

Stakeholders

The stakeholders of this project are both the political level, transport providers and users of transportation in all Nordic countries. To learn and further develop this ambitious concept we plan to develop a pilot project in close collaboration with Oslo Municipality, #Ruter, Vy (former NSB) and NAF.

In the end since public transport is subsidised by the public sector, it's important to document the effect the pilot and its financial aspect, both in an operational cost and its socioeconomic perspective. To do this we have formed a collaboration with TØI to back our result and findings with scientific research method. These results are important to document the effect towards decision makers, enabling us to unfold the greater vision of Nordic Mobility Coin.

Result and impact

Working alongside with #Ruter serving the entire Oslo metropolitan area, this collaboration allows us to tap into valuable experience, and test our platform in a real environment. #Ruter is planning to launch their MaaS app in 2019.

Alongside with the MaaS platform #Ruter is also doing early phase piloting on an incentive model rewarding walking and biking in Oslo. As #Ruter being a frontrunner in public mobility, this is a perfect match between #Ruters incentive program and the Nordic Mobility platform, enabling a marked for mobility coins and a underlying platform coins across several mobility apps and services.

The pilot will focus on merging #Ruters incentive model with the Nordic mobility platform based on a underlying blockchain generating mobility coins on desired behavior. This will be a #Ruter app and the platform will be connected other mobility providers enabling usage and earnings across mobility platforms. This is an important step of unfolding the vision of a Nordic mobility platform.

Combining the MaaS platform with an incentive model is a powerful combination and allows for more integrated, seamless and innovative mobility sector in the Nordic region with major Nordic hubs (Oslo, Øresundregion, Stockholm) as potential frontrunners. The Nordic countries will become a test pilot for the Nordic Mobility Currency experiment with a view to export and expand the platform to other regions where the concept is applicable.

The incentive model will be designed promote the most sustainable mode of transportation available as the incentives will increase based on variables such as availability, weather, distance. The incentive model will therefore promote the right mode of transport where it makes the most sense, By creating a concept that enables more sustainable transport and better flow into and within the urban areas, we believe that Nordic Mobility Coin is an enabler of a more healthy population and more sustainable and livable cities.