



**EU INNOVATE**

## WP 4 Case Study



**GreenRiders**  
A shared ride is a fun ride.



# Case Profile of GreenRiders (Bravioz Oy)

## Organizing ridesharing through company circles

### Economic Sustainability



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#### **Economic Value**

*While maintaining mobility flexible, ridesharing is one of the most efficient means to increase fuel efficiency...*

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### Social Sustainability



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#### **Social Value**

*... reduce traffic congestion and noise, make driving a more social and joyful activity...*

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### Ecological Sustainability



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#### **Ecological Value**

*... decrease environmental emissions. The average journey of a ride sharing commuter is 21 km, saving 3.38 kg of CO2 emissions per person and ride.*

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### User Entrepreneurship



>> Strong case <<