

Freelway AB

Website / Facebook page (link):

www.freelway.com

Location:

Mariefred, Södermanland, Sweden

PROPOSAL TITLE (10 words)

Sustainable mobility the Freelway

EXECUTIVE SUMMARY (50 words)

Freelway provides tools for scaling sustainable transportation of people and goods using already available infrastructure and transportation resources. The Freelway service visualizes available seats in booked and planned public transport, taxis, rental cars, private cars, car pools etc and matches them with requests of transportation. Freelway: "Sustainable and fair transportation".

SOLUTION NARRATIVE (250 words)

Freelway, a scalable, non dependent, digital platform with built in modules allowing customized activation of desired functionality by customers/users. The service allows integration with third party services providers i.e. Electrical Vehicle (EV)- pools (Cityzapnow) and public transport companies (Dalatrafik). Another example is integration to digital boxes for coordination of transportation and delivery of parcels. The service is available as a white label and possible to integrate to customers own service, i.e. public transport. Companies and organisations are allowed to use their own logo and colours, "skins", if agreed.

Free seats in booked taxis, rental cars, car pools and private cars are made available for citizens in a residential area and algorithms match rides and propose shared rides. Already available within organisations i.e. ABB, (Volvo CE, May 2019).

Booking system: Public transport providers make "hidden" rides available in the Freelway service i.e. Dalatrafik (free seats of Service rides are made available to citizens in the residential area) and i.e. Ecotourism, national park of Tiveden: Free rides from station, Laxå, to accommodations in Tiveden with EV.

Events in the area: i.e. Biathlon-WC in Östersund Mars 2019: Region, County government and the municipality provided the ride sharing service to its 77 000 visitors to the event.

Ride sharing i.e. the village community of Skattungbyn share rides when commuting and to train stations, hospital in Falun etc.

LEV-moped: Vehicles are used in a pool by the community. Female ridesharing service (CityzapHer): Chauffeur and passengers are both females for safety and trust.