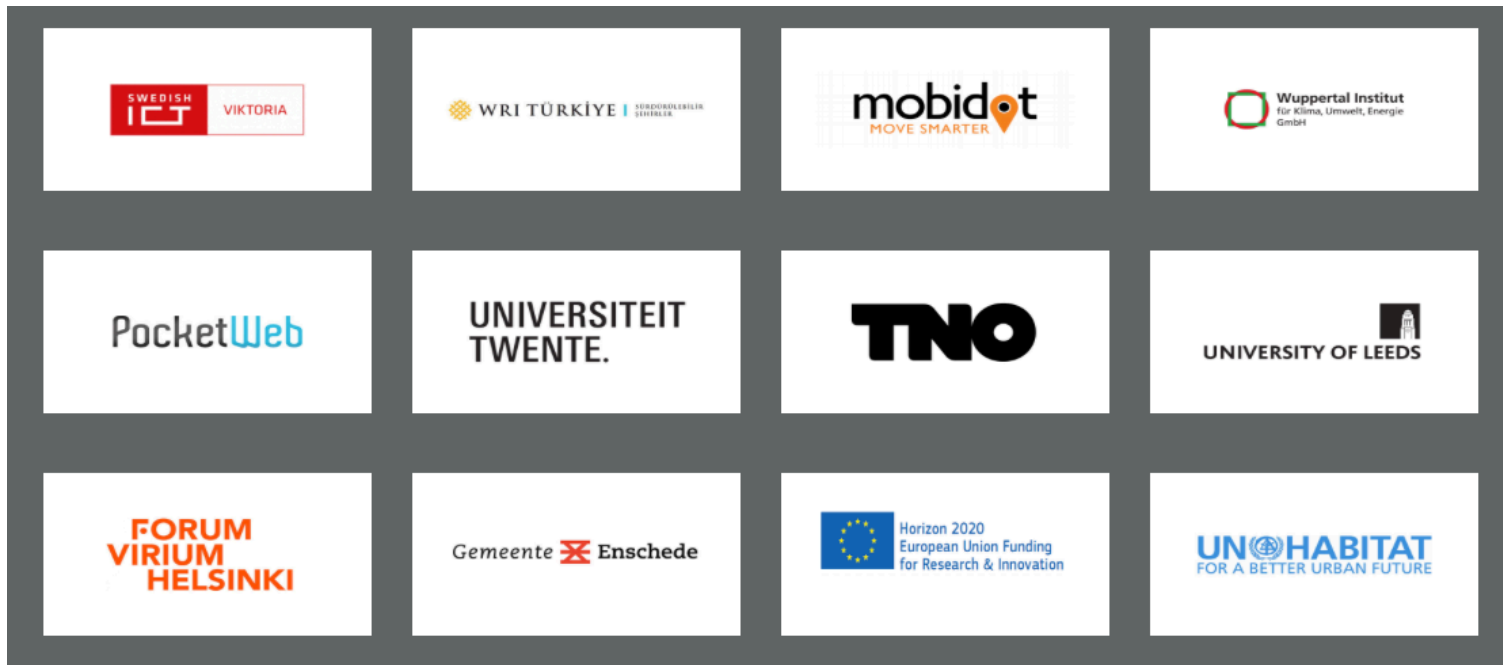


Introduction to the Business Model Toolkit



Aim

The aim of this presentation is to introduce a method for implementing the EMPOWER approach.

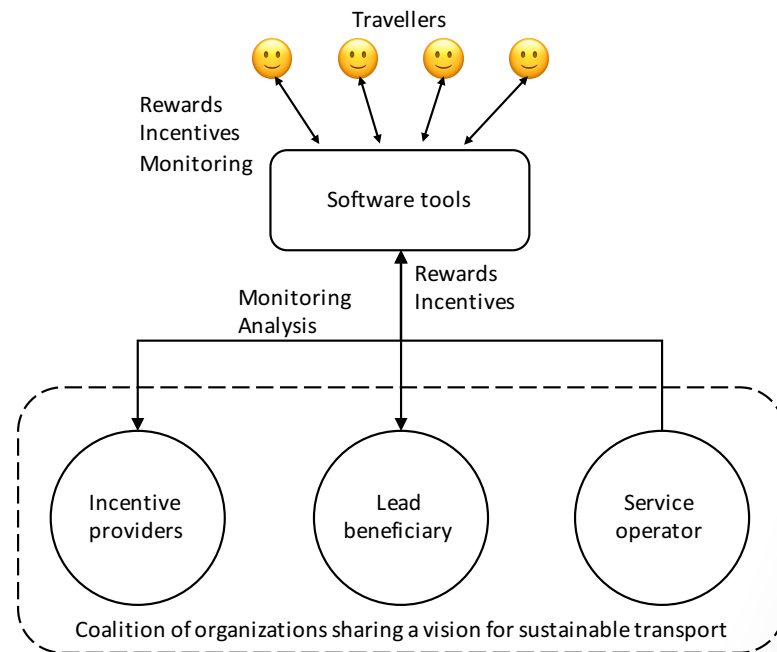
- EMPOWER objective
- The EMPOWER approach
- How to implement the EMPOWER approach
 - Stage 1. Strategic alignment
 - Stage 2. Governing principles
 - Stage 3. Business modeling
 - Stage 4. Implementation and operation

EMPOWER Objective

- The objective of EMPOWER is to substantially reduce the use of conventionally fueled vehicles in cities by fundamentally changing the mobility behavior of their drivers and users.
- To achieve this objective, EMPOWER provides an approach, including a set of software tools, for travelers, operators and public and private organizations.
- The approach empowers them to understand, help choose and successfully implement positive policy interventions to change mobility behavior.

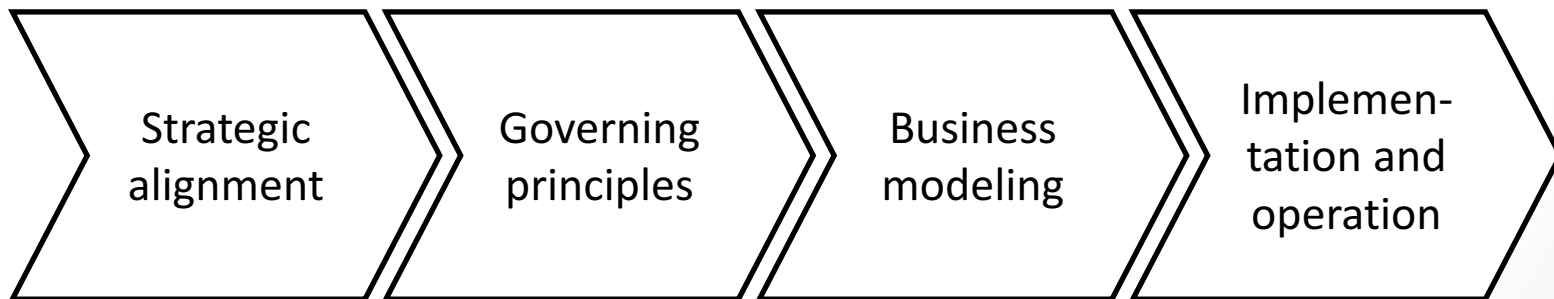
The EMPOWER Approach

- The EMPOWER approach is for urban areas
- Travelers are rewarded for changing from using cars to more sustainable modes of traveling
- Incentives are provided by incentive providers
- Lead beneficiaries monitor travel behavior and develop interventions, such as challenges and competitions
- A service operator provides the software tools

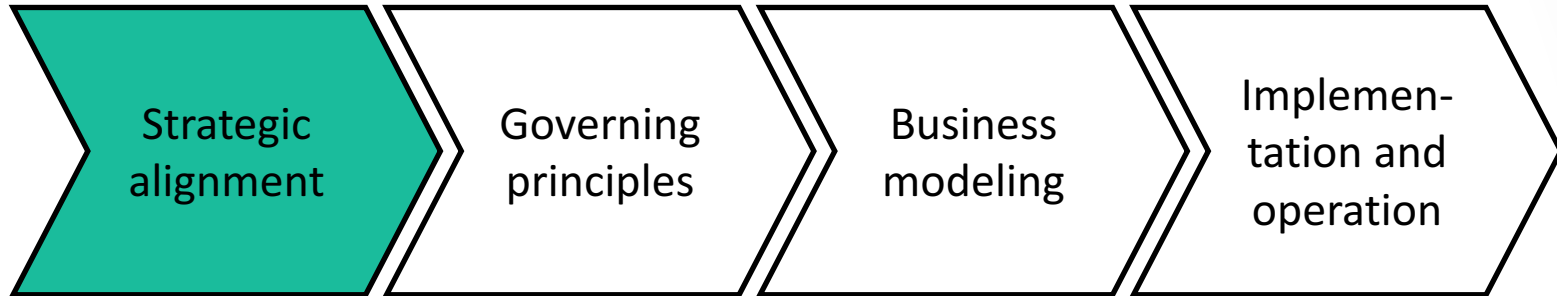


How to Implement the EMPOWER Approach

- Implementation of the EMPOWER approach requires involvement of several organizations.
- To succeed, these organizations need to establish a robust foundation for inter-organizational collaboration.
- Based on the experiences from the EMPOWER project a four-stage method is recommended.

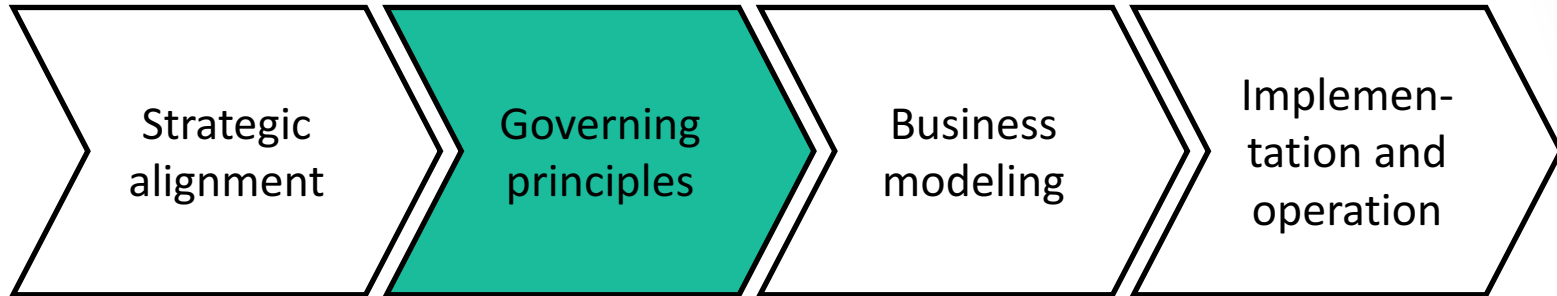


Stage 1. Strategic Alignment



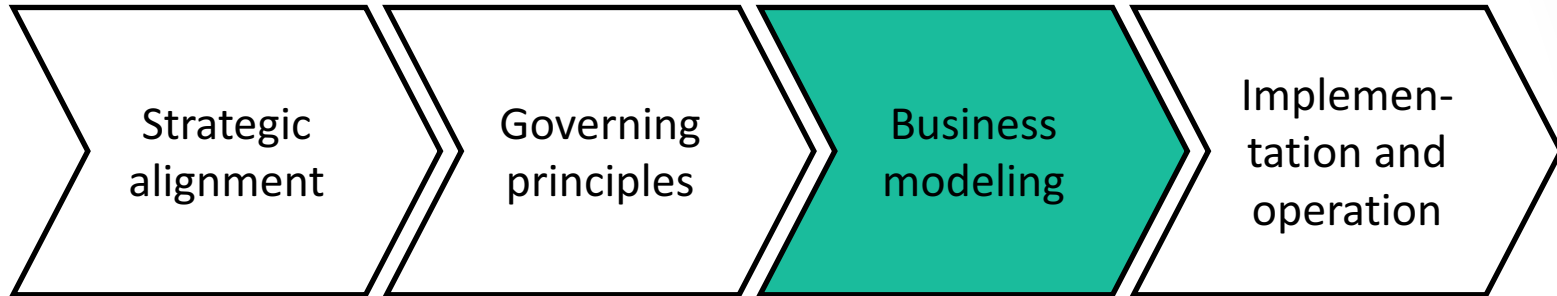
What	Outcome	Available Tools
A coalition of organizations who share a vision for sustainable transport is built.	An agreement for a vision	<ul style="list-style-type: none"> • Sample letter of intent

Stage 2. Governing Principles



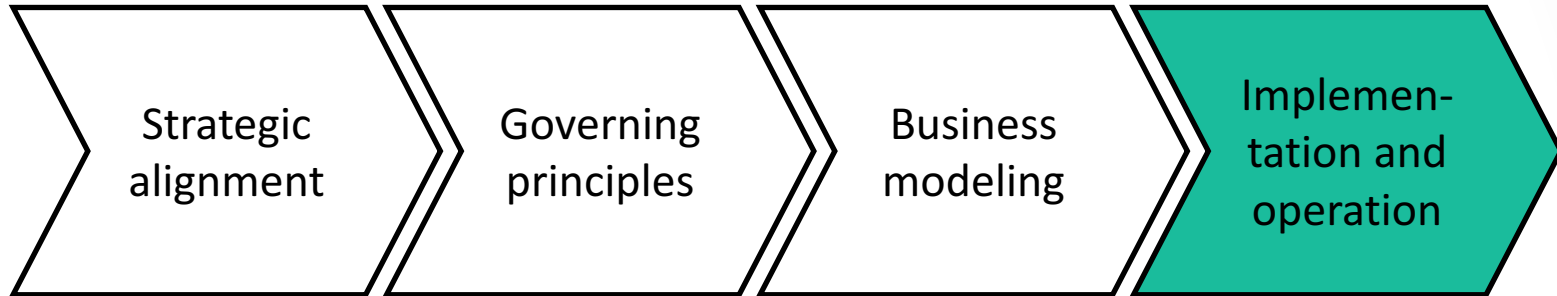
What	Outcome	Available Tools
Develop governing principles for how to implement and operate the incentive-based scheme	An agreement for how to coordinate and fund the initiative	<ul style="list-style-type: none"> Sample project plan

Stage 3. Business Modeling



What	Outcome	Available Tools
The coalition develops a business model for implementing the incentive-based scheme	A business model accepted by the coalition members	<ul style="list-style-type: none"> • Table with guiding questions to facilitate business model design • Business model design process • Transport operator sample business model • Public organization sample business model • Private company sample business model • Trade organization sample business model

Stage 4. Implementation and Operation



What	Outcome	Available Tools
The coalition implements and operates the business model. Campaigns are created and new interventions are implemented. The business model is adjusted as actors enter and leave the coalition.	Changes in mobility behaviour that lead to a reduction in the use of conventionally fuelled vehicles.	<ul style="list-style-type: none"> • Sample operational budget • Campaign example • Sample key performance indicators • Sample change control process

For further information about the business model toolkit
and to access the tools please visit:

<https://empowertoolkit.eu>