

How to make Shared Mobility Rock

Webinar 9: Defining Shared Mobility Policies

February 11th, 2022

You're listening to...

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The Project...

Die Senatorin für Klimaschutz,
Umwelt, Mobilität, Stadtentwicklung
und Wohnungsbau

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January 2016 to June 2022

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supporting shared transport

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Audience Functions



- Raise your hand
- Ask questions
- Chat
- Microphones are automatically muted

The Guide...



www.share-north.eu/the-guide

POLL

10 Golden Rules

#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.

A PLANNER'S GUIDE TO THE SHARED MOBILITY GALAXY

SHARED MOBILITY

ROCK

10 Golden Rules of Shared Mobility

- 1 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 public transport.
Chapter 3
- 3 Shared mobility allows for densification of urban areas, while liberating urban space from parked cars and strengthening value resilience and biodiversity of cities.
Chapter 4.2
- 4 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 5
- 5 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 6.3
- 6 Shared mobility works best in dense areas with governmental support and policies that support the various modes.
Chapters 8 & 9
- 7 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 local business sector.
Chapters 8 & 9
- 8 Without proper policy frameworks, shared mobility cannot rock. Local governments have to create the essential conditions, while tackling negative aspects in a proactive way.
Chapter 9
- 9 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
- 10 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 period of time.
Chapter 7

Transport Policies for Growing Shared Mobility

Antonia Roberts,
CoMoUK

Introduction to the European Shared Mobility Accelerator

Arne Stoffels,
Mpact (BE)



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Danke!

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* Das entspricht einem 30 km langem Autokorso
vom Bremer Marktplatz bis nach Worpswede.

www.mobilpunkt-bremen.de

Die Senatoren für Klimaschutz,
Umwelt, Mobilität, Stadtentwicklung
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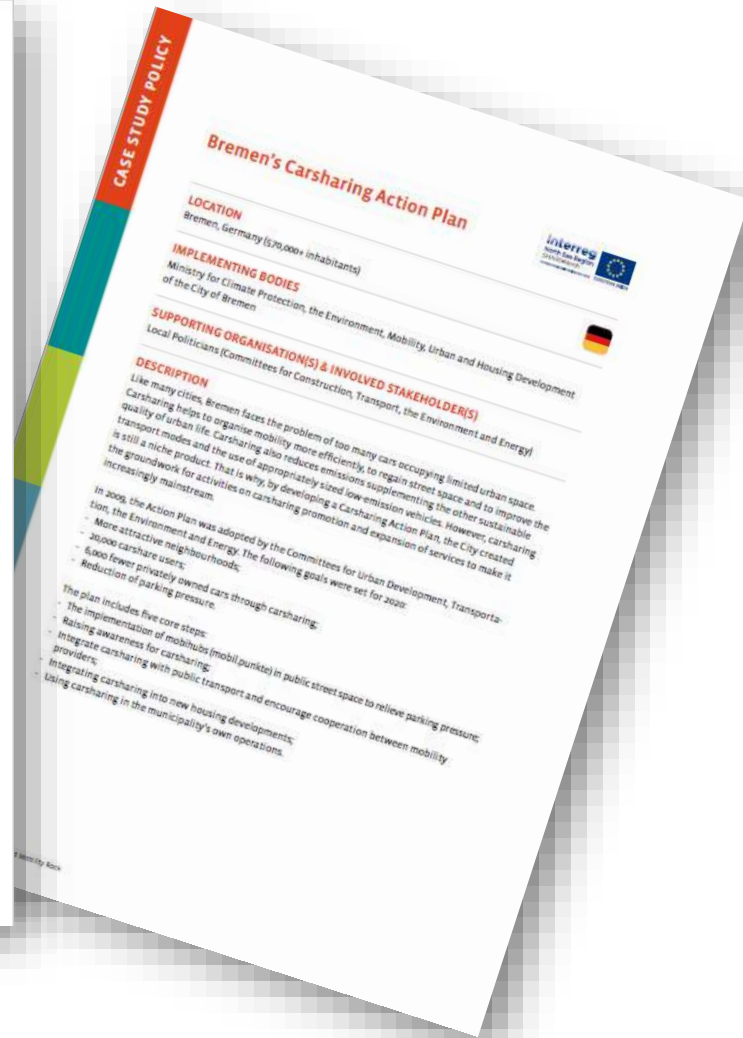
Danke!

**20.000 Bremerinnen und
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Seid Ihr auch dabei?

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Policy Examples in “The Guide”



The Webinars...

Coming up next:

March 4th, 2022

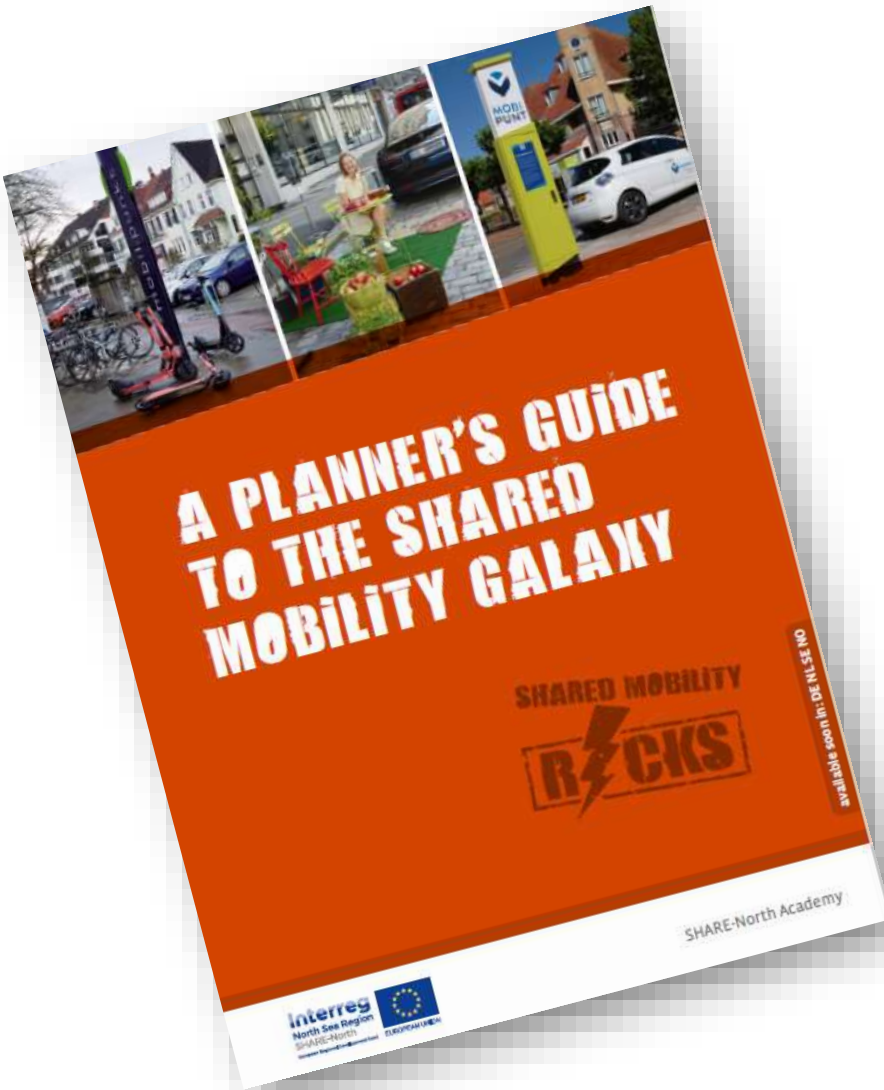
“THE FUTURE of SHARED MOBILITY”



Lars Ove Kvalbein, Bergen (NO)

&

Michael Johansson, Lund U. (SE)



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SAVE-THE-DATE!



SHARED MOBILITY ROCKS
May 25th, 2022
Bremen, Germany

Registration opening soon!

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Thanks for joining us!

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