

# How to make Shared Mobility Rock

# Webinar 9: Defining Shared Mobility Policies

**February 11<sup>th</sup>, 2022** 



European Regional Development Fund EUROPE

## You're listening to...

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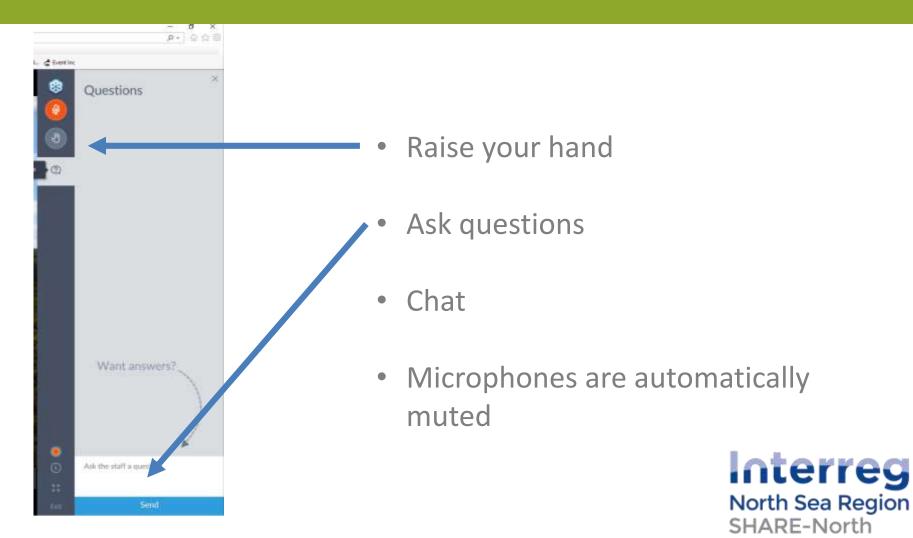
## Arne Stoffels, Mpact (BE) Project Manager Shared & Connected Mobility



## The Project...



## **Audience Functions**





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# www.sharenorth.eu/the-guide

The Guide...

A PLANNER'S GUÌDE TO THE SHARED NOBILITY GALANY

Interreg

SHARED MARHIT

SHARE North Academy





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## POLL



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## **10 Golden Rules**



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## 10 Golden Rules of Shared Mobility

Shared mobility is a means to decrease car dependency, to reduce greenhouse gas emissions and to increase the quality of life. Chapter 2

2 Shared mobility fosters a shift away from car use and car ownership to multimodality. It enhances the use of zero emission transport modes like walking, cycling and Chapter 3

8 Shared mobility allows for densification of urban areas, while liberating urban space from parked cars and strengthening value of urban green areas, thus increasing the resilience and biodiversity of cities. Chapter 4.2

Some shared mobility modes develop slowly and have a strong positive impact on reducing car ownership and greenhouse gas emissions. Other modes develop rapidly, fostered by multinational corporations with investment power and have a more doubtful impact on reducing car ownership and greenhouse gas emissions. The latter modes have a strong appeal to people and get many people on board of shared mobility. Chapter 8

The more modes of shared mobility that come to exist in an area, the bigger the synergy effects and the highest chance that it provides a more attractive transport alternative to people than the privately-owned car. Chapter 6.2

Shared mobility works best in dense areas with governmental support and policies that support the various modes. Chapters 8 & g

In less dense areas, more guidance is needed to make shared mobility blossom. Multinational corporations are not interested in these areas. The main drivers are local cooperation and synergies with the Chapters 8 & g

Without proper policy frameworks, shared mobility cannot rock. Local governments have to create the essential conditions, while tackling negative aspects in a pro-Chapter g

## Physical integration with mobihubs is essential to make shared mobility visible. Digital integration with MaaS helps to make shared mobility connective and gives it a strong appeal. Chapter 6.3 & 6.4

🔨 Car ownership is rooted deep in our society. It takes time and effort to raise awareness about new forms of transport Shared mobility needs clever, consistent communication and marketing over a long Chapter 7

## #8:

Without proper policy frameworks, shared mobility cannot rock. Local governments have to create the essential conditions [for shared mobility], while tackling negative aspects in a proactive way.





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# Transport Policies for Growing Shared Mobility

Antonia Roberts, CoMoUK





European Regional Development Fund EUROP



# Introduction to the European Shared Mobility Accelerator

Arne Stoffels, Mpact (BE)





European Regional Development Fund EUROP



## Policy Examples in "The Guide"



## Green Deal on Carsharing in The Netherlands

LOCATION The Netherlands

IMPLEMENTING BODIES ShareNL (first term) Advier Mobiliseert (second term)

SUPPORTING ORGANISATION(S) & INVOLVED STAKEHOLDER(S)

42 participants, including the Ministry for Infrastructure and Water Management

## DESCRIPTION

The Green Deal on Carsharing is a three-year scheme that aims to fasten the uptake of carsharing in the Netherlands. The Green Deal is the result of the demand for more carsharing, which has been stated in the National Energy Agreement. The goal is to strengthen the cooperation between the organisations that have signed this Green Deal. The Green Deal is a bottom-up organisation in which the government acts as a Seculitator.

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Initially, the aim was to have 100,000 shared cars in 2018. Though the main goal hasn't been reached yet, many sub-goals have been realised. - Carsharing is on the agenda of policy makers; - Improved cooperation between cities and operators;

- Influencing general opinion with articles in newspapers and in magazines of relevant
- sector, like automotive industry, traffic engineers, energy sector etc.; - National website on carsharing: www.autodelen.info;
- National website on carsharing: www.autodelen.info;
  Supporting municipalities to develop a vision on carsharing;
- Supporting municipalities to develop a vision on carsi
  Parking policies that include shared mobility;
- Transnational exchange between the Netherlands and Flanders.

As a follow-up, the Green Deal II continues to work on carsharing. The time barizon has shifted to 2021 and the focus is shifting towards a growth of the number of carsharers from 400,000 to 700,000. Reral municipalities have also joined the new Green Deal.

## CRITICAL SUCCESS FACTORS

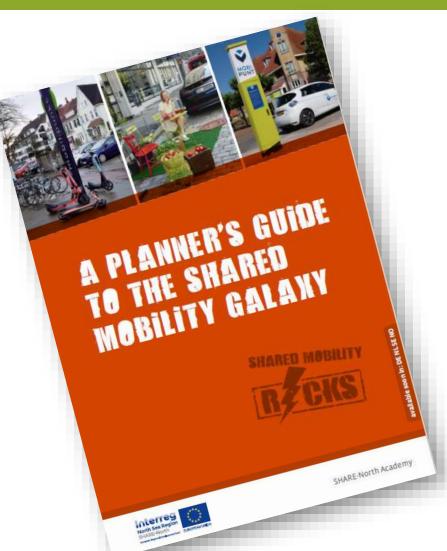
For cities, it takes effort to get carsharing on the agenda. It takes time to develop and implement parking policies for carsharing.
 Cities and operators are eager to exchange information in an open platform.
 Governments prefer electric carsharing, however many operators make clear that it takes time to implement this transition.

100 Policies that Make Shared Materiality Rock



## The Webinars...

## Coming up next:



## March 4th, 2022 "THE FUTURE of SHARED MOBILITY"



## Lars Ove Kvalbein, Bergen (NO) & Michael Johansson, Lund U. (SE)

## **Interreg** North Sea Region SHARE-North



## SAVE-THE-DATE!



SHARED MOBILITY ROCKS May 25th, 2022 Bremen, Germany

## **Registration opening soon!**

## www.shared-mobility.rocks





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## Thanks for joining us!

www.share-north.eu

