Välkommen!
9:30  Introductions  
10:00 The Project  
10:15 Icebreaker: Creative Tensions  
10:30 Q & A with End Users  
11:30 Break  
11:45 Working Session: What We Heard  
13:00 Lunch  
14:00 Design Fiction  
14:30 Working Session: Design Fiction  
15:30 Fika  
16:00 Synthesis and Share back  
17:00 Next Steps  
17:15 Mingle
18-10-2017

9:30

Introductions
PROJECT OVERVIEW

SISP Team

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PROJECT OVERVIEW

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PETER ENGDAHL
HEAD OF SUSTAINABLE TRANSPORTATION
A Challenge from Sweden

Initial workshop for Sustainable Mobility as a Service
PROJECT OVERVIEW

IDEO Team

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COMMUNICATION DESIGNER

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The Project
The Swedish Energy Agency is tasked with lowering Sweden’s emissions per the Paris Climate Agreement. The SEA is looking at the transportation sector as a critical opportunity and is helping to foster Sweden’s Mobility as a Service (MaaS) sector as one strategy for lowering Sweden’s carbon emissions.

Our task is to build a movement around sustainable mobility as a service that will improve the lifestyles of the people of Sweden and beyond.
Icebreaker
Creative Tensions
The best place to relax on holiday is:

- Beach
- Mountains
ICEBREAKER CREATIVE TENSIONS

The biggest gains in zero carbon will be found in:

Personal transportation

Shipping
ICEBREAKER CREATIVE TENSIONS

Going zero carbon will be easier in:

Urban Areas

Rural Areas
A successful challenge program is focused on:

- Inspiration
- Real World Application
ICEBREAKER CREATIVE TENSIONS

For the mobility challenge, the timeline to implement should be:

Right Now

5 Years
The mobility challenge should focus on the needs of:

Sweden

The World
Q & A
with
End Users
Break
15 Minutes
Working Session: What Did We Hear?
WORKING SESSION: WHAT DID WE HEAR?

Advocates  Attendees  Intenders  Quitters
WORKING SESSION: WHAT DID WE HEAR?
WORKING SESSION: WHAT DID WE HEAR?

What stood out to you?
What are some commonalities that you heard?
What surprised you?
What challenges or opportunities did you hear?
How does this align to what you work on?
How will this affect your work going forward?
IDEO + SEA + SISP - PRE-PLANNING WORKSHOP

Time is valuable

PRICE MATTERS

The car does not cost (invisible cost)

RAIN HAIR WIND HELMET

PLAY PLAY PLAY "GAMING"

BABY SON LOGISTICS

WEATHER

I do the things I can as long it doesn't affect me personally too much

BIKE ON TRAINS USEFUL

INFO

Apps are useful for mobility

Lack of trust in bus showing up

Information is of value

"Aterunning"

High environmental awareness (driver)

"The Why" started S L MA A

It is easy to get used to having a car - comfort!!!
Company policy solutions missing

Companies pay for work travel with free car, and free parking

CO2 footprint on choices (food/transport) would help make good choices

Identity

Non-existent density
Quick change of habits. Boyfriend with car.

Post to car

Simplicity of new service. Same ticket. Seamless.

ACTIVE vs. PASSIVE CHOICES

Large city-centered panel

Infrastructure (with)

It's all

with

- No Kids!
- Kids!

Journey of life
Lunch
60 Minutes
18-10-2017

14:00

Design Fiction
PERSONA + CONTEXT + TOOL = POTENTIAL SOLUTION
PERSONA
+
CONTEXT
+
ZERO CARBON MOBILITY
=
POTENTIAL SOLUTION
Tyrone

Meet Tyrone, a single programmer who lives in Bushwick. Having worked as an independent contractor for many years, he recently took a full time job at a startup near Madison Square, but is unsure how the L train shutdown will affect him and his job. At work, he is struggling to understand the NYC and NY state tax code.

Consider a world where housing prices within the five boroughs becomes so high it creates a massive exodus, ensuring the population dips below that of the 1970’s. The city, now highly dependent on jobs, starts to invest heavily in transportation. Workers begin to commute from as far as Philadelphia, Boston, the Hudson Valley, and DC using ultra-fast transportation network comprised of hyperloops and high speed rail.
Working Session:
Design Fiction
Meet **Elsa**, they are a student who lives with two friends, studies and feels guilty about the impact of her lifestyle.

**Elsa** lives in a world where combustion engines are history.

**Elsa** faces challenges that are:

1. **Her personal economy - student life**
2. **The conflict between her ideals & actual behavior**
3. **The bus card (PT) is getting more expensive.**

Opportunities for them include:

1. **Umeå is a hilly town - walk & bike for godsake.**
2. **New non-fossil fuel vehicles (and services) popping up**
3. **Sennification**

| Draw a potential solution on the back of this sheet: |
Meet **Lilly**, they are husband + two kids. (Describe them)

**Env. Mgr. Lilly**: lives in a world where sustainability is not an issue until weekend threatened by rising sea levels.

**Lilly**: faces challenges that are

1. her kids may not be able to keep home
2. her husband is old fashioned and kids will not ride SUV to weekend
d3. loves his SUV.

Opportunities for them include:

1. **Divorce**
2. **Electric SUV** - too expensive
3. **Car pool env. friendly weekend car**

| Draw a potential solution on the back of this sheet: | Climate change goes Personal |
Meet ________ she is ________

a poor student in China working by night, living in a student apartment with two friends.

______ lives in a world where there are only fossil-free fuel vehicles.

______ faces challenges that are
1. her lifestyle affects the environment
2. is poor
3. has a lack of time
4. is afraid of being by night.

Opportunities for them include:
1. everything is fossil-free
2. her roommates help each other
3. the community of the university

Draw a potential solution on the back of this sheet:
Meet Axel & Partner, they are living in a single family house driving 2 trucks to work. Axel is disable. Every weekend they drive 3h to their farm.

They lives in a world where all important decisions about energy production, taxes, subsidies are taken in Sweden. They faces challenges that are:

1. Want Sweden to be independent energy
2. Daily need for travelling to work
3. His disability decreases his opportunities to choice of mobility solution

Opportunities for them include:

1. Independent small scale energy production
2. Electric vehicles
3.

| Draw a potential solution on the back of this sheet: |
Meet Lilly, a family with two children. Uses PT for daily use, bike/walk, uses car on weekends/holidays. Lilly lives in a world where "ICE no more" fossil fuel abandon.

The family faces challenges that are
1. Mobility on weekends and holidays
2. Children's activities and mobility
3. Economy problem

Opportunities for them include:
1. Car sharing, PT etc for better economy
2. Selling the summer house or move to those
3. Produce energy etc.

Draw a potential solution on the back of this sheet.
Meet William, they are 32 years old and a software developer in Sweden. Time and efficiency is important to him.

William, lives in a world where the environment has changed drastically. Bland, God, kind and shine are under water and the population of Sweden are now 25% due to environmental migration from the entire world. William faces challenges that are:
1. can no longer walk to his office nor take an Uber ride.
2. due to government regulations, he has to share his apartment.
3. can no longer take the plane to Copenhagen, due to international laws forbidding flying, this due to the government imposing.

Opportunities for them include:
1. New job opportunities.
2. New transportation-cabling
3. New technology to work at distance.

Draw a potential solution on the back of this sheet.
Meet William, they are a software developer.

William lives in a world where ICE cars are more.

William faces challenges that are:
1. Transport costs are rising
2. Flights are taxed much higher
3. Uber prices due to taxes
4. Fossil fuel tax raised by 200%

Opportunities for them include:
1. Share Uber ride
2. Take train - buy transit pass
3. Cook themselves

| Draw a potential solution on the back of this sheet: |
Meet **Axel**, they are slightly disabled.

Axel lives in a world where JEE no more and Sweden has decided to ban off cars in and around Göteborg.

Axel faces challenges that are

1. can’t use their trucks - partner
2. only can drive his allowed due to public doesn’t like this, and his car is full of eggs and something

Opportunities for them include:

1. Change car, in the city
2. Keep truck in the countryside
3. Takes boat to Fjällås is just

| Draw a potential solution on the back of this sheet:
Meet William, he is tech savvy and very plugged in. He is starting to have more money to spend. He is very judgmental but he almost always sticks to his ideals.

William lives in a world where it’s possible to work anywhere on the continent.

William faces challenges that are new versus laws prohibit him and his start-up from the business he wants to build. He wants to make the world a better place.

1. Balancing life on the road and having a lifestyle at home
2. He can’t live up to his own ideals or other places so social norms are different.

Opportunities for them include:

1. Offsetting his Co2 footprint w/ life of a lot of travel
2. Applying his talents to a sustainability cause (starting in Copenhagen)

Draw a potential solution on the back of this sheet:
Meet Axel, they are a refinery worker who enjoys diving tanks at work and to the farm. He says, "Energy independent, Sweden = powerful Sweden.

Axel, lives in a world where internal combustion engines are soon history!

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faces challenges that are

1. Loose the job
2. Cars quickly lose value
3. Life style threatens

Opportunities for them include:

1. Suggest to refinery to switch into biofuels
2. Export to China
3. Green energy independence possible!

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Draw a potential solution on the back of this sheet:
Meet: Lilly, she is a hipster who likes to bike and commute.
Her partner is a politician for the Green Party, but she's not very engaged. But she considers herself a world citizen.

Lilly, lives in a world where nationalism blooms and the borders are closing.
Government spending on military increases and public transport and gas prices both go up.

Lilly faces challenges that are
1. More expensive transport
2. Increased tensions in society make her feel unsafe
   (also when travelling together with other people)
3. Sweden feels too small and her world has become smaller

Opportunities for them include:
1. Could change career to the military
2. Start a movement for roof agriculture
3. Open a VR travel agency to stay global

| Draw a potential solution on the back of this sheet: |
Meet Axel, a 52-year-old car salesman who lives with his partner in Gällivare. He is handicapped due to an accident. They love to spend time at their family farm 3 hours from their home. Axel works at a refinery and cares about energy questions, but he also believes in an energy-independent Sweden. Axel lives in a world where fossil-free vehicles are the only option since China has enabled new technology to meet the world's demand.

Axel faces challenges that are:

1. He is worried about his job since he works at an refinery that is undergoing a big transition.
2. They use two vehicles today and can't afford to replace them with fossil-free technology.
3. 

Opportunities for them include:

1. To become energy independent by using solar power on their properties.
2. Sell both cars and invest in solar panels, electric bike, and leased electric bike.
3. 

| Draw a potential solution on the back of this sheet: |
Meet Axel, they are a refinery worker who walks with a cane and uses his two horses for solving his transport needs (in Gävle primarily) (also to and from Fågeljö). Axel lives in a world where EV is no more. However, this new movement, United Europe, wants to unite the splintered continent.

Axel (unemployed). Faces challenges that are:

1. He's getting poor. The refinery was closed down.
2. Fågeljö is degrading - no Germans anymore - no local shop.
3. Fuel prices are rising as an effect of the trade blocks.

Opportunities for them include:

1. Higher incentives for “local” businesses (so hr)
2. No work at the refinery - Permanent move to Fågeljö.
3. The possibility of a united Europe - New opportunities to global roll-outs of new solutions.

Draw a potential solution on the back of this sheet.
Meet Axol and partner, they are living in a small, involved in a local community, not independent from EU.

Axol, name of person, lives in a world where more and more decisions are taken further away from them, and believes in taking action on a local level.

Name of person faces challenges that are

1. An unfair government in EU affects policies
2. Ban of fossil fuels in EU
3. Needs a car due to schooling

To sustain their lifestyle.

Opportunities for them include:

1. Producing renewable energy (solar cells) and
2. Using solar energy to generate electricity
3. Less costs due to using power, IPP - development

Draw a potential solution on the back of this sheet.
Fika
Share back
10:00

IDEO
Process
and
Next Steps
IDEO PROCESS

Our process is cyclical, and iterative.
IDEO PROCESS

Explore
We are inspired by people, and include them wherever possible in research and co-designing.
Synthesis
We make sense out of madness.
IDEO PROCESS

Create

We go for a broad number of ideas to build a foundation to create great outcomes.
IDEO PROCESS

Prototype
We build in context to learn quickly and fail fast.
IDEO PROCESS

Test
Rough, Rapid, Right.
Experiment
We release things into the world and use that to understand what the next challenge is.
NEXT STEPS

Who should we be talking to?

What do you want to know about our research in Sweden?

How do you want to stay informed over the course of the project?
Tack!
vaxla@ideo.com