



Shared micromobility -
A catalyst for making proximity
accessible to everyone

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Hej, we are on a mission to create cities made for living, free from noise and air pollution.



2018

FOUNDED IN SWEDEN

+6

MILLION USERS

4

LIGHT-ELECTRIC VEHICLE TYPES

0

CARBON NEUTRAL SINCE JAN 2020

+85%

LIFECYCLE EMISSION REDUCTION
IN 2 YEARS

+70

CITIES ACROSS 11 COUNTRIES

0

GIG-ECONOMY WORKERS

+90

MILLION JOYFUL RIDES

0

ROGUE LAUNCHES

4.8

USER SATISFACTION RATING
(HIGHEST IN THE INDUSTRY)

+40

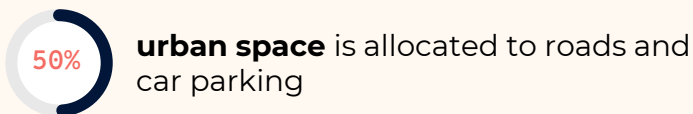
PUBLIC TRANSPORT AND
MAAS PARTNERSHIPS

1000

EMPLOYEES

Our cities have a car problem

Sustainable mobility is essential for healthy, fair and green cities.



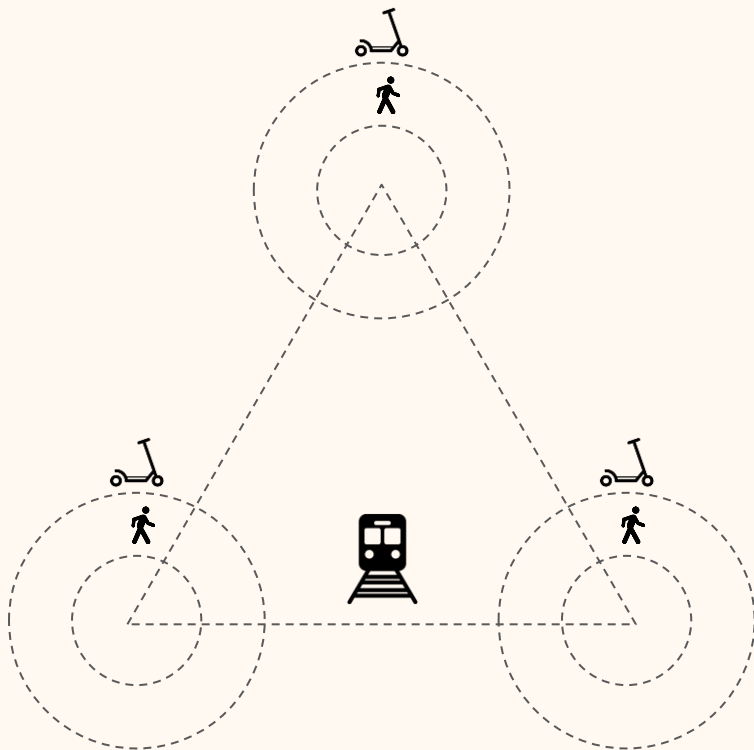
in 2018 UK drivers spent **178 hours** on average stuck in traffic.

BUT THERE ARE SOLUTIONS!

Micromobility will have a key part to play in diversifying the mobility mix, nudging people towards sustainable habits and making cities **greener, healthier and fairer**.



Extending the public transport network



- With buses, trains and trams as a backbone in the public transport network, **shared micromobility extends the network and makes it more accessible.**
- **An affordable and sustainable way to expand the transport network.** An e-scooter trip in Stockholm has lower emissions than the average passenger kilometer with a bus in the public transport network, shows our research.
- Shared micromobility helps offload buses, trains and trams supporting social distancing as a result of COVID-19. **Together we grow the availability of sustainable transport modes,** which helps reverse dependency of cars.

Source: [The Swedish Transport Administration's Sustainability Report 2020](#), and Voi's life-cycle assessment, [developed in collaboration with EY](#) and adapted for local conditions in Stockholm.

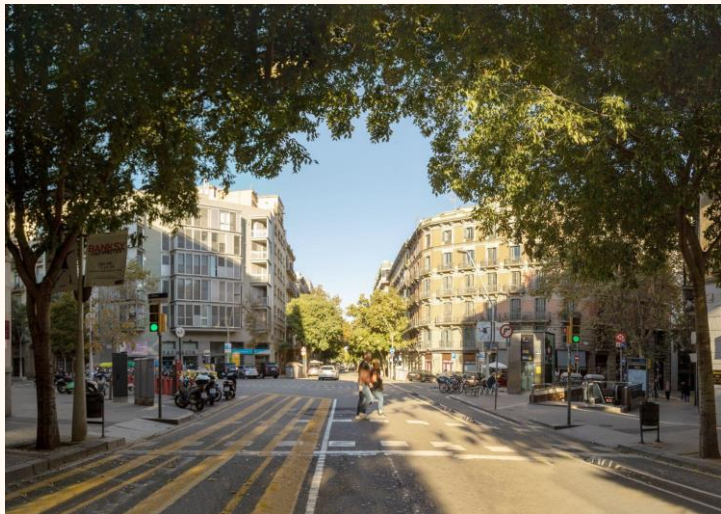
The City of Liverpool: Lark Lane



Copenhagen: Ægirsgade



Barcelona: Carrer de Girona



Today the status quo is of car-centric cities



Tomorrow, it is of a Vision: 15-Minute City



The Big Question

How can micromobility act as a catalyst?

A more equitable transport system as a catalyst



- 1 ACCESS TO ALL**
 Spatial accessibility
 Affordability
 Improved access to opportunities



- 2 TAILORED SERVICE**
 Understanding specific needs
 Developing capabilities
 Adapting commercial offers

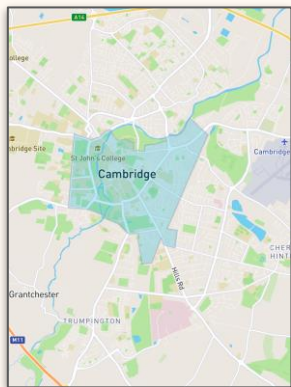


- 3 MEANINGFUL INVOLVEMENT**
 Empowering grassroots associations
 Inclusion within advisory and
 performance monitoring committees



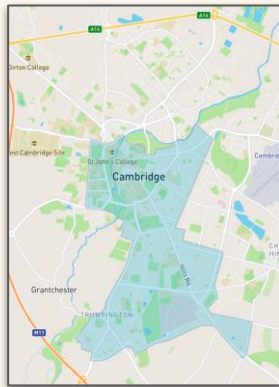


Providing greater access via an expanded service area

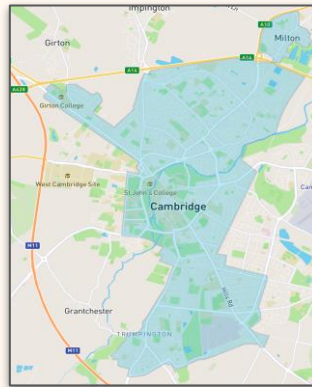


Phase 1

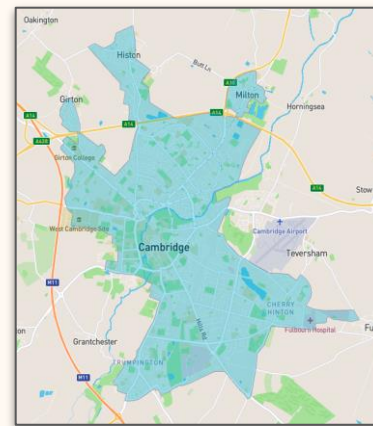
Area: 5.6 km²



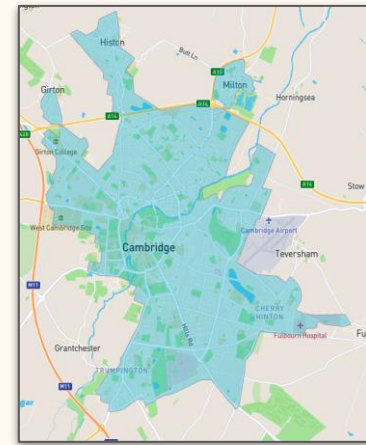
Phase 2



Phase 3



Phase 4



Phase 5

Area: 40 km²

Hubs: c. 220+

Scooters/km²: 20

15 October 2020
Cambridge City
launch

9 November
Phase 2 expansion

12 January
Phase 3 expansion

27 April
Phase 4 expansion

15 July 2021
Phase 5 expansion

2 TAILORED SERVICE

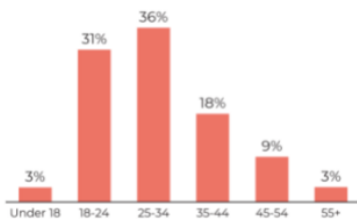
Understanding specific needs
Developing capabilities
Adapting commercial offers



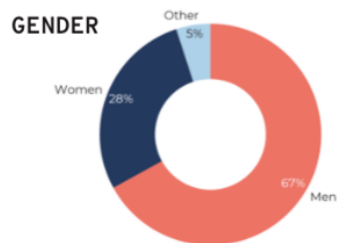
Creating a tailored service

DEMOGRAPHIC SNAPSHOT

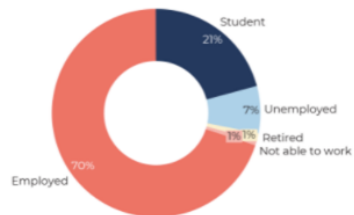
AGE



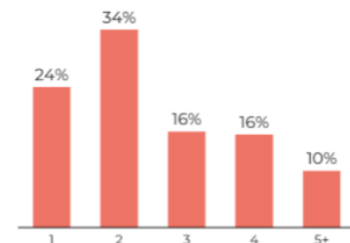
GENDER



EMPLOYMENT



HOUSEHOLD SIZE



Open Inclusion focus groups

2 TAILORED SERVICE

Understanding specific needs
Developing capabilities
Adapting commercial offers



Social pricing models

Some amenities, such as transportation and mobility services are not affordable to all.

Voi is for everyone

At Voi we believe that everyone should be able to ride with us.

We have therefore created three types of discounts on our passes for different parts of society, below is a brief summary of our discounts and you can find a link to our application form further down this page.



FREE

VOI 4 HEROES

We are supporting NHS and Emergency Service workers with **free** access to Voi until the end of this third, national lockdown. That's right, 100% off our Voi Pass (normally 75% off).

What is accepted as proof of eligibility?

A valid NHS identity, Blue Light card, Defence Discount Service card.



-75%

VOI 4 ALL

For users from low-income groups, who hold a valid HC2 Certificate Riders who hold a valid HC2 certificate can subscribe to our monthly and daily Voi passes at a discounted price (75%).

What is accepted as proof of eligibility?

A valid HC2 certificate. You can find more information about HC2 certificates [here](#). Unfortunately, we cannot accept universal credits.



-20%

VOI 4 STUDENTS

This discount is for all students and staff at all our higher educational institutes, it enables you to subscribe to our monthly and daily Voi passes at a discounted price (20%).

What is accepted as proof of eligibility?

A valid campus identity card (students or staff) for a UK based higher education institute.

How does it work?

1. Create your Voi account through our app.
2. Apply for your discount through [this application](#) (you will need to upload evidence of your eligibility).
3. Wait for a confirmation email from us.
4. Once you have received your confirmation, the discounts as stated above will apply. Standard pricing is applied until you have received that confirmation. Retroactive discounts will not be applied.

Note: that these discounts are not applicable to regular "pay as you go" rides.

voi.

Cities made for living

www.voiscooters.com/voi-4-discounts

3 MEANINGFUL INVOLVEMENT

Empowering grassroots associations
Inclusion within advisory and
performance monitoring committees



Implementing Meaningful Involvement

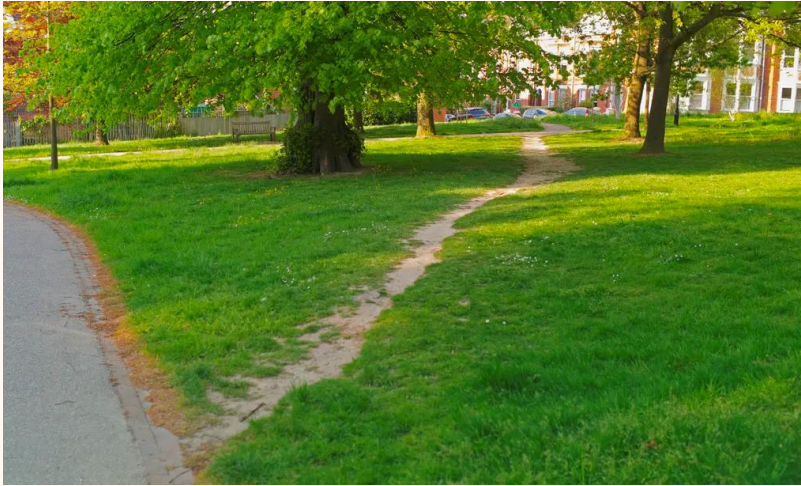
Cooperation with associations & advocacy groups



Co-creating of parking racks with the RNIB



Desire Paths: User Experience vs Design





People are at
the core of
15-minute cities

voi.

voi.com

voi.



Voi actively supports the United Nations

**Shared micromobility - A catalyst for making
proximity accessible to everyone**

POLIS Panel 2A: Towards the 15' City
1 December 2021

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