



European Shared Mobility Accelerator



EUROPEAN UNION

On the menu

- Who are the founders of ESMA?
- Why ESMA?
- Trajectory
- The ESMIceberg
- Participate!



Founders of ESMA

- Autodelen.net: Flemish Carsharing Association
- Mpact: Belgian non-profit providing shared mobility services and innovation since 1975
- 65 years of combined experience
- International presence
- Mobihub pioneers in Flanders
- Co-organisers of the Mobihub Academy
- Co-initiators of the Green Deal Shared Mobility in Flanders
- Founders of Shared Mobility Rocks (www.shared-mobility.rocks)

Why ESMA?

- Create sustainable, liveable and accessible cities and municipalities
- Cities and municipalities of all sizes
- Maximize the social and ecological benefits of shared mobility based on a clear vision and policy
- Map your progress regarding shared mobility
- Get inspired by other cities
- Enter into a positive race to the top
- Create visibility for your city or municipality
- Gain internal support and political awareness for shared mobility
- Use ESMA as a stepping stone to create a SMAP
- Monitor yourself to get to the shared mobility top
- Create buzz around shared mobility





TELL US YOUR STORY

- Complete a questionnaire
- Tell us about your policy, implementation, results and monitoring
- Different size categories:
 - > 1.000.000 inhabitants
 - 500.000 – 1.000.000 inhabitants
 - 100.000 – 499.999 inhabitants
 - < 100.000 inhabitants



GAIN VISIBILITY

- Get your report and your label:
 - Getting started
 - Pushing through
 - Well on the way
 - Full speed
- Share your success stories with others
- Be inspired by other cities and municipalities
- Use ESMA as a positive benchmark

IMPROVE YOURSELF



- Get to the next shared mobility level
- Use ESMA as stepping stone towards a Shared Mobility Action Plan
- Collaborate with ESMA to create a SMAP

DO IT ALL OVER AGAIN



- Keep track of your improvements
- Use ESMA as a yearly monitor
- Climb the shared mobility ladder to the shared mobility top



- Communication
- Incentives (financial, parking ...)
- Multimodality
- Monitoring (measure impact)



Participate!

- Ten first cities and municipalities participate for free
- ESMA will be officially launched at Shared Mobility Rocks (May 25)
- Apply via www.shared-mobility.org

Keep on rockin'!

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