

Promoting Shared Mobility Innovations in Rural Areas

Shared mobility The Rosseta stone for rural areas!



Jeffrey Matthijs/ 20/04/2018

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Mission statement:
to maximize the ecological, social and
economic benefits from car sharing trough

- Combining and defending the interests of all car sharing providers and private car sharing groups
- To represent it in front of (local) Governments
- The development of the general concept of car sharing
- Innovation and pilot projects

Carsharing: only in big cities



Roundtrip
Station -
based

Oneway
Pool stations



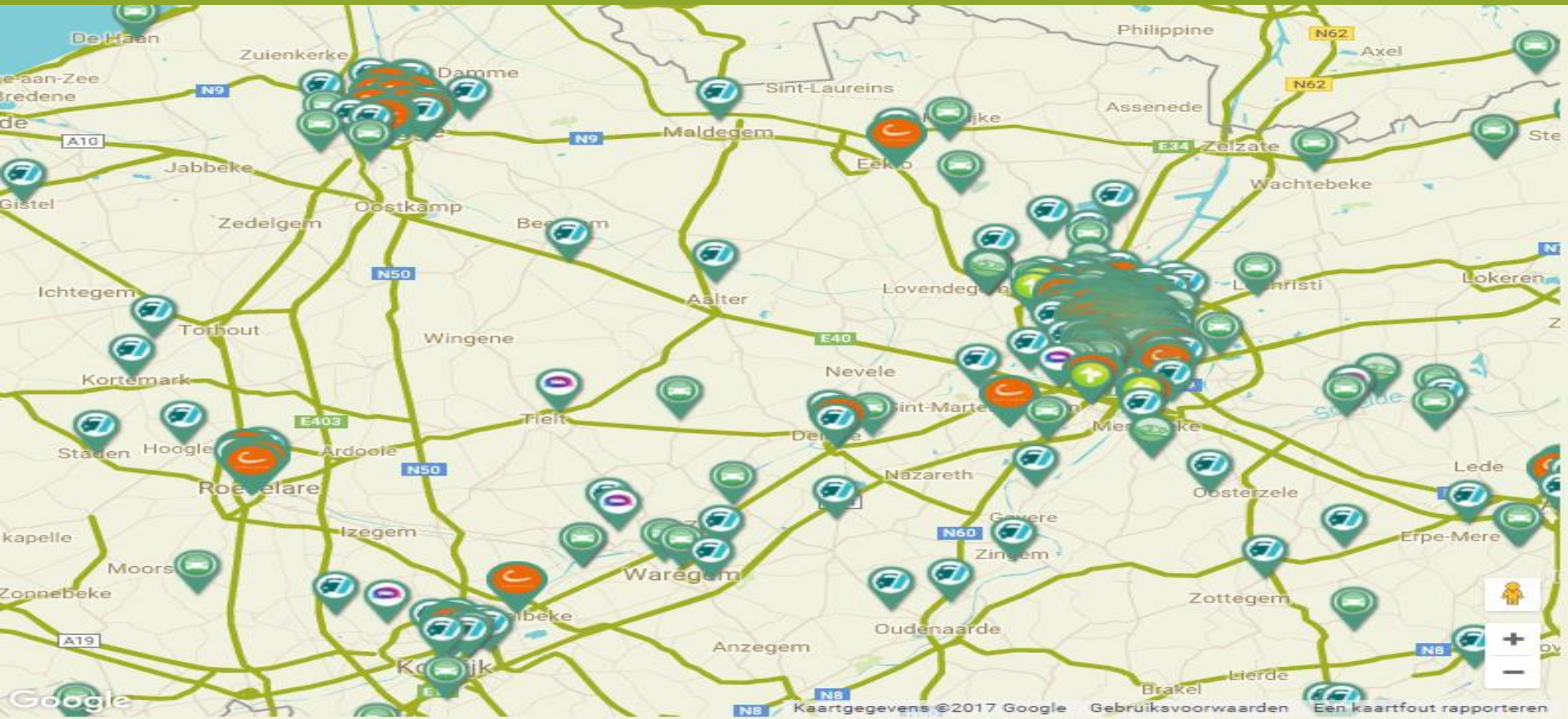
U B E E Q O

Roundtrip
Homezone -
based

Oneway
operational
area



Carsharing: only in big cities?



=> Carsharing amongst neighbours
=> P2P carsharing

Costbased versus P2P



Among neighbors

- Costbased
- Long time contract
- Tailor made

P2P carsharing

- Market price
- Contract / transaction
- Platform makes rules





Bilzen



Schoten



De Panne



Diksmuide



Wevelgem



Roeselare



Bornem



Neerpelt



Duffel





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Care organisation

Partago

Local government



AVIRA: Wheel chair friendly carsharing

- ⇒ Partnership care center
- ⇒ 15 projects
- ⇒ The ideal match!



Neighbours and
employees
=> use + volunteer



Volunteer taxis: the less mobile service

3.000 drivers

- ▽ Mainly retired
- ▽ Spare time as idling capacity
- ▽ They love driving (and escaping from home ;-))
- ▽ Have an own car



Volunteer taxis: the less mobile service

37.000 members

▽ Average age: 80

▽ Not disabled

▽ Often socially isolated

▽ Wage < 2x minimum wage



Volunteer taxis: the less mobile service

225 local points

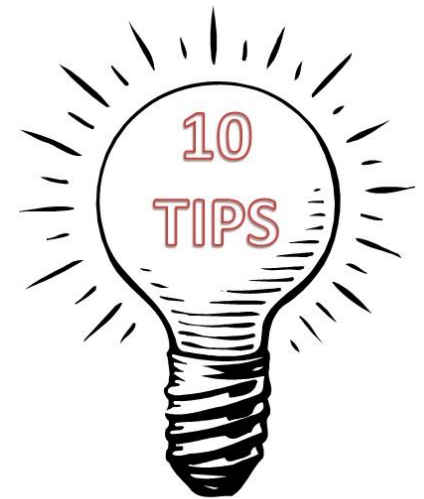
- ▽ Dispatching
- ▽ Promotion: balance between offer and demand
- ▽ Face-to-face intake
- ▽ Municipalities, health care, ...



“Our main concern is to reward our voluntary drivers”

How to make carsharing work in smaller towns?

1. Key player: Local authority
2. Plan it!
3. Start with sharing own fleet
4. Promote car sharing in general
5. Permanent promotion on every level
6. Don't focus on the first car
7. Cooperate! Find the right partners
8. Be creative!
9. Be patient!



Thank you!

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A photograph of a lunar rover on the moon's surface. An astronaut in a white spacesuit is standing next to the rover, which has a large antenna and various instruments. The background shows the dark, cratered lunar landscape under a bright sky.

We can Take it to the moon!