The purpose of the knowledge exchange is to facilitate knowledge sharing between Nordic public mobility actors and policy actors in the bay area. Also, the knowledge exchange in the bay area seeks to establish relations and understand the ongoing development among tech companies in Silicon Valley.
ONGOING DEVELOPMENT IN SILICON VALLEY in the field of transportation and mobility is, in many ways affecting our Nordic societies. An essential factor in this change is the strong position of global platforms and the high and global ambitions of actors from Silicon Valley in the field of mobility. This knowledge exchange will aim to bridge actors in the two regions by establishing the foundation for long term relations. In this way, a deeper understanding of these platforms can be created and serve as a basis for proactive strategies from public actors in the Nordics.

DURING THE TOUR, we will learn about future development in the mobility area, led by large platform companies in Silicon Valley. The trip will focus on data sharing and its consequences for public bodies in the Nordics. Further, we will explore how policy actors in the bay area are working with data sharing. However, all meetings and workshops are designed to be reciprocal. Therefore, Nordic solutions and opportunities in the present and near future will be presented and discussed. This way, we will create a foundation for future cooperation and dialogues between the two regions.
TARGET AUDIENCE
- Nordic national public transport bodies responsible for national data and ticketing solutions
- Cities and municipalities with responsibility for micro mobility
- Nordic national transport authorities and associations
- Nordic regional public transport authorities responsible for regional data and ticketing solutions

FINANCING
- Delegates cover costs for travel, accommodation, meals, and local transport.
- Program and coordination will be covered by Drive Sweden and the Swedish Innovation Agency.

PRACTICAL DETAILS
Travel suggestions
- Arrival to SFO, San Francisco International Airport: Sunday the 12th of January in the afternoon (e.g. the direct flight with SAS from CPH)
- Departure from SFO: Friday afternoon the 17th of January (e.g. the direct flight with SAS to CPH)

Accommodation suggestions
- Airbnb around Palo Alto, California

The Knowledge exchange tour will be Part of Nordic Future Mobility Summit organized by the Swedish Innovation Agency Vinnova, Stanford Research Link, Nordic Innovation House in Silicon Valley, The Swedish Embassy of Washington, Business Sweden, among others.

Estimated group size: 15 delegates from the Nordics.

APPLY THROUGH THIS LINK:
https://forms.gle/gURQLoWL881TysED7
TENTATIVE PROGRAM

**MONDAY 13TH**
Cities and Public transport authorities in California
- With actors such as: City of SF, City of LA and California Department of Transportation, New Mobility and MaaS

**TUESDAY 14TH**
Data sharing and mobility as a Service
- With actors such as Uber, Lyft, Lime & Remix, and NGOs such as Seamless Bay Area and SPUR

**WEDNESDAY 15TH**
Platform leaders in Silicon Valley
- With actors such as Google, Apple & Ford

**THURSDAY 16TH**
Nordic Future Mobility Summit, Headline event at Stanford
- Session “Sharing Data” @ Nordic Future Mobility Summit, Including:
  - Presentations of the ODIN-project
  - Nordic Open Journey Planner
  - The Nordic NeTEx profile and the possibilities with a harmonized data delivery for the Nordics. (Local actors from the region to be added)
- Film premiere “Life on Wheels”

**FRIDAY 17TH**
Nordic Future Mobility Summit