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Secret hackaway to develop the future of travel

Nobina Technology – the development company within the listed Nobina group – together with the events agency Confetti, Drive Sweden, Ericsson and TrafikLab, will arrange a hackaway for developers at a secret location. The theme is the future of travel and the winner will represent Sweden at the global hackathon during the Global Public Transport Summit in Montréal in May.

40 participants have been selected from among coders, designers and other creators to travel to a secret destination over the weekend of 27 – 29 January. During the weekend, they will have the chance to get to know each other and come up with ideas for the hackaway, which will then last 24 hours.

The theme for the hackaway is the future of travel within the fast-growing MaaS (Mobility-as-a-Service) sector. The result may comprise web solutions or equipment for everything ranging from travel planning and disruption information to payment methods and other matters connected to the subject.

“This is our first hackaway and it will be exciting to see what the participants will come up with during an intensive 24-hour period. It's natural to have travel and transportation of the future as a theme, since this is one of the fastest growing innovation areas at the moment,” says Anna Haeger, business developer at Nobina Technology.

“As one of the country’s strategic innovation programmes, at Drive Sweden we have a fantastic opportunity to be involved in changing the way we travel. Up to now, we’ve usually focused on traditional development projects, but mobility of the future is strongly linked to the requirements and expectations of the younger generation. Therefore, it’s going to be exciting to see which new perspectives come to the fore during this hackaway,” says Jan Hellåker, CEO of Drive Sweden.

The winner will be presented at Tech Meetup Stockholm, to be held on 6 February at the Hilton Hotel in Stockholm. The price consists of travel and accommodation to Montréal during 15 – 17 May 2017, to represent Sweden at the global hackathon during the Global Public Transport Summit organised by [UITP](#).

A hackathon is an event at which participants meet in order to program and be inspired by each other’s ability to write codes. And a hackaway is a hackathon where the participants travel to a secret destination.

The work is being carried out within the scope of the strategic innovation programme for Drive Sweden, a joint endeavour supported by Vinnova, Formas (The Swedish Research Council) and the Swedish Energy Agency.

Hashtags: **#TravelHackaway** and **#y4pthon**

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About Nobina Technology

Nobina Technology is an innovation company which, together with selected partners, develops services in order to simplify day-to-day travel. Nobina Technology links public transport and other means of transport together with new smart products such as equipment, systems and self-driving vehicles, so that people can move from door to door more quickly and easier, in an environmentally friendly manner. Nobina Technology was founded in 2016 and is a wholly-owned subsidiary within the listed Nobina Group (NOBINA). Read more on www.nobina.com/en/nobina-technology

About Nobina

Nobina is the largest and most experienced public bus transport service provider in the Nordic region. The Company's expertise in prospecting, tendering and active management of public bus transport contracts in combination with long-term delivery quality makes Nobina an industry leader in terms of profitability, development and initiatives that promote a healthier industry. Every day, Nobina ensures that more than one million people arrive at work, school or other activities by delivering contracted public bus transport services in Sweden, Norway, Finland and Denmark. In addition, Nobina offers express bus services under the Swebus brand in the Swedish market. The Company has sales in excess of SEK 8 billion (2015/16), approximately 10,000 employees, and is headquartered in Solna, Stockholm. For more information, see Nobina's website: www.nobina.com