EC2B – EASY TO BE & EASY TO B

Fluidtime Symposium 2017

Björn Wendle, Trivector/EC2B

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MOBILITY AS A SERVICE – A NETFLIX FOR MOBILITY?

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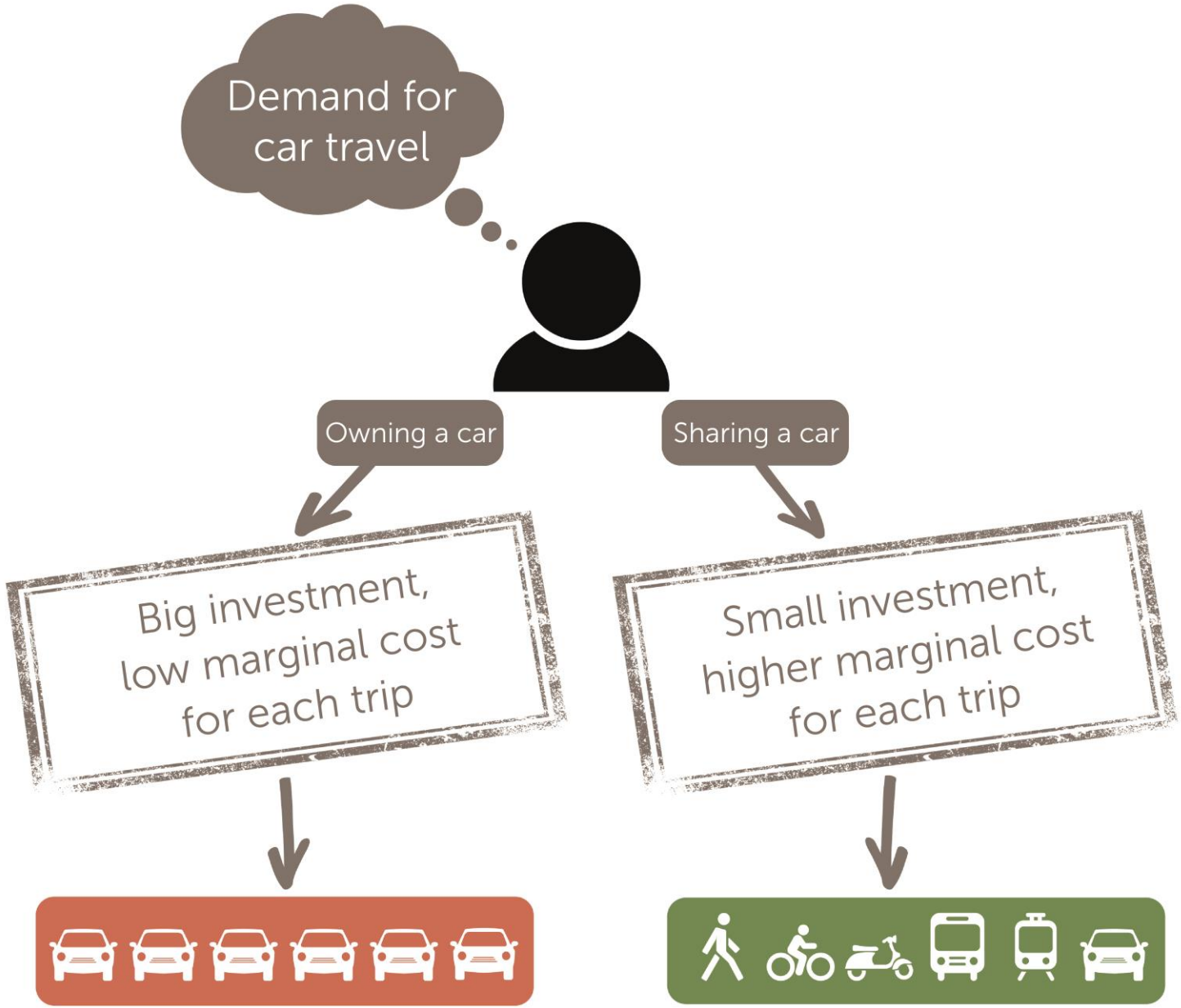
PARKING – SO EXPENSIVE, NONE IS EXPECTED TO PAY THE FULL COST

A SWEDISH CAR IS USED 3-4 % OF TIME


Demand for car travel
Owning a car
Sharing a car
Big investment, low marginal cost for each trip
Small investment, higher marginal cost for each trip

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sunfleet

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CYKELHUSET – OHBOY! HYRESRÄTTER

55 hyresrätter för cyklister i Västra hamnen

Låna specialcykel efter behov.

Matkassarna rullar fram till kylen.

Parkera utanför dörren. / referensbilder:hauschild+siegel

From *The Atlantic* CITYLAB

NAVIGATOR | CITYFIXER | MAPS | PHOTOS

COMMUTE | WORK | HOUSING | WEATHER

NAVIGATOR

Designing an Apartment Building for Bike Commuters

Cykelhuset in Malmö, Sweden, is engineered to support a car-free lifestyle.

EILLIE ANZILOTTI | @eillieanzi | Sep 6, 2016 | 7 Comments

Share on Facebook | Tweet

An exterior rendering of Cykelhuset. (Hauschild + Siegel)

Källa: ohboy.se (hauschild+siegel)

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BETTER THAN CAR MOBILITY

EC2B OFFERS THROUGH ACCOMMODATION:

PACKAGE OF MOBILITY SERVICES

COUNSELLING
”personal trainer”

COMMUNITY
”we are conscious travellers”

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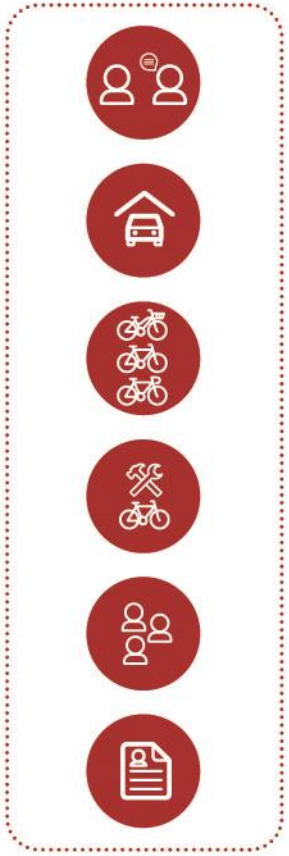
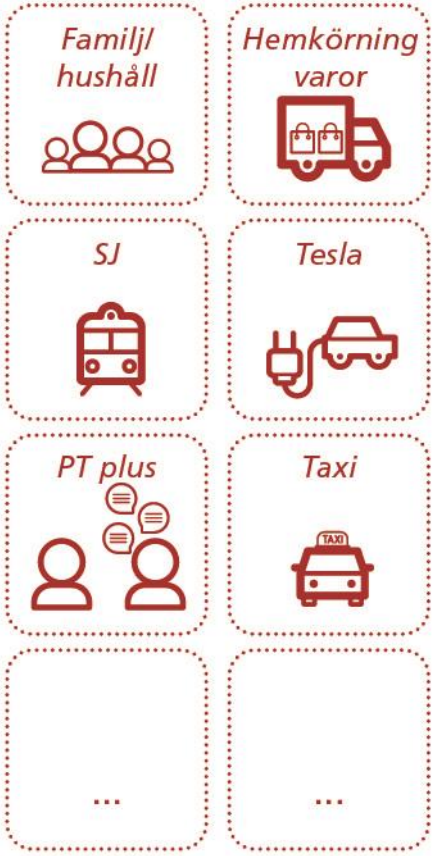
PACKAGES OF MOBILITY SERVICES





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it's
EG2B
LOG IN
HOW IT WORKS
SIGN UP
CONTACT
Where do you want to go?
SEARCH

VALUE PROPOSITIONS

- For travellers
  - Alternative to owning a car
- For property developers
  - Alternative to providing expensive car parkings
- For transport operators
  - Opportunity to attract new customers
  - Speeding up the introduction and use of transport services
- For cities
  - Opportunity to reduce private car use

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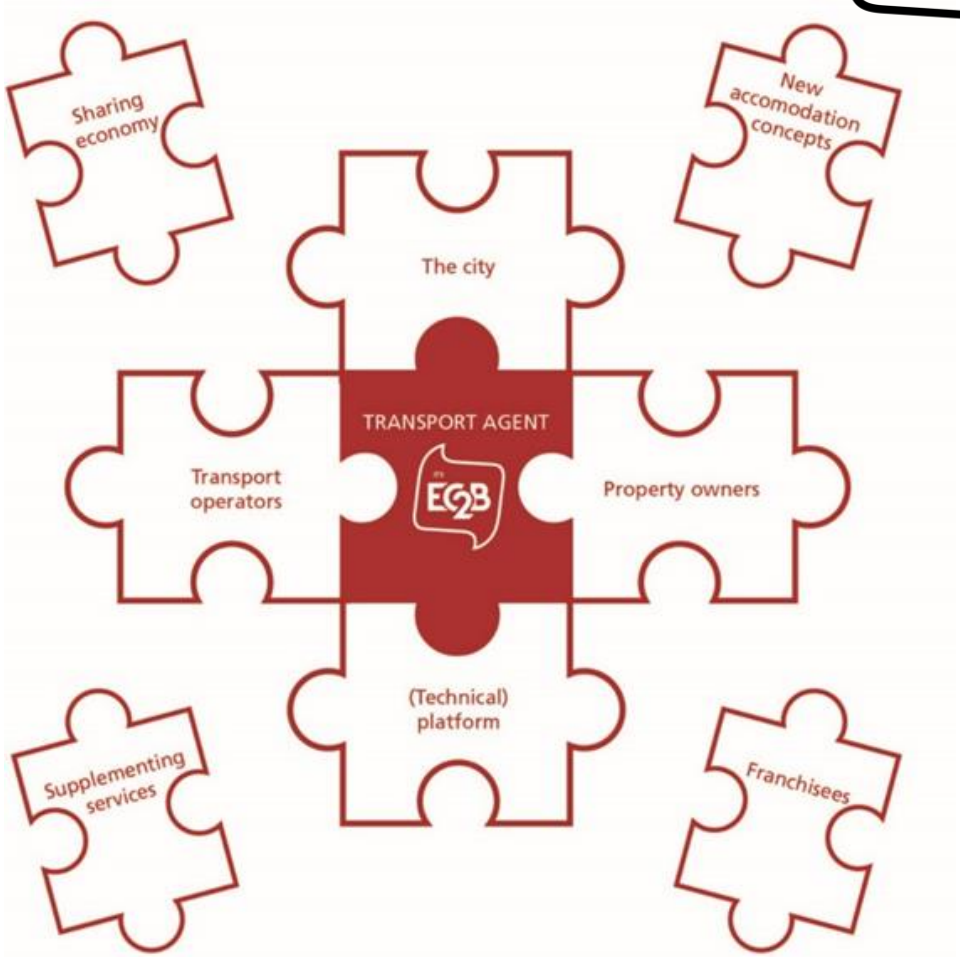
CO-CREATION WITH MANY PARTNERS

- Transport service providers (incl Public Transport)
- IT platform providers
- Property owners
- Cities
- EC2B Community & end users
- EC2B transport agent



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MARKET ASSESSMENT

- MaaS connected to accommodation interesting market
  - Large interest from property developers
  - Need for 700 000 new apartments in Sweden in the next 10 years
- Strong incentives for cities to promote MaaS
  - Releases space in the city
- Some preconditions need to be in place:
  - High accessibility by foot, bike and public transport
  - Legal conditions that allow flexible parking requirements
  - Agreements with key partners (not least public transport)

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EC2B IN A PROPERTY DEVELOPMENT ’XPLORION’, LUND (SE)

- Collaboration agreement with LKF, municipal property developer in Lund
- Car free housing
  - part of a large development area in eastern Lund
- 55 apartments
- Building starts in 2017
- Occupancy date: Early 2019

- At the moment:
  - Develop and test counselling for more sustainable travels
  - Co-creation of mobility package

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WHAT HAPPENS NOW?

- EC2B – establishing a new company owned by Trivector (June 2017)

- IRL pilots, collaboration agreement signed with property developers
- Selling our offer to more property developers
- Dialogue with IT platform developers, transport service providers, Samtrafiken, cities, etc on potential collaboration
- Develop and test appreciated and effective counselling
- Exploring scaling opportunities (mobility hubs)
- More pilots to come…

- Projects financed by
  - Swedish Environmental Protection Agency
  - Climate-KIC
  - EU-project under negotiation

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MORE INFORMATION

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- http://en.trivector.se/article/new-white-paper-on-mobility-as-a-service/

Visionsbild kvarteret Solbjer, Lund. Illustration: Atkins