



A country-wide on-demand service reducing congestion and pollution.

# Cool

PARTNER

Debono Group

LOCATION

Malta

LAUNCH

July 2019

USE CASE

Provide convenient and affordable shared transportation for commuting and general use.

GOAL

Reduce the use of private vehicles, congestion, and emissions.



## Overview

Being a small island in the Mediterranean doesn't mean Malta has escaped the congestion issues big cities face. Malta is among the most congested countries in Europe, with one of the highest rates of cars per capita, according to European Union Statistics – this has also resulted in insufficient parking infrastructure. The country has a public bus network that is highly underutilized and an offering of ridehail services that are too expensive for residents to use on an everyday basis.

**1.3+**  
**MILLION**

VEHICLE KM SAVED AS A RESULT OF SHARED TRIPS

**340+**  
**THOUSAND**

FEWER KG OF CO2 EMISSIONS

“The 24/7 service offers both shared and private rides, setting itself apart from the variety of other ride-hailing options thanks to its price, focus on quality of service, and specific positioning as a sustainable alternative.”

— Laura Jasenaite,  
Cool’s CEO

“I welcome this initiative as one of the sustainable transportation options, which will contribute to reducing traffic on roads.”

— Dr. Ian Borg,  
Minister of Transport

## Solution

Always focused on innovation, the Debono Group partnered with Via to launch an on-demand shared service that could encourage residents to drop their private vehicles. Cool launched in summer of 2019 in a restricted area in Malta during certain hours of the day, focused mainly on frequent commuters. Amid the COVID-19 pandemic, the Debono Group and Via adapted the service in just two days to cover the entire country, providing service 24/7, introducing new safety measures such as acrylic dividers between seats, and enabling essential grocery deliveries following safety and social distancing protocols.

In an effort to continue encouraging shared rides, Cool partnered with more than 20 businesses to offer rides to their employees through the Via for Business platform – a third party booking solution that provides an affordable and convenient alternative to commuting by private car.

	SERVICE ZONE	300 SQUARE KM
	FLEET SIZE	47 VEHICLES
	HOURS OF SERVICE	24/7
	RIDERS	COMMUTERS, RESIDENTS, SENIORS, CHILDREN

## Results

Cool has been thriving from the start. The quality of service and pricing have played a key role in its success since more than 20% of riders are commuters who travel with Cool frequently. Prior to COVID-19, more than 4,000 riders used the service five times a week. Additionally, around 40% of rides are shared, which has helped Cool in its effort to reduce congestion and emissions with 1.3 million fewer vehicle kilometers driven and 340,000 kilograms of CO2 saved since launch.