

Enabling the scaling up of car subscription services.

Casi, previously imove, was founded in 2018 and currently provides a Platform-as-a-Service (PaaS) enabling Original Equipment Manufacturers (such as Hyundai), car dealers and car rental providers to offer car subscription services with a smooth end-customer experience. Casi's clients are located in various European markets.

casi.auto

Net impact value creation in 2023 (USD)¹

\$ 0.14 M

Impact potential

4/5 – Impact-aligned

The problem

Vehicle production is resource-intensive and associated with unsustainable sourcing practices. The automotive industry is still marked by the significant production of waste at the end-of-life stage, sometimes exported to other regions. Owning one's own vehicle is still highly valued around the world, as it is associated with flexibility and privacy.

The change we need

Mobility-as-a-service business models are shaping the future of sustainable mobility. They promote the maximization of existing products utilization, extension of vehicle lifetime and increased control over end-of-life. They also reduce the barriers to the adoption of electric vehicles, contributing to cut emissions associated with private transportation.



¹ Using data from the Upright Project and applying Norselab's custom value mapped to the SDGs. Read more about this metric on page 21. Norselab owns 6% of the company and has therefore contributed to 6% of this impact value creation.

Casi's impact metrics

26,000 cars NEW METRIC

26,000 cars are live on Casi's subscription platform.

5 NEW METRIC

Customers that are Original Equipment Manufacturers.

9% NEW METRIC

Share of Electric Vehicles in the total fleet, equivalent to 2,300 vehicles.

Casi's impact contribution



Responsible consumption and production

Target 12.5

Through its Platform-as-a-service solution, Casi increases the use rate and lifetime of existing cars, and promotes the conversion to Electric vehicles

It also enables Original Equipment Manufacturers to retain vehicle ownership and thus have control over end-of-life.