How to involve employers in an innovation process to make commuting and business trips more sustainable in Värmland County, Sweden.
The team

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Picture from article in the local newspaper
Värmland county

Population: 280 000 people
Density: 16 people/km²
Karlstad: 91 000 people
Värmland county

Paper Province - the No. 1 cluster in EU (of 300)
Part of a larger scope
Decrease of carbon emission

- Community planning
- Commute and business travel
- Shopping travel

Innovation process
Innovation process

Needs ➔ Solutions ➔ Evaluation ➔ Concept ➔ Test & Development ➔ Implem.

Customer engagement
Our hypothesis...

...is that Värmlandstrafik can provide additional values with services addressing the following needs of the targeted customers, the employers:

- Supply of skilled workers
- Health and safety of employees
- Decrease costs for travelling
- Branding - employer branding

The hypothesis became the basis for the following steps of the innovation process.
Customers we tried to engage...

- 21 managing directors – private enterprises
- 16 managing directors - municipal
- 12 HR Managers
- 97 department managers
- 15 members of the regional network for sustainable travelling

This are people with mandate to decide about travel policies and local work conditions.
Customer analysis

Our hypothesis is that Värmlandsstrafik can provide additional values with services addressing the following needs of employers:

- Supply of air
- Health and safety
- High costs
- Branding - employer branding

The hypothesis became the basis for the following steps of the innovation process.

Value Proposition Canvas

Idea driven innovation

Interviews

Hypothesis

Tools & Methods to interact with customers

Concept description
Result

Customer engagement

4 26%
31
5
3
2
Next step
A bus (& train) concept

• Less stops outside of main roads
• High quality internet
• Confidentiality
  • Phone boots
  • Screen protectors
• Work department
• Competitive price and payment model
Lounge concept

- At train/bus station
- HQ internet
- Confidentiality
  - Phone boots
  - Screen protectors
- Beverages, fruit and sandwiches
- Possibility to book meeting rooms
- Combined with bus/train concept
Lessons learned

- Identify real customer problems
- Engage customers
- Allocate enough calendar time
- Mix of experiences and competences
- Use local media to increase interest for the project.
- Secure owner of the result
Questions?
Contact information

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