

Sustainable Mobility Challenge

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Topic: LC-SC3-SCC-1-2018-2019-2020: Smart Cities and Communities

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Agenda

- ▶ Introduction to KONE
- ▶ Sustainable Mobility Challenge
- ▶ The process description
- ▶ Selection criteria
- ▶ Benefits and considerations
- ▶ MOPRIM – the winner project
- ▶ ABC of setting up your own challenge competition
- ▶ Q&A



A typical day at KONE



> 1.4 million
units in service

> 700
orders booked

> 500 units
delivered

~ 80,000
maintenance
visits

~ 550,000
customers

Operations in
> 60 countries

We move
> 1 billion
people per day

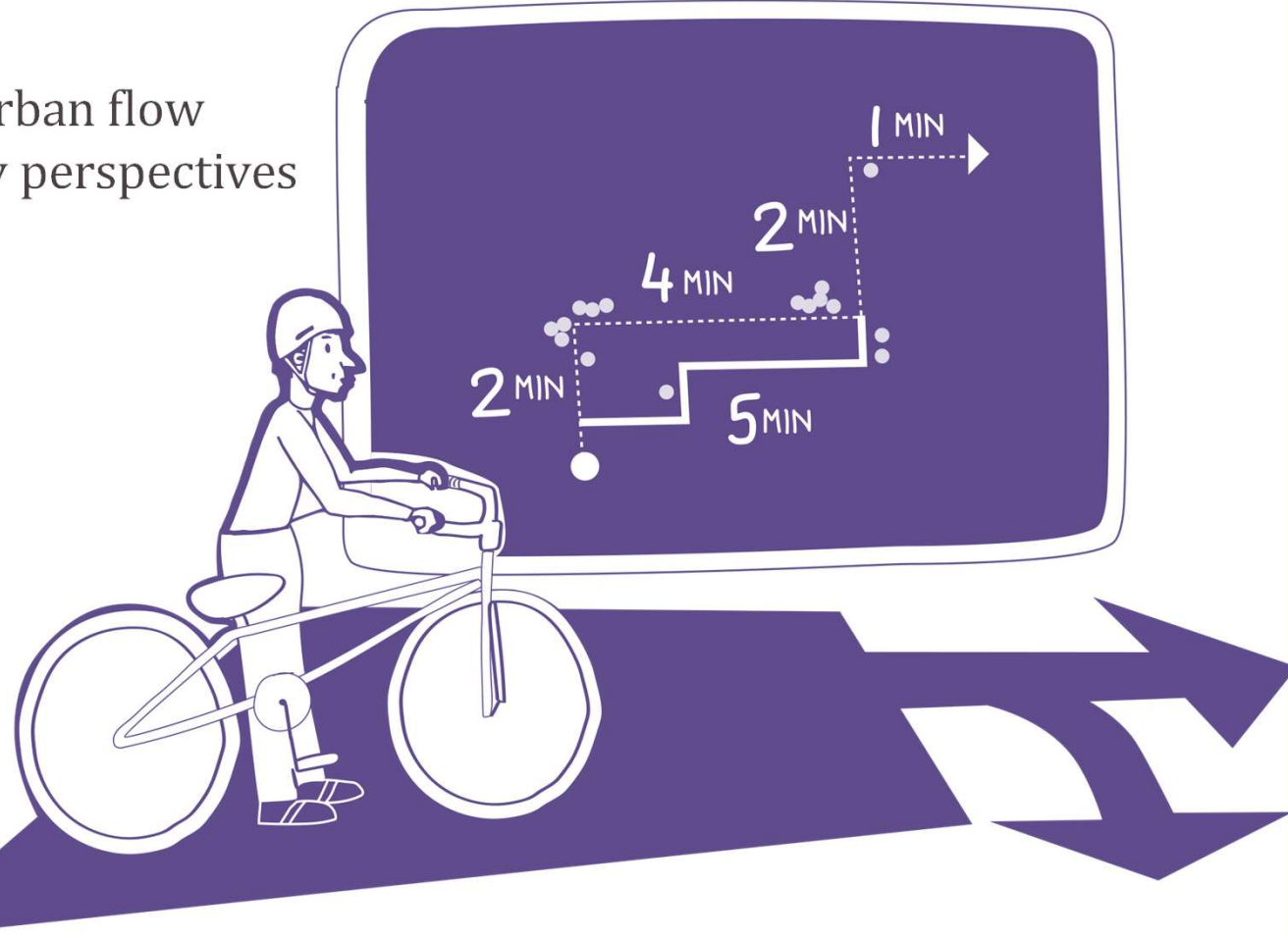


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Our role in SPARCS

- ▶ Optimizing sustainable urban flow from end-user and energy perspectives
- ▶ Tasks:
 - ▶ ICT and interoperability
 - ▶ Community Engagement
 - ▶ Smart Business Models
 - ▶ Start-up challenge



Sustainable Mobility Challenge

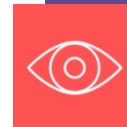
KONE Corporation initiated an open co-innovation challenge as part of SPARCS project, which aimed at promoting sustainable mobility in an urban setting.

The challenge process was supported by **Gaia Consulting** and organized in collaboration with the **City of Espoo** during Fall 2021.

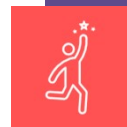
The purpose of the challenge?



Find and pilot innovative mobility solutions or business models to transform the way people move sustainably in an urban setting

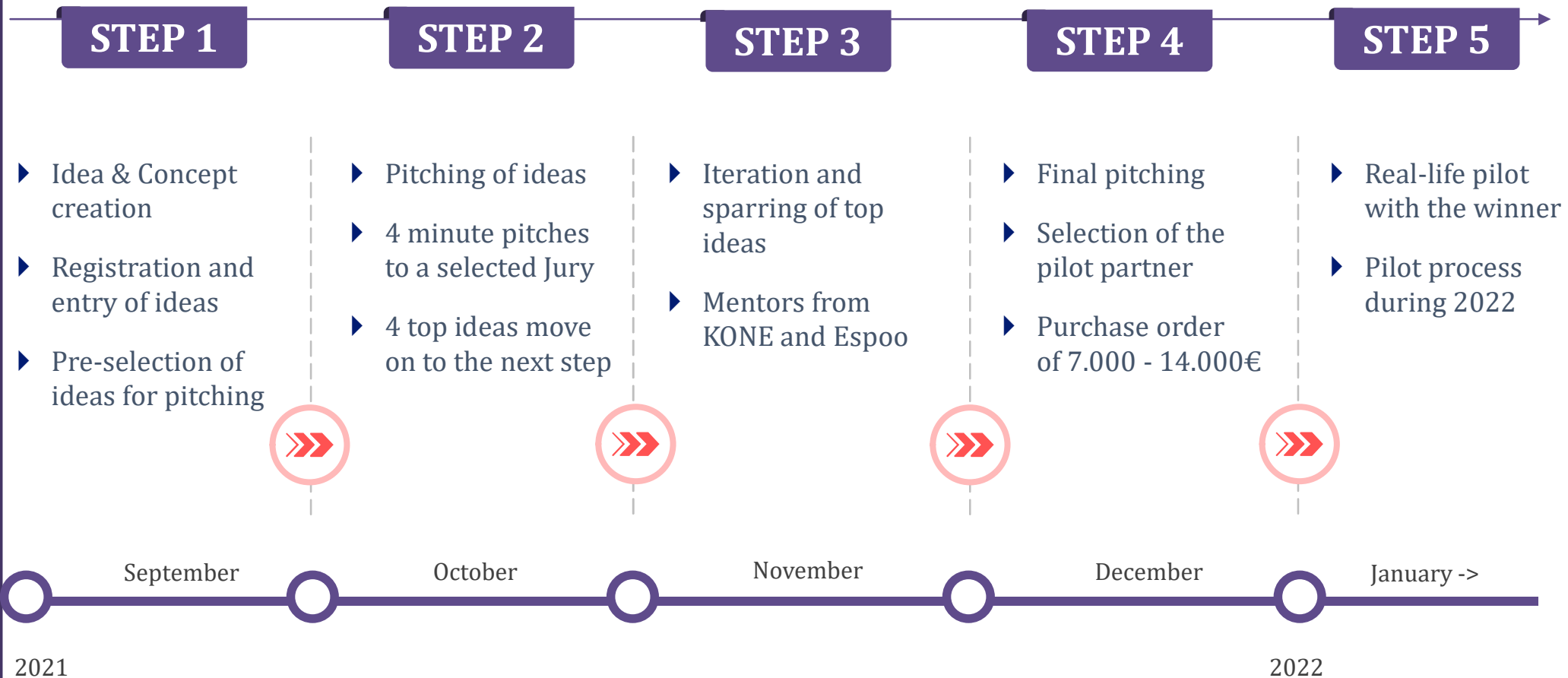


Develop ecosystem partnerships with key players in sustainable mobility



Engage business stakeholders in SPARCS

Process description

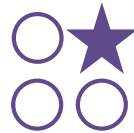


Selection criteria



Sustainability

- ▶ Support climate targets, foster social wellbeing and is economically viable.



Differentiation

- ▶ Seek to differentiate from current competition.



Scalability

- ▶ locally customizable and have potential to be globally scalable.



Customer value

- ▶ Empower users and improves users' control over their journey.



Trustworthiness

- ▶ Ensure safe and reliable handling of personal information and possible payments.



Inclusiveness

- ▶ Accessible, affordable and enable flexible and safe mobility for people.

Benefits for SPARCS & KONE

- ▶ The challenge competition was organized in tight collaboration between KONE and the City of Espoo
- ▶ Visibility and engagement on sustainable mobility internally at KONE and externally via Espoo's & SPARCS' communication challenge
- ▶ 100+ different sized companies were targeted
- ▶ 40 companies were reached from themes such as e-bikes, e-cargo solutions, automated vehicles, car and parking rentals, mobility planning tools and so on
- ▶ There were a wide variety of ideas and concepts from the field of mobility with a high pilot-readiness level



MOPRIM – the winner project



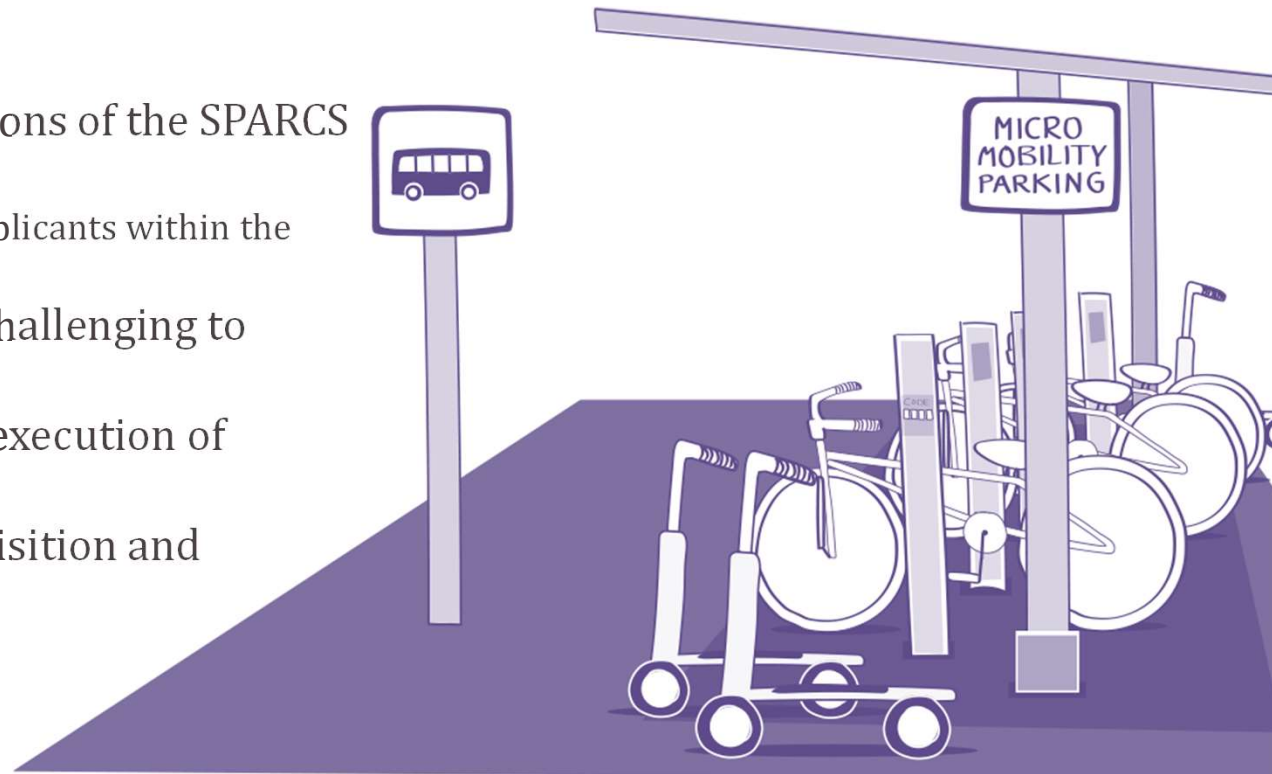
MOPRIM is a software developing company that proposes a community-based platform with an application to track travel chains. Moprим Move Together mobile application tracks distance, time and CO₂e emissions related to daily travel chains, boosting awareness and community behavior change.

“Challenge offered us new ways of thinking how the platform could be used for positively influencing the users towards more sustainable moving.”

Petri Martikainen, Moprим

Considerations for piloting

- ▶ How well the solution answers the needs of citizens and SPARCS objectives?
 - ▶ Sustainability targets
 - ▶ End-user needs
- ▶ Physical location and restrictions of the SPARCS demo areas
 - ▶ Narrowing down the pool of applicants within the Finnish market
- ▶ Pilot budget and duration is challenging to estimate in an early phase
- ▶ Seasonal changes impact the execution of mobility pilot
- ▶ How to take care of user acquisition and communication?



ABC of setting up your own challenge competition

- A. **Awareness:** Sustainability criteria require engaging sustainability experts and legacy
 - ▶ Engage diverse sustainability experts in the jury and mentoring process
- B. **Brief:** An open-ended challenge brief creates open-ended results
 - ▶ Impacts the maturity of the start-ups and ideas
- C. **Commitment:** Secure budget and stakeholders across organisations from the beginning
 - ▶ Requires monetary incentives for the participating companies
- D. **(Co)Design:** High quality mentoring and jurying process creates benefits for everyone
 - ▶ Orientate teams, mentors and jury in advance
- E. **Events:** Online pitching events compromise the engagement of people
 - ▶ Consider whether the process could be arranged f-2-f

THANK YOU and Q&A

