

# Sustainable Mobility Challenge



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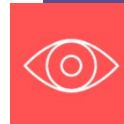
KONE Corporation has initiated an open co-innovation challenge aimed at promoting sustainable mobility in an urban setting. The challenge, which is a part of the SPARCS\* project, will be held during Fall 2021 and is supported by Gaia Consulting.

\*SPARCS is European Union's Horizon 2020 funded research and innovation program focusing on creating Sustainable energy Positive and zero cARbon Communities  
<https://www.sparcs.info/>

## What's in it for you?



Ability to develop and test your concept with customers with the support of a monetary grant for the selected pilot partner(s)



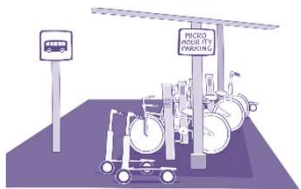
Visibility towards EU SPARCS partners & KONE network

# A Challenge to Transform Urban Mobility

**Propose an idea, business model or solution that helps transform the way people move sustainably in an urban setting**

- ▶ A winning idea should contribute to sustainable mobility and the development of energy positive cities, and encourage people to change their daily mobility habits
- ▶ Your proposal could be related to one or more of the following trends:

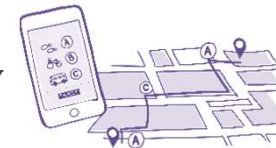
## Mobility trends



**Micro mobility**



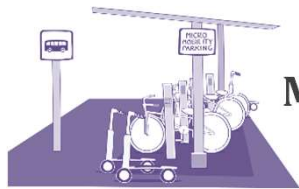
**Shared mobility**



**Multimodal navigation**

# Identified user challenges

Below you can find some pre-identified user challenges that your idea could help solve:



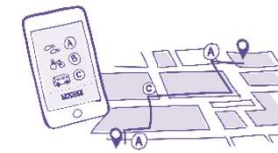
## Micro mobility

- ▶ A shattered service selection is experienced slow, difficult and stressful
- ▶ Lack of safe and trusted parking and locking stations for micro mobility vehicles
- ▶ Moving goods and other people with micro mobility solutions is demanding and requires cargo solutions
- ▶ Cycling is weather-dependent, vehicles are often unrepaired
- ▶ Electric bikes are seen interesting but the cost vs. benefit is still challenging
- ▶ Infrastructure does not support using micro mobility solutions around the year
- ▶ Citizens are not rewarded for a sustainable behavior



## Shared mobility

- ▶ Lack of trust in commonly shared mobility services
- ▶ Irregular need for using a car
- ▶ A need to have an access for a right vehicle to fit the right purpose without an ownership
- ▶ Minor use of an expensive, maintenance requiring, private vehicle
- ▶ Irregular need for other vehicles and wish to test different solutions
- ▶ There is a big barrier for giving up a car, and it requires effort and taking initiative



## Multimodal navigation

- ▶ Citizens' mobility needs vary depending on the day, season and weather
- ▶ Lack of knowledge of own mobility carbon footprint
- ▶ Generalized services are overlooking user's personalized needs for mobility decision-making (i.e. price, speed, convenience, health, forest route, cargo, accessibility, sustainability, possibility to meet people)
- ▶ Lack of knowledge on different mobility modes and how to combine those
- ▶ Public transport operate with a tight schedules and lack of flexibility

# What we are looking for

Your proposal should embrace the following design criteria



## Sustainability

- ▶ Sustainability is key. Ensure that your idea helps support climate targets and fosters social wellbeing while being economically sustainable.



## Differentiation

- ▶ Innovation and disruption are core ingredients to a successful idea. Be creative and seek to differentiate from current competition.



## Scalability

- ▶ We are looking for ideas that are locally customizable and have potential to be globally scalable and attractive – across customer segments and geographies.



## Customer value

- ▶ Customers and their needs should be central to your idea. Think of how your idea empowers users, makes travelling easy, and improves users' control over their journey.



## Trustworthiness

- ▶ Consider end-to-end reliability of your idea. Ensure safe and reliable handling of personal information and possible payments.



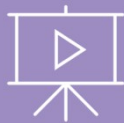
## Inclusiveness

- ▶ The most potential ideas bring value to diverse users. Your idea needs to be accessible, affordable and enable flexible and safe mobility for people.

# Requirements for your Pitch



- ▶ You have 4 minutes time to pitch your proposal.



- ▶ The style and form of the pitch is up to you. Some have opted for a couple PPT slides, whereas others have wanted to do a brief demo.



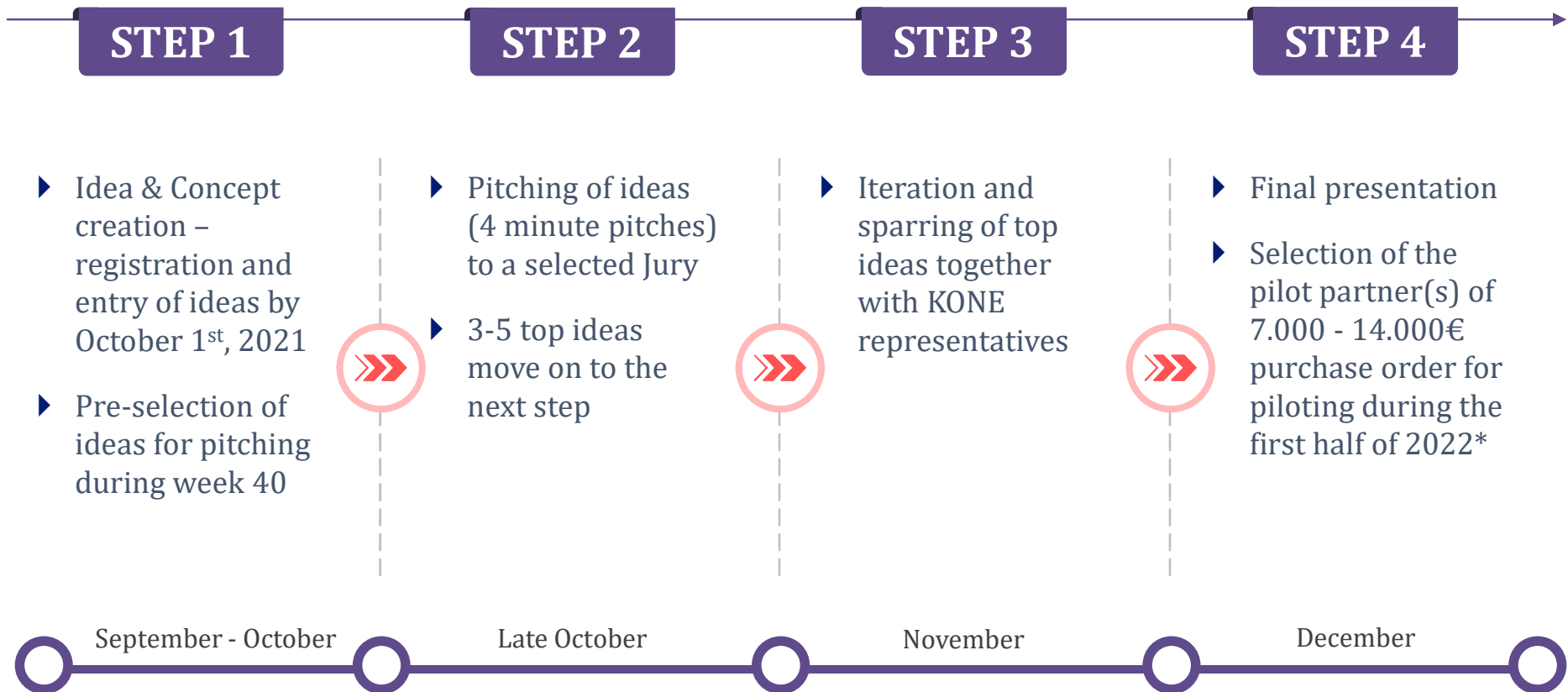
- ▶ The pitches will be held in English



- ▶ You can be from anywhere in the world, but piloting will take place in Finland during the first half of 2022



# Timeline & next steps



\*) KONE withholds the right to select two pilot partners in case there are two equally potential ideas presented. KONE also has the right not to choose any idea for piloting, in case none of the ideas is seen to hold potential from the perspective of SPARCS.

# Please let us know if you are up for the challenge!

Registration and questions regarding the Sustainable Mobility Challenge:



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To find out more about SPARCS, please visit: <https://www.sparcs.info/>





**KONE** is a global leader of people flow solutions with a mission to improve the flow of urban life. Each day, we move over a billion people, with our portfolio of elevators, escalators and automatic building doors as well as a range of services for equipment modernization and maintenance. We help our customers make the best of the world's cities, buildings and public spaces, making cities more sustainable places to live.

In SPARCS project, KONE focuses on co-creating sustainable and energy positive cities with citizens and varying stakeholders.



# SPARCS



Stadt Leipzig



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KLADNO



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SIEMENS



CITYCON



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