



Position Paper: Get to know us and some of our views!

A. Introduction:

Mobility Hub Partners (»MHP«) is a young Stockholm-based company. We are a developer of infrastructure and real estate solutions focusing exclusively on Off-Street Mobility Hubs (»OSMH«). We call our promise, and our overall solution, to the market: OSMH by MHP™. This is a new type of strategic urban infrastructure at a time when cities and Municipalities across Europe urgently need new innovative solutions to escalating problems. More about these problems and challenges later.

This market promise, OSMH by MHP™, is reflected in our Purpose, Vision, Mission, Value Proposition, Role and Function, and Values. As designed, lived and delivered by the MHP Co-Founder Team as well as the extended Team of Senior Advisors, Associate Partners, and Strategic Partners.

Purpose:

»Empower a better tomorrow through innovative, sustainable solutions that uplift urban communities and inspire urban progress.«

Vision:

»Your go-to partner for Mobility Hubs!«

Mission:

»Help Municipalities and Real Estate Owners create more sustainable, liveable and attractive neighbourhoods. Our main contribution is the Off-Street Mobility Hub.«. We aim to have offered this solution to 1,194 towns (x>50,000 population) in Europe by the end of 2027. Of course, we also support smaller Municipalities.

Value Proposition:

MHP offers its clients a beginning-to-end solution from initial idea and concept to full delivery, incl. operation, asset management, and continuous improvement. We accomplish this through a systematic and proven project delivery process executed by a team of experts under the MHP brand and umbrella.

Role and Function:

MHP is an infrastructure and real estate developer committed to our mission by leveraging best-in-class internal and external expertise and resources. We can serve as either a Service Developer or a Trader-/Owner Developer.

Values:

Everything we do at MHP is also guided by our values and operating principles: (1) **Dependability:** we always focus on building trust with clients and partners, (2) **Ambition:** we always target world-class performance and value, (3) **Innovation:** we always strive for »better«, (4) **Co-creation:** we always work closely in collaboration.

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For more information, including on our Founder Team, please visit our website at www.mobilityhub-partners.com.

At this phase, MHP is focusing on two key customers (Municipalities and Real Estate Owners) in Sweden and Germany as well as collaboration partners in the same markets. We have identified 20 stakeholder groups with whom we are looking to develop win-win partnerships in the short-, medium-, and long-term. Please see our Website/Focus.

B. Market Problems and Challenges:

So far in our work, we have focused on Municipalities and their specific problem and challenges. Again, as we don't know everything ourselves and look to co-create positive outcomes with both partners and collaborators, we would like to invite »the Market« to develop a specific problem set for MHP to work on and further refine our existing solutions. Soon, we will also seek to do the same for Real Estate Developers and other key stakeholder groups (e.g., architects, urban planners, transportation and mobility planners, etc.). Now, we would like to share with you the top problems and challenges that we have identified as facing European Municipalities today and would appreciate your feedback on these, as well as adding additional problems and challenges you see. As MHP, we are looking to build a »Problem Register« - a continuously updated database of stakeholder needs that will guide our solution design. We hope you will contribute!

The following table summarizes the current focus problems facing European Municipalities:

Municipalities: Key Pain Points	
01. Urban transport emissions and climate targets.	06. Unsustainable private car dependency.
02. Traffic congestion and parking pressure.	07. Inefficient mobility infrastructure investment.
03. Poor land use and urban space inefficiency.	08. Challenges in mobility equity and accessibility.
04. Lack of multimodal integration.	09. Fragmented urban mobility planning.
05. Lack of community-centric infrastructure.	10. Public and private sector misalignment.

Below, we expand on these, also offering initial reflections on potential solutions through the OSMH.

01. Urban transport emissions and climate targets

Transportation is the most significant contributor to greenhouse gas emissions in urban environments, accounting for over 25% of all GHG emissions in the EU. Most of this comes from private passenger vehicles. European and national policy targets – such as net-zero emissions by 2050 and the 2030 climate-neutral cities initiative – require systemic changes in urban mobility. OSMHs consolidate and scale shared, electric, and public transportation, helping municipalities achieve measurable carbon reductions. These OSMHs support the goals outlined in Sustainable Urban Mobility Plans (SUMPs) and align directly with EU funding priorities such as the Green Deal and TEN-T framework.

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02. Traffic congestion and parking pressure

Urban areas are experiencing worsening congestion due to high vehicle ownership and limited street capacity. Compounding the issue is excessive parking demands, which consumes prime real estate and impede mobility. OSMHs reduce traffic volume by encouraging car sharing, public transit use, and micro-mobility options – all from a centralized location. These OSMHs reduce peak-hour traffic loads and free up curb space for active mobility or pedestrian zones, increasing flow and safety.

03. Poor land use and urban space inefficiency

Urban environments allocate up to 40% of land to roads and parking infrastructure. This is inefficient and limits opportunities for green space, affordable housing, or community amenities, while reinforcing car dependency. OSMHs provide a transformative alternative by reclaiming space, reducing the demand for dispersed parking and integrating mobility into vertical, multi-functional buildings. By concentrating services, these OSMHs free up valuable real estate for sustainable development, aligning with the principles of the “15-minute city” and smart urban densification strategies.

04. Lack of multimodal integration

Commuters often face friction when transferring between mobility modes due to a lack of physical and digital integration. OSMHs mitigate this by providing seamless multimodal experiences – connecting buses, trains, bikes, scooters, shared EVs, and pedestrian infrastructure – within a single, intuitive facility. Integrated ticketing systems, wayfinding, and real-time digital interfaces further enhance accessibility and convenience. This consolidated model supports modal shift and reduces trip complexity. In essence, OSMHs respond to the pressing need for connected, user-centric mobility systems by enabling seamless transitions across modes and improving urban mobility experiences.

05. Lack of community-centric infrastructure

Urban infrastructure has historically been car-centric, neglecting social and communal functions. OSMHs double as social anchors, housing services such as parcel lockers, cafés, local retail, coworking areas, and even public art or green spaces. This multifunctional approach attracts footfall, builds community engagement, and supports the everyday needs of residents and workers – especially in underserved areas. It also increases project viability through diversified revenue streams.

06. Unsustainable private car dependency

Private vehicles are parked 96% of the time, yet consume enormous urban resources – land, emissions, and costs. Despite declining car ownership trends among younger demographics, car dependency remains structurally embedded. OSMHs reduce dependency by making shared and electric mobility not just available, but attractive, safe, and convenient. This helps shift cities from a car-centric to a mobility-centric model.

07. Inefficient mobility infrastructure investment

Traditional parking garages and mobility infrastructure often underperform – both financially and functionally. They are one-dimensional, frequently using static design, and risk becoming obsolete. In contrast, OSMHs are multi-use, revenue-generating assets that integrate with public transit and serve broader neighbourhood functions. Their modular design supports adaptability, ensuring long-term lifespan. Public-Private Partnerships (PPPs) and diversified income (from retail, logistics, and service layers) enhance investment ROI and project feasibility. These OSMHs deliver superior infrastructure value by combining adaptability, community integration, and financial resilience to meet mobility, neighbourhood and urban development objectives.

08. Challenges in mobility equity and accessibility

Many current mobility solutions inadequately serve elderly users, persons with disabilities, or residents of lower-income neighbourhoods – particularly those in transit-scarce areas. OSMHs are designed with universal accessibility principles and can be placed in transit deserts or areas lacking robust infrastructure. By providing accessible access, integrating multiple transportation options and public amenities, OSMHs reduce mobility inequality and foster inclusion – essential for cities committed to equitable access to opportunities and services. OSMHs represent a strategic investment in social cohesion and mobility justice.

09. Fragmented urban mobility planning

Urban development and transport planning are often siloed, leading to fragmented mobility solutions and inconsistent user experiences. OSMHs can serve as keystone infrastructure in city-wide mobility strategies. When aligned with SUMP and land-use frameworks, they enable cities to standardize development processes, replicate best practices, and achieve scalable impact. They also promote policy coherence between municipal departments and stakeholders.

10. Public and private sector misalignment

Traditional infrastructure development often suffers from a disconnect between public goals and private sector expectations and execution. OSMHs are built for collaboration, using Public-Private Partnerships (PPPs) to align incentives and risk-sharing. Municipalities can set social and environmental goals, while private developers and commercial partners bring speed, innovation, and capital. These OSMHs can also be structured as compelling, bankable investment products with predictable revenue models – helping to bridge the funding gap. The synergy between public policy goals and private sector efficiency helps unlock co-financed, coordinated urban mobility infrastructure. This alignment fosters sustainable investment models where public stakeholders define impact ambitions and private actors bring delivery performance – catalysing resilient, inclusive and commercially viable mobility infrastructure solutions.

C. Call-to-Action:

Now, when we have shared our initial views on prevailing problems and challenges facing European Municipalities in terms of sustainable urban mobility, we were hoping that **YOU** would be willing and interested in engaging with us to help discuss and expand on this initial problem set. Then, help shape positive outcomes and solutions. We look forward to your call!

In terms of helping shape positive outcomes and solutions, MHP is currently focusing on implementing initial pilot projects for our three OSMH products:

01- Portfolio Analysis (pre-study)

Identifies the best OSMH opportunities across a city or municipality by analysing mobility demand, land use, climate objectives, suitable locations, and other key factors in a pre-study analysis report. This document then becomes the foundation for prioritizing individual projects.

02- Single-Unit Analysis (pre-study)

Evaluates the concept and feasibility of an individual OSMH site, including technical design, financial modelling, funding, planning and integration potential in a pre-study analysis report. This document then serves as the basis for pursuing a specific implementation project; or deciding not to move forward.

03- Full Project Delivery

Focus on:

Design and engineering: Applying MHP's standardized blueprint, tailored to the local context while leveraging modular efficiencies.

Financing structuring: Aligning Public-Private Partnership (PPP) frameworks, institutional capital, and EU funding instruments.

Construction management: Partnering with established contractors to ensure projects are completed on time and within budget.

Operation and Asset Management:

- Ongoing operational support, monitoring, and optimisation of OSMH assets.
- Lifecycle asset management, ensuring performance, compliance, and continuous improvement.

Would you like to discuss current problems and challenges facing European Municipalities in terms of infrastructure and real estate solutions to help secure sustainable urban mobility? Either as a potential client or collaboration partner? **Please get in touch with us!**

Would you be interested in talking to us about a specific product and solution that can help us move closer to a better future? **Learn more on our website and contact us!**

Sincerely,

Victor, Oliver, Tony & Niklas

Co-Founder Team at Mobility Hub Partners

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