

# imove

It's not a car. It's a lifestyle.



“ For our family imove is a perfect solution where we can get an electrical car we need just for the time we actually need it. The rest of the time we manage with cargo e-bikes, public transport and car clubs. Over the year we save a lot of money and also there is much less pollution. Whenever we need a car for a shorter period we know imove has a car for us according to the need at that time with very good service. It really is hassle-free. ”

Kristian F. L. Amlie

## About imove

imove is a Nordic Mobility Company that provides electric car subscription services and Platform as a Service (PaaS) solutions. imove was founded in 2018 and is the only global car subscription as a service company from the Nordics with +1200 vehicles. In addition to their own imove branded service, the company is also live with a white-label PaaS, making their technology available for other companies to lease.

[imove.no](https://imove.no)

## Key information

Founded: 2018

CEO: Hans Kristian Aas

HQ: Bergen, Norway

Impact theme: Energy & resource efficiency

Industry: Mobility

## Impact potential

4/5 | Impact-aligned

## SDG targets contribution



## Net impact score

+43 % | +56 %<sup>1</sup>

1. Applying Norselab custom value set mapped to SDGs

## Sustainability challenges

### Increasing GHG emissions

Transport is one of the fastest-growing sources of emissions globally, having increased by 71% since 1990 and accounting for over 16% of global greenhouse gas emissions. Transport emissions are primarily driven by road transports, distributed between passenger road vehicles and road freights. Without aggressive and sustained mitigation efforts, transport emissions could increase significantly.

### Energy security

Transport relies heavily on fossil fuels, more than any other sector. Energy security is, therefore, a great concern in the current market environment.

## Theory of change

Car subscriptions are expected to represent the future of vehicle ownership in the automotive industry. imove's mobility services contribute to accelerating the shift from internal combustion engine (ICE) vehicles towards electric vehicles (EV). The company enables players across industries such as automotive, finance, insurance, electricity and telecom to use their white-label technology to offer car subscriptions as an alternative to car ownership or leasing. According to the International Resource Panel (IRP), a more intensive use of cars through car sharing may be the most important strategy to reduce life-cycle carbon emissions besides downsizing vehicles.



Target 11.2



Target 12.2



Target 13.2

990

Electric car users

From 2022 onwards

CO<sub>2</sub>-eq emissions  
reduction