



SEED Initiative

supporting entrepreneurs for sustainable development

Founding Partners



LOW CARBON WINNER 2013

Dichung.vn is an online platform that helps reduce traffic jams and environmental pollution in urban areas of Vietnam. An easy-to-use website and application connect users so they can share empty seats on various types of vehicles and so reduce carbon emissions.



Dichung.vn, Vietnam

BUSINESS MODEL

Dichung.vn is a niche social network combined with an e-commerce marketplace. It connects people who need a ride with others who want to share or sell free seats in their vehicles. The goal of the free C2C platform is to create a ride-sharing culture in Vietnam.

Dichung.vn acts as a middleman, bringing users together and overcoming barriers to sharing vehicles. It also works with a transport company to provide standardised ride-sharing services (taxi-sharing, van pools) via a B2C platform.

ENTERPRISE FAST FACTS

Location	Hanoi
Year founded	2012
Sector	ICT
Product/Service	Online platform for ride-sharing

CONTACT

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Social impacts:

- Offering a cheaper, greener transport option for low-income communities and people with disabilities.
- Helping connect people concerned about environmental problems and educate them on climate change.
- Promoting social trust, positive social interaction and quality of life by reducing stress and air pollution.

Environmental impacts:

- Saving over two million litres of gasoline per year within three years.
- Preventing 6.6 million tons of CO₂ emissions per year and so helping to mitigate climate change.
- Improving air quality in big cities.

Economic impacts:

- Reducing travel costs for users so they can spend their money elsewhere.
- Supporting the development of modern technologies and payment systems for sustainable solutions.
- Saving time for urban residents and increasing social productivity by reducing traffic jams.

” After four months of operation, the enterprise already has 5,000 active users who have posted 60,000 ride-sharing opportunities, thereby saving more than 3,000 kilometres of rides.

Scaling up activities:

- Enhance the online platform, add a mobile application and create a brand for the whole system (target: 500,000 users in the next three years).
- Run a marketing campaign aimed at groups such as students, office workers and green travel communities and manage a volunteer team providing ride-sharing for people with disabilities.
- Establish a partnership with a major university and a large corporation to build a private ride-sharing network for their staff.
- Establish a strategic partnership with Airport Taxi, a large transport company, to provide taxi-sharing and minibus services between the city centre and Noi Bai airport by the end of 2013; expand services to other airports and add van-pool services by the end of 2014.



” The enterprise’s mission is to establish ride-sharing as a new transport culture in Vietnam and present it as a great way to reduce traffic jams and tackle the huge problem of city smogs.



Partnership

• **Di Chung Joint Stock Company** founded the enterprise and manages its operations and future development in Vietnam.

• **Centre for Social Initiatives Promotion (CSIP)** provided start-up funding for the enterprise and continues to support it through business consulting, networking and capacity-building.

• **Habataku** is an international NGO that provides business support to the enterprise.



Federal Ministry for the Environment, Nature Conservation and Nuclear Safety

The 2013 SEED Low Carbon Awards are supported by the International Climate Initiative (ICI) of the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU).

About the SEED Initiative

The SEED Initiative identifies and supports promising small scale social and environmental entrepreneurs around the globe, entrepreneurs who while working towards a greener economy also tackle poverty, marginalisation and social exclusion. SEED provides these entrepreneurs with know-how and networks, taking the lessons learnt at local level up to decision-makers to promote evidence-based policy making. For more information please write to info@seedinit.org or visit:

www.seedinit.org

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