



# STARS

Shared mobility opportunities And  
challenges for European cities

Freie  
Hansestadt  
Bremen



UNIVERSITY OF  
GOTHENBURG

bcS  
Hansestadt CarSharing

Invitation

## Car sharing expert workshop

**“The impact of car sharing on mobility behaviour and  
the determinants of behavioural change towards car sharing”**

**Bremen, 24 January 2019**



What impacts do different kinds of car sharing have on mobility patterns?  
Is there a change of mobility patterns if households join car sharing?  
What kind of customers do we find in various forms of car sharing?  
What are mobility preferences?

A survey among the users of free-floating, roundtrip, peer-to-peer car sharing and combined offers brings interesting insights for cities, public transport, mobility operators.



This project has received funding from the European Union's Horizon 2020 Programme under Grant Agreement No 769513

The Horizon 2020 project STARS is happy to invite you to an **expert workshop** and a **site visit** on **Thursday, 24 January 2019 in the City of Bremen, Germany**. The workshop - addressing researchers, policy makers, car sharing operators and transport experts - will inform about the recent STARS research on car sharing:

- A comparative study in Germany shows, that the impact of car sharing on car ownership and mobility behaviour differs strongly between car sharing variants (e.g. free-floating, roundtrip, peer-to-peer). These differences are related to user attitudes and certain operational features of the variants. To increase the impact of some variants, a systematic integration might be needed.
- A study in Italy, Sweden and Germany investigates personal attitudes towards cars and sustainability and identifies a range of different mobility-styles with different affinity towards car sharing. The study shows what attitudes trigger conversion to car sharing and multimodal mobility.
- Different car sharing variants can be attractive to different people. Car sharing users profiles based on socioeconomic characteristics and mobility styles have been derived for different countries (Germany, Italy and Sweden) and compared to profiles of people that do not use the service to understand which car sharing schemes are more attractive to them.

## **Site-visit:**



Car sharing stations in Bremen (mobil.punkt/mobil.punktchen)

For many years, the city of Bremen is successfully promoting car sharing as an alternative to car ownership. Bremen's network of on-street car sharing stations - so called "mobil.punkte" (mobile points) – is extensive and famous across Europe. The city will organize a tour to show the practical integration of car sharing into the urban mobility system. The site visit will take place on 24 January before the workshop and start at 10:30.

**Workshop-Venue:** InterCityHotel Bremen, Bahnhofplatz 17-18

**Meeting point for site visit:** Foyer InterCityHotel Bremen



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## How to register

Please send an e-mail to [info@carsharing.de](mailto:info@carsharing.de) with name, function / organisation and a phone contact.

Please indicate in your registration e-mail whether you

- want to join the site visit (10:30)
- want to attend Lunch (12:15)
- have some dietary or other special needs.

The meeting room is accessible by wheel-chair.

**Please note:** The number of participants to this event is limited. Please register by Friday 18<sup>th</sup> January. There is no extra participation fee for the workshop.

## Travel information:

### **How to get to Bremen?**

Bremen airport has direct daily connections to hubs like Frankfurt, Munich, Stuttgart, Amsterdam and Paris. Additionally there are other airlines like Ryanair, Wizz-Air, and Germania – connecting further airports.

Especially nearby Hamburg airport offers some more direct connections. It takes less than two hours to get from Hamburg airport by train to Bremen main station.

### **Tram it to the city centre from the airport!**

If you are arriving in Bremen via Bremen airport, take the tram to the city centre and main station. It's easy! The tram line N° 6 stops directly in front of the airport and is a hassle-free transfer to where you need to go. You can purchase tickets at the Information Desk in the airport or the ticket terminal at the tram stop (sorry, no credit cards). The standard tariff is 2.85 €. Then just hop on the tram in the direction of the "Universität" and you will be at the main station in 15 minutes. The applies of course for your return trip. It is a short tram ride to the airport and handling in the small airport is quick.

### **Hotel recommendation:**

Have a look at the usual reservation platforms. Just take a hotel in the inner city – then all venues are in walking distance.

For transport people, we recommend the **Intercity hotel** where our workshop takes place and directly located beside the main station /tram stop 'Hauptbahnhof' of tram line n°6.

With your room key you will get a ticket for free public transport in Bremen for the duration of your stay.



## Agenda:

10:30	<b>Site visit organized by the city of Bremen</b>
12:15	<b>Small Lunch at Venue</b>
<b>Workshop</b>	
13:00	<b>Welcome: The city of Bremen and its car sharing policy</b> Michael Glotz-Richter, City of Bremen
13:20	<b>The STARS project</b> Gunnar Nehrke, BUNDESVERBAND CARSHARING e.V., Germany
13:30	<b>Mobility behavior and attitudes of car sharing user groups in different car sharing variants</b> Gunnar Nehrke, BUNDESVERBAND CARSHARING e.V., Germany
14:00	<b>Coffee break</b>
14:15	<b>Underlying factors of the behaviour change towards sharing mobility</b> Cecilia J. Bergstad, GÖTEBORGS UNIVERSITET, Sweden
14:45	<b>How car sharing variants have different impacts on different traveller groups</b> Andrea Chicco, POLITECNICO DI TORINO, Italy
15:15	<b>Coffee break</b>
15:45	<b>Workshop</b> <ul style="list-style-type: none"><li>• Recommendations and open questions for further research in the STARS project</li><li>• Learnings for operators: How to enhance demand for car sharing?</li><li>• Learnings for regulatory actions of cities: How to promote car sharing according to policy goals?</li></ul>
16:45	<b>Feedback</b>
17:00	<b>End of workshop</b>

## **Information about the STARS-Project**

Launched in October 2017 and standing for “Shared mobility opporTunities And challenges foR European cities”, STARS aims to explore the diffusion of car sharing in Europe, its connections with technological and social innovations, as well as its impact on other transport modes (private car, bike, walk, taxi, public transport, ...).

A focus of STARS is to explore the dynamics of individual preferences, behaviours and lifestyles influencing the use and non-use of car sharing.

STARS will aim at designing a policy toolkit to provide European mobility stakeholders and policymakers with a support tool based on the results stemming from STARS. It will include guidelines and recommendations to help them make the right decisions and develop the best strategies for environment-friendly and cost-effective car sharing services in European cities.

**Website: <http://stars-h2020.eu>**



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### **The Project consortium**

- POLITECNICO DI TORINO, Italy
- GÖTEBORGS UNIVERSITET, Sweden,
- CARDIFF UNIVERSITY, United Kingdom
- FREIE HANSESTADT BREMEN, Germany
- AUTODELEN.NET, Belgium
- BUNDESVERBAND CARSHARING e.V., Germany
- GM GLOBAL PROPULSION SYSTEMS - TORINO SRL, Italy
- LGI CONSULTING SARL, France,
- ICLEI EUROPEAN SECRETARIAT GMBH, Germany

### **Project duration**

October 2017 – March 2020



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