

UK NORDIC BALTIC SUMMIT: 19-20 JANUARY 2011

ESTONIA

ICELAND

LATVIA

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FINLAND

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THEME: Green Economy/Sustainable Business

GreenRiders a journey towards sustainable transportation.

Synopsis:

GreenRiders is online and mobile solution that provides an effective, trusted, and socially rewarding way for people to decrease the amount of carbon emissions created through personal transportation. Its the “missing link of public transportation”.

Presenter: Oskari Räisänen, GreenRiders

Short Biography:

Oskari Räisänen (born 1980 in Kuopio, Finland) is a Finnish entrepreneur. He is Founder and Managing Director of GreenRiders and Bravioz Oy. He attended Jyväskylä Polytechnic where he studied media design.



We recycle, save energy, save water, support corporations that have sustainable practices.





Can we do more?

An area that has not been much explored, and very few new ideas or new technologies have been created to solve the problems of...



Personal transportation

Much waste, and a lot of inefficiency:

-  Low utilization of private vehicles
-  Over 500 million cars, with average of 1.5 persons on board
-  High environmental and financial cost of traffic conjunctions
-  Personal transport creates over 1 000kg CO₂ / person each year









Case

Shirley and Mary are going cross-town Helsinki using GreenRiders.



GreenRiders is the missing link of public transportation, making it more flexible and more appealing to use.

-  Real-time route recommendations: you will always know the most time-saving and ecological way to go from point A to point B, including rideshares that complement public transportation
-  Trusted networks
-  Mobile clients
-  Open ecosystem
-  CO₂ tracking
-  Used by companies, cities & consumers



Mission

Become a global leader in tracking and reducing carbon emission created by personal and employee transportation.

