

Free Now- Main Stage 2021 Keynote Summary



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Eckart Diepenhorst is the Chief of People and Communications for FreeNow, Europe's leading mobility provider with 27 Million passengers and 236k drivers in 100 cities in 10 countries

On demand rules the world

Nowadays people expect everything from food to movies to be right in front of them on demand. The same can be said for mobility which is **actively changing the requirements of cities, their infrastructure and mobility in general**. The trend of **usage instead of possession** is gaining popularity and shared mobility is becoming more important as a result. This is providing a **more sustainable** and often **cheaper** way forward.

Sustainability and mobility

Transportation is responsible for around **27% of the EUs total CO2**. The people seem to be ready for a change though. More and more people use a bike or an E Bike to commute to work daily. On the corporate side the number of companies which offer alternatives to forward more sustainable transport is also increasing. Many now provide a **mobility budget instead of company cars**. This isn't just **more sustainable**, it is also **saving** the companies a lot of **money**. FreeNow offers companies the option to allocate funds per employee in their app. The employees can then **use this budget to choose their preferred form of transportation**. FreeNow is also working on going greener by **supporting their drivers transition to greener vehicles, increasing micro-mobility options, investing in more charge points and by planting 200000 trees every year**

The way we move is changing

To make traveling **faster and easier** FreeNow can **predict and help users avoid traffic jams and provide alternative modes of transport and routes**. Users can get into a taxi, take the scooter to bypass a traffic jam and then hop into another shared vehicle for example. Free Now is also working with the German government to combine weather information and mobility so users can take more **scenic routes** when the sun is shining or take a car or tram when it's raining.

Conclusion

Mobility helps shape smarter cities. It would be wrong to just put more cars on the road. But Free Now is working on and is **actively providing alternatives and building features to become more sustainable and offer more playful ways of transportation**.

Find out more about [Eckart Diepenhorst](#)