aim to pilot a carpooling service in our region in 2025 and scale the service further in the years to come through deeper digital, physical and operational integration.

5. About Ruter

Ruter AS is the Public Transport Authority (PTA) of Oslo and Akershus, owned by Oslo municipality (60%) and Akershus County Council (40%). Ruter delivers mobility in the region, 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.

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 to improve its services, as well as the adaptation of innovative working practices to introduce new mobility services for their customers.

6. Registration

As meeting room capacity is limited, attendance will be restricted to registered participants. For registration, please register in EU Supply no later than **March 28th, 2025**. We ask you to provide names and contact information for participating representatives. There will be a limit of two attendees from each organization. If you have any issues during registration, please contact benjamin.lindborg@ruter.no.

7. Expected process following the conference

The dialogue conference is part of Ruter's continuous and structured processes for gaining market knowledge and insight.

Shortly after the conference, further knowledge sharing might be done with follow-up one-to-one meetings and/or certain clarification questions at Ruter's discretion. Then, Ruter will consider the information and ideas before a further procurement process takes place.

Ultimately, we aim for this to lead to a procurement of a carpooling solution.

