



Insero Horsens Letter of interest

On behalf of Insero Horsens, I would like to express our interest in the combined international initiatives of GreenDriveThinking ApS and Kontineo A/S on global traffic reduction.

GreenDriveThinking is committed to traffic reduction activities with a focus on addressing the behavioral changes needed to create new and sustainable driving patterns and behavior. Numerous projects and initiatives address different age groups thus working not only with short-term traffic issues, but creating a foundation for long-term solutions.

GreenDriveThinking's projects have a broad application area from primary schools (Schoolbook project) to workplaces (the Driving Habits Ambassador Course) and leisure activity locations (Sports Club project). Whilst the focus is on current issues, these projects have a futuristic scope targeting proposals for future infrastructure that would support sustainable driving. The foundation of all the projects is the TRI Library – a database that accumulates all the knowledge that GreenDriveThinking has gathered both internationally and nationally.

Kontineo A/S projects include a GreenDrive App/Global GreenDrive Portal project and intelligent route-planning software for business driving. These are strong supplements to the success of the GreenDriveThinking behavioral change projects, but the approach also forms a strong fundament for both software development, distribution of software Apps addressing smart mobility and its wider adoption.

We see possible synergies between GreenDriveThinking/Kontineo and Insero,. Specific co-operation opportunities have been identified within national and EU and other international project programmes in the areas of smart mobility, software development and user involvement.

Insero collaborates with innovative companies with the objective of creating jobs and generating business and growth in the Horsens-Vejle area. We invest in new and/or established enterprises, innovative projects and research within the fields of energy and ICT. Supported by the fact, that ProInfo A/S in 2014 created new jobs in Horsens to support their efforts in sales and support of Kontineo software, Insero Horsens can confirm a positive intent to further investigate areas of collaboration with GreenDriveThinking/Kontineo A/S.

Sincerely,

Karsten Lumbye
Head of Innovation at Insero Horsens

Signature

