



# COMMUTE GREENER!™

powered by Volvo

## Magnus Kuschel PhD

Managing Director Commute Greener!

[Magnus.Kuschel@volvo.com](mailto:Magnus.Kuschel@volvo.com)

+46 31 32 22733



Developing & Implementing

Skiing

Interacting



Connecting  
some dots  
Always moving  
forward







# Key topics to consider

Quality of life & sustainable development

Mobile tech for connected living in smarter cities

PPP from the village of Gothenburg to the mega city of Mexico City

Commute Greener!, Commute Safer!, Commute Faster!,  
MOVE Smarter!

Value proposition possibilities



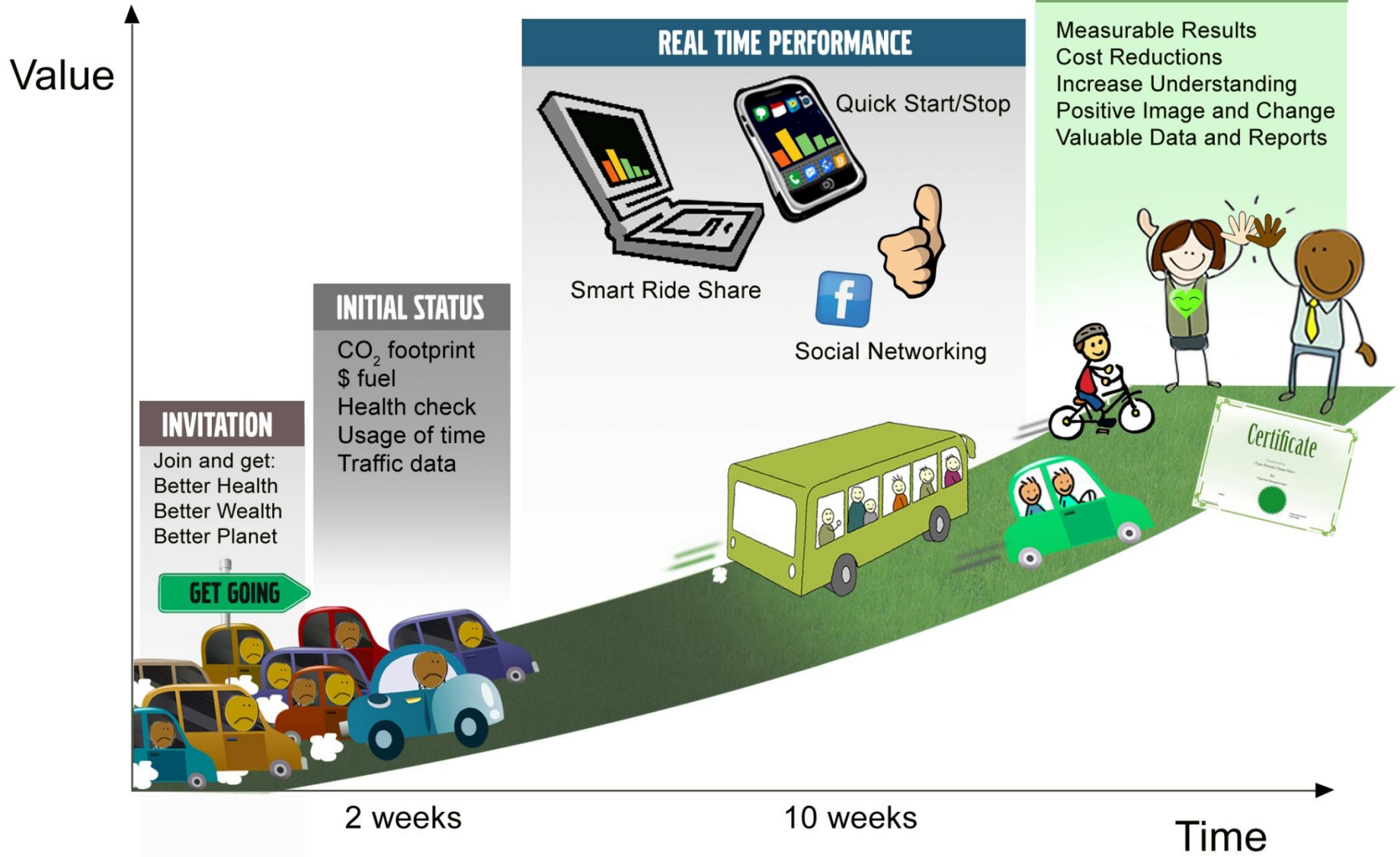
Welcome to further interactions, context, cocreation with open innovation



# Leaders in business, academia and society agrees

Congestion is the common pain point

- Sir Richard Branson: It would be easy to be overwhelmed by the scale of these issues, but I am an optimist at heart and I believe in the power of entrepreneurship and innovation.
- Angela Merkel (G8): The cost of doing nothing is greater than the cost of investment in climate protection.
  - ❖ -5% of GDP per year = -5% cost per year (=a market) (→ 23.000.000.000.000 USD / year)
- Dr. Lee Shipper (Stanford, Nobel Prize): Participatory processes in research and practice will be intensified.
  - ❖ Commute Greener can help to reduce the conflict between the economic development and environmental sustainability goals.
- A WWF study shows that cities alone will invest >200.000.000.000.000 USD into low carbon solutions for essential services, buildings, transportation up to 2039 (1/3 of carbon emissions in cities comes from transportation)
- During 2009 did California invest 2.100.000.000 USD into low carbon solutions
- Leif J (Volvo Group): With proactive environmental programmes Volvo should find opportunities to strengthen both our own and our customers' competitiveness.
  - ❖ Commute Greener will help us challenge ourselves as well as our customers in making the right daily choices of transport modes towards efficiency and sustainability.



Note: There are differences between the free/public version at [www.CommuteGreener.com](http://www.CommuteGreener.com) and B2B set-up

<http://apps.facebook.com/CommuteGreener>

# Commute Greener!

- Sustainable transport solution and urban mobility
  - Focus on everyday travel, large cities, multimodal and whole chain
  - Delivers engagement for a smarter ways to commute
  - Pioneering intelligent traffic management
- Origin in core values, connected vehicles and positive actions  
Environmental care, Safety, Quality, TM, open innovation, smart use of web, mobile apps and ITS
- Smart set-up, friendly competitions with lots of benefits
  - Reduce congestion, better health, save money, less CO2 and better planet
  - Measurable effect, feedback, increased revenues and cut costs
- Positive results grows from Göteborg to Mexico City, USA, India...

Göteborg  
Mexico City  
San Francisco  
Vattenfall  
Enfo  
a-hus  
App stores  
>20 countries

What gets  
measured  
gets done!

Dedicated communities with user-based traffic patterns and:

- +25% public transport
- >10.000 Sek in fuel savings, per group of 50 persons
- >30minutes of more quality time with lower VMT
- >30% CO2 reduction
- >90.000 better trips – every month and good growth

Set your target.

See the progress.

Share experiences.





# A clear approach to positive results, Commute Greener!



**1. Determine baseline (today's commuting pattern)**

**2. Set your targets**

**3. Track \$, time, health, CO2 over time**

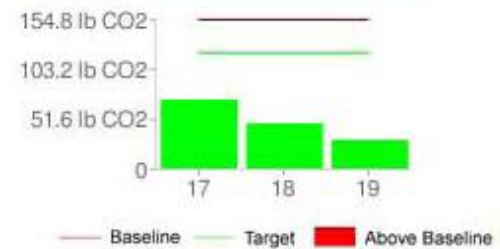
**4. Feedback/Monitor/Incentivize progress and results**

**5. Share achievements in community**

**6. Ensure long term behavioural change**



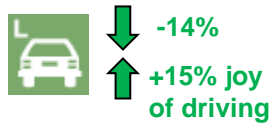
You have reached your reduction target in 2 weeks of 4





# Commute Greener!

## example of valuable results



Key achievements equals on three month basis	3.000 participants	50.000 participants
Saved CO2 (kg)	43.200	720.000
Saved fuel money (\$)	100.000	2.000.000
Reduced cases heart disease	>1	>20
Zero Emission Miles (km)	800.000	14.000.000
Public Transportation Km	2.000.000	37.000.000

### Top Performer

Last 7 days



Jan Tern  
Bicycle Hero

78.8 km



Christian Björkman  
Public Star

317 km

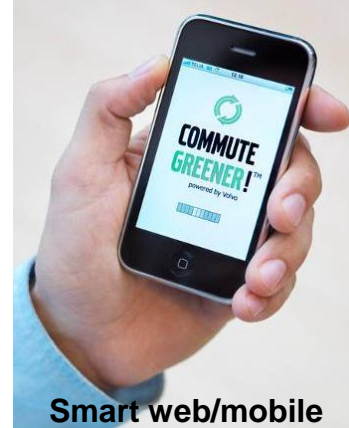


No Master  
Carpool Master

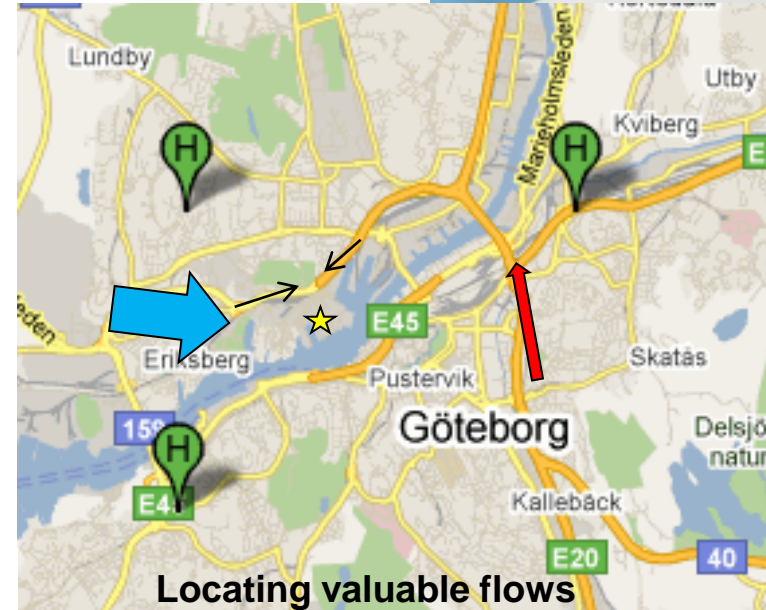
0 m



Göteborgs Stad



Smart web/mobile



You have saved **5** trees



You have earned more than **57 €**



**14** persons go your way – Join in!

Volvo Group Telematics

magnus.kuschel@volvo.com

9 All rights reserved 2010

# Volvo Group Vision

The Volvo Group's vision is to become the world leader in sustainable transport solutions by:

- creating value for customers in selected segments
- pioneering products and services for the transport and infrastructure industries
- driving quality, safety and environmental care
- working with energy, passion and respect for the individual



## Connected vehicles & telematics 10years+



ITS4MOBILITY



MY VEHICLE ONLINE LOG OUT ▶

HOME ME & MY CAR REMOTE CONTROL DEALER & SERVICE A WAY OF LIFE COMPANY CAR ROUTE PLANNING ABOUT MY PROFILE

### DASHBOARD

MILEAGE 905 MILES  
INDOORS T1F  
OUTDOORS 82 F

⚠ BRAKE FLUID LOW  
⚠ BULB FAILURE  
⚠ COOLANT LEVEL LOW  
⚠ TIRE PRESSURE LOW  
⚠ WASHER FLUID LOW

### POSITION

35 Webster Street, San Francisco, CA,  
LONGITUDE -122.428389  
LATITUDE 37.770304  
LAST UPDATE Feb 25, 2009 5:05:46 AM EST

PLAN YOUR ROUTE

### YOUR ECO RATING 6.4

The Eco Rating is a way to see how eco friendly your driving style is.

### SERVICE

You have a scheduled service the upcoming month. Here are a few time suggestions.

### MY PLAYLIST

- Rilo Kiley :: Silver Lining (3:44)
- Rilo Kiley :: Dreamworld (8:23)
- Rilo Kiley :: The Angels Hung Around (1:28)

### NEW TIRES

This week you get up to 50% discount when you trade in your old tires for new!

### A DAY ON THE COUNTRYSIDE

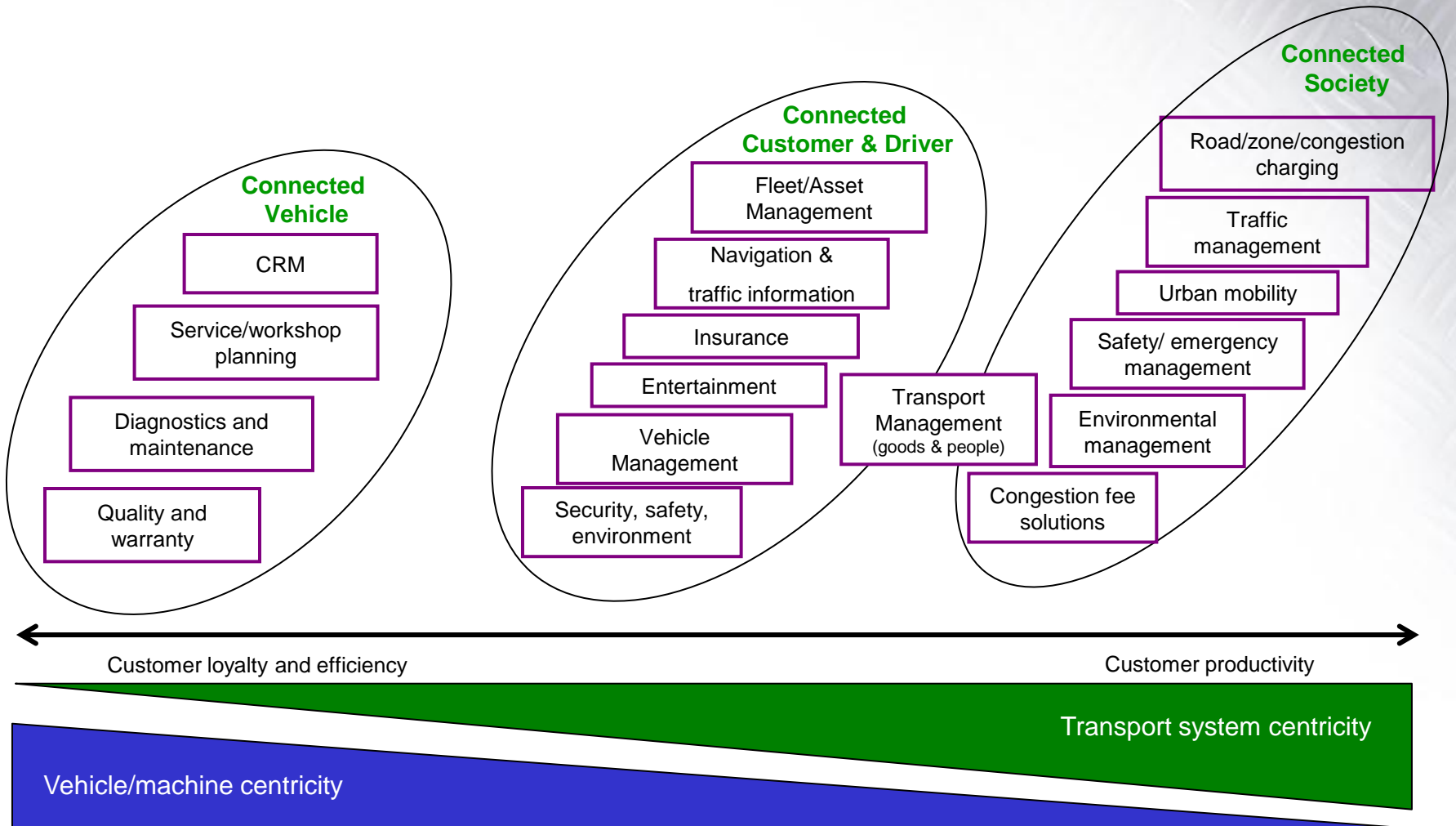
Service operations in >50 countries, 4 continents, >1 m units connected 24/7  
Largest global installed base, fastest growing and most OEMs

### YOUR ECO RATING

POS	ECO INDEX	TOP ECO DRIVERS
1	6.4	MVO 003
2	6.4	FRA 001
3	6.4	<b>OXD 010 (YOU)</b>
4	6.2	MVH 097
5	4.3	NMU 700



## Telematics based solutions



# COMMUTE SAFER

# COMMUTE FASTER

# COMMUTE HAPPIER

# MOVE SMARTER



# GO:SMART

seamless, rewarded, electrified

- connected living in smart cities
- unified mobility service for urban mobility
- easy to use, reliable, flexible and rewarding in everyday travel without having a car of your own
- procurement, packaging and marketing of quality assured mobility services
  - ➔ Driving innovation by being 'UBIquitous' & 'on the GO'





# Commute Greener!

## win+win+win summary of benefits per stakeholder

### Individuals

‘Feel good’ feeling in concrete actions  
Recognition and gain for changes  
Idealists as well as Rationalists

### Organizations

Better teamwork and ‘walk the talk’  
Reduce costs & improve CSR  
Gain and use time wisely

### Society

Smart mobility  
Effective usage  
Reduced CO<sub>2</sub>

reward yourself. reward the planet.

+Health & Wealth