

23. februar 2016

To  
Providers of public transport services (operators)  
Subcontractors of public transport operators  
Trade unions for public transport employees  
City of Oslo  
Akershus County Municipality  
Research groups  
Advocacy groups  
Other organisations/agencies/stakeholders

## Invitation

### **Dialogue conference on "Development of Business Models"**

Time: 9:00 am - 1:00 pm Thursday, 7 April 2016

Location: KS Agenda Meeting Centre, Haakon VII's gate 9, Oslo (near Nationaltheatret station) - Auditorium Lindesnes. <http://www.ksagenda.no/motesenter/konferansesenter-oslo-sentrum-beliggenhet/>

A basic lunch will be served (baguettes). When registering, please advise us of allergies etc.

Language: Norwegian

### **Background**

The "Development of Business Models" project concerns the interface between Ruter and providers of public transport services. The task of the project is to find business models that will enable Ruter to achieve the public transport goals in Oslo and Akershus. Ruter's goals, which are, among other things, defined through M2016, Fossil free 2020 etc., form the basis for the combinations of measures the business models should contain in order to most efficiently achieve goals. Among other things, the project discusses the distribution of tasks, remuneration opportunities, ownership of means of production/systems, customer interface and forms of cooperation.

The project held a dialogue conference already in April 2015. Link to presentations and documents from this conference:

<https://ruter.no/kollektivanbud/moter/dialogkonferanse-utvikling-av-forretningsmodeller/>

It will be of interest for Ruter to receive input for the work on business models from different types of providers and subcontractors for public transport, and Ruter hopes that broad involvement will stimulate creativity and innovation that are in the best



interests of public transport. Therefore, the target group for the dialogue conference has been expanded. This dialogue conference comes in addition to Ruter's dialogue conferences and supplier dialogue organised by projects such as Fossilfree 2020, Nordic Bus, market strategy and Ruter's bus and boat tenders.

At the dialogue conference, Ruter will present some examples of potential business models. Ruter requests feedback from the participants about what the selection of any of these models would mean for Ruter as well as input regarding adjustments of the measures and content in the models to best achieve goals.

The dialogue conference will involve brief oral presentations from the participants about what they consider to be important for Ruter's choice of business models. Following the dialogue conference, there will be an opportunity to provide further input through a written response and to have additional dialogue through one-on-one meetings.

The participants will derive greater benefit from the dialogue conference if they are prepared. Ruter will therefore post more detailed information about Ruter's work with business models at [www.kollektivanbud.no](http://www.kollektivanbud.no) in mid-March.

## **Provisional programme**

1. Welcome and purpose of the meeting.
2. The role of the business models in Ruter's achievement of its goals.
3. Presentation of examples of business models.
4. Practical information regarding written response and opportunities for one-on-one meetings etc.
5. Lunch/break.
6. Brief oral submissions from all participating organisations (estimated at 5-10 minutes depending on number).
7. Summary.

The dialogue conference will be chaired by CEO Bernt Reitan Jenssen.

## **Written description**

At the conference, Ruter's requirements and challenges will be presented, as well as facts and information that may be relevant to the participants. Nothing will be determined or decided during the conference.

Following the conference, all presentations and minutes will be published at [www.kollektivanbud.no](http://www.kollektivanbud.no). This is to ensure that the same information is available to everyone, including those who do not participate.



The dialogue conference will be followed-up with the opportunity to provide Ruter with written responses to the questions that are asked, and further dialogue through subsequent one-on-one meetings for the organisations that send us responses.

Organisations that are interested in this are invited to send written responses to the questions Ruter has requested answers to. The description should be a maximum of 10 A4 pages. The response must be send by email to [event@ruter.no](mailto:event@ruter.no) no later than 25 April. Written response could be in Norwegian or English.

The information that is submitted will be treated confidentially and will only be used internally in the project. Ideas that are presented can be used by Ruter in future procurements and be presented in anonymised form at dialogue conferences, and in tender specifications etc. in connection with future tenders.

Concurrent with this, Ruter will send a request for information to major public transport providers in the European market, based on the same questions that are asked at the dialogue conference.

### **One-on-one meetings with Ruter**

Ruter would also like to discuss the issues in more detail with the participants directly. The organisations that submit written responses will be given the opportunity to meet Ruter in a one-on-one meeting. The meetings will be held at Ruter's premises. The meetings will be held according to a set schedule and each participant will be assigned a time for a meeting after responses have been submitted. The estimated duration of the meetings will be one hour. Ruter reserves the right to contact individual participants for questions and clarification in addition to agreed meetings when necessary. One-to-one meetings will be performed in Norwegian or English.

### **Practical information**

The final programme and more detailed information will be posted in mid-March at [www.kollektivanbud.no](http://www.kollektivanbud.no). Registration by 30 March 2016 to [event@ruter.no](mailto:event@ruter.no). If there are more participants than the auditorium can hold, the number of participants per organisation may have to be reduced.

Any questions can be directed to project manager Kåre Riseng by email at [kare.riseng@ruter.no](mailto:kare.riseng@ruter.no) or telephone on + 47 975 92400.

With kind regards

Ruter As