

# Tomorrow's rural mobility today

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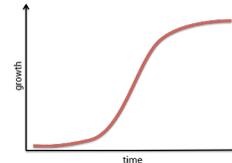
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# Summary

- There is a disruption going on in mobility. It will happen quicker than most people realize. New York went from all horses to all cars between 1900-1913.
- All disruption follows a S-curve.
- Convergence makes disruption possible.
- Societal trends are drivers for change
- Expensive new technology today, will become cheap, and available tomorrow.
- As soon as we get into an autonomous vehicle we start doing other things than driving. The function of the vehicle will be in focus for design and we will need 5-7 “functions” in our life, but no car. Sharing solutions will dominate mobility. The car industry will go from B2C to B2B.



- Fossil free energy
- Electrification & Hydrofication
- Autonomous technology
- Sharing economy
- 4G to 5G
- Storage capacity



- Mobility will become a service as well as service will be delivered on wheels. Today, the library buss and the “blood-bus”, tomorrow Starbucks on wheels and pharmacy pop-up when needed and many more to come.
- Implications
  - The next green wave
  - Increased mobility for elderly, young, disabled and for those with limited resources.
  - Fewer cars on the streets and roads at the same time
  - More valuable urban space
  - More affordable housing
  - Increased safety
  - Increased household purchasing power
- What makes it possible? Convergence of technology, business model based on sharing and an integrated mobility system. All driven by municipal leadership with a vision based on a good set of future exploratory scenarios and facilitated collaboration.



- Sharing economy is a special challenge for smaller municipalities and for those with large rural areas. There are simply a lack of critical mass to generate a sustainable sharing business. It will be crucial for smaller municipals to generate a collaboration and a general solution of sharing mobility in-between public and private sector, open also for private citizens.” - We can't have municipal fleets if we want to have a sharing economy, everyone needs to buy into the sharing system; citizens, businesses and public sector “

...and finally ...

*”We always overestimate the change that will occur in the next two years and underestimate the change that will occur in the next ten. Don't let yourself be lulled into inaction.”*

Bill Gates



# Resilient Regions Association

A non-profit organization and a neutral arena, focusing on developing **partnerships** and **new solutions** for a society with the ability to maintain its **functionality** and quickly recover from stresses and shocks. Simply a more **resilient** society.

