

# EUROPEAN MOBILITY WEEK

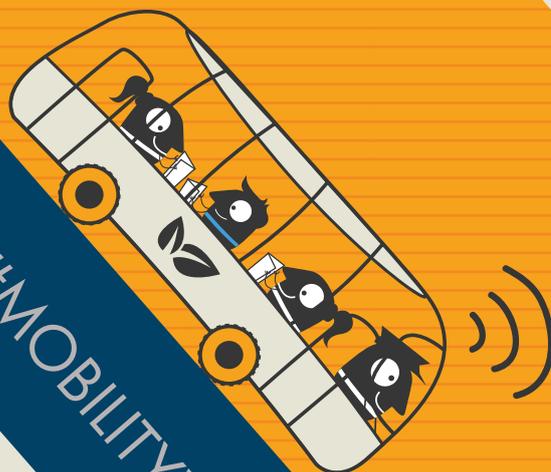
CLEAN, SHARED AND INTELLIGENT MOBILITY

16-22 SEPTEMBER 2017



SHARING GETS YOU FURTHER

#MOBILITYWEEK



THEMATIC GUIDELINES



**European Secretariat:**

EUROCITIES

1 Square de Meeûs – 1000 Brussels – BELGIUM

Juan Caballero

Tel: +32 2 552 08 75 – [juan.caballero@eurocities.eu](mailto:juan.caballero@eurocities.eu)

**Authors:**

Thomas Mourey – [tmourey@polisnetwork.eu](mailto:tmourey@polisnetwork.eu)

and Dagmar Köhler – [dkoehler@polisnetwork.eu](mailto:dkoehler@polisnetwork.eu)

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# INTRODUCTION

## Sharing gets you further

EUROPEAN**MOBILITY**WEEK takes place every year from 16 to 22 September. The week encourages European municipalities to introduce and promote sustainable transport measures and to invite people to try out alternatives to car use.

Since its introduction in 2002, the impact of EUROPEAN**MOBILITY**WEEK has steadily grown, both across Europe and around the world. In 2016 the campaign broke the participation record; 2427 towns and cities from 51 countries organised activities during the week. Just over half of the participating towns and cities implemented permanent measures, amounting to a total of 7386, primarily focusing on mobility management, accessibility, and new or improved bicycle facilities.

The week culminates in Car-Free Day, where participating towns and cities set aside one or several areas solely for pedestrians, cyclists, and public transport for a whole day. In 2016, 953 cities organised a Car-Free Day.

Each EUROPEAN**MOBILITY**WEEK edition focuses on a particular topic related to sustainable mobility. This year's theme is 'Clean, shared, and intelligent mobility'. It promotes shared mobility solutions and highlights the benefits of cleaner modes of transport. Intelligent transport technologies can also facilitate sharing. People are encouraged to make use of shared mobility options available to travel within their cities and also to travel between towns, cities and sub-urban areas.

The aim of the Thematic Guidelines is to provide national and local EUROPEAN**MOBILITY**-WEEK coordinators with background information on this theme, and inspire them to devise and implement suitable campaign activities and permanent measures. These guidelines provide ideas on how to implement these activities, and will also help local campaigners to develop activities that match the criteria of the EUROPEAN**MOBILITY**WEEK Award.

# SHARING GETS YOU FURTHER

## The 2017 EUROPEANMOBILITYWEEK theme: 'Clean, shared, and intelligent mobility'

'Shared mobility', the core of the 2017 EUROPEANMOBILITYWEEK theme, is part of the wider 'collaborative economy' or 'sharing economy', defined in the European agenda for the collaborative economy<sup>[1]</sup> as

*[a variety of] 'business models where activities are facilitated by collaborative platforms that create an open marketplace for the temporary usage of goods or services often provided by private individuals'.*

The emphasis is on *using* goods rather than *owning* them. Service providers offer their goods, assets, or skills to a variety of users via a platform provided by intermediaries.

Sharing has also become a piece of the urban mobility puzzle. Shared mobility prioritises the importance of reaching a destination, often at a smaller individual and societal cost than by using a private vehicle. As a consequence, the purchasing power of households increases as they do not have to buy and maintain a car.

The Swiss Mobility Academy, which organises an annual European conference on shared mobility called Wocomoco<sup>[2]</sup> (WORld COLlaborative MObility COngress), defines shared (or cooperative) mobility as follows:

*'Collaborative mobility focuses on sharing journeys, modes of transport, and infrastructure. In between collective and individual transport, new peer-to-peer-based networks are emerging, boosting new types of individual mobility beyond private car ownership.'*

## What is shared mobility? And what isn't it?

Is public transport shared mobility? Does shared mobility describe individual mobility, or does it include collective transport services, like riding a taxi, bus, or car by multiple persons at the same time?

An *intermediate platform* must exist to bring the service and the user together to allow us to speak about 'shared mobility'. This platform is most often a website or an app for mobile devices, which allows registered users to book and pay for the use of a vehicle, book a carpool ride, or use a shared taxi or on-demand minibus service. The OECD<sup>[3]</sup> considers these shared mobility modes, because they imply the use of an intermediate system. This is a key difference between shared mobility and conventional public transport services or traditional car rentals.

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- [1] European Commission, 2016, Communication *A European agenda for the collaborative economy* (<http://bit.ly/2cFpEKq>).
  - [2] Mobility Academy, 2014, Wocomoco flyer (<http://bit.ly/2Inlwkg>).
  - [3] OECD International Transport Forum, 2016, Shared Mobility. Innovation for Liveable Cities (<http://bit.ly/29i2ebD>).



When we say ‘shared mobility’, we think of the sharing of cars, bikes, powered two-wheelers, or other such vehicles. Taxi booking platforms and ride sharing (also known as car pooling) also come to mind. Conventional public transport is not considered part of this concept, nor are traditional car rental services, where the vehicle itself is booked rather than the mobility service it provides.

### **Making shared mobility intelligent and clean**

Shared mobility schemes require the use of at least one intelligent element: the intermediate platform. In addition, the use of Information and Communication Technologies (ICT) for the development of Intelligent Transport Systems (ITS) and Cooperative Intelligent Transport Systems can make shared mobility even smarter.

Shared mobility can reduce the number of vehicles on the road. According to a study conducted by the Transportation Research Board, each shared car takes about 15 private cars off the road, and car-sharing members drive on average 40 % fewer kilometres after joining a car-sharing programme<sup>[4]</sup>. The use of clean vehicles or the promotion of active mobility make shared mobility even more environmentally friendly.

[4] *Car sharing: Where and how it succeeds*, Ch. 4. Transit Cooperative Research Program, Report 108; Transportation Research Board 2005. Adam Millard-Ball, Gail Murray, Jessica ter Schure, Christine Fox, Nelson\Nygaard Consulting Assoc., and Jon Burkhardt, Westat. Via: <https://sustainabledevelopment.un.org/content/documents/10664zipcar.pdf>

## Clean mobility

The transport sector is responsible for almost a quarter of Europe's greenhouse gas emissions and is the main cause of air pollution in cities<sup>[5]</sup>. There is a strong need to reduce emissions, and thus for cleaner vehicles, cleaner mobility habits, and cleaner fuels. For this reason, the European Commission adopted a European 'Decarbonisation'<sup>[6]</sup> Strategy<sup>[7]</sup> for low-emission mobility in July 2016 to support the realisation of targets set for the development of infrastructure for accessing alternative fuels in line with the Directive 2014/94/EU<sup>[8]</sup>. In November 2016, Member States delivered policy frameworks for rolling-out publicly available electric recharging points (by 31 December 2020 in urban/suburban agglomerations), natural gas filling stations and optionally hydrogen filling stations (by 31 December 2025).

Supporting the development of zero-emission vehicles, the European Commission's research framework programme, Horizon 2020, offers EUR 6.4 billion for low-carbon mobility. Hans Bruyninckx, Executive Director of the European Environment Agency, says:

*'The current mix of transport modes and fuels is simply not sustainable. [...] Cleaner and smarter transport can actually meet Europe's need for mobility, and at the same time deliver many public health benefits, including cleaner air, fewer accidents, less congestion, and less noise pollution'<sup>[9]</sup>.*

To make urban mobility cleaner, we must reduce the total amount of kilometres covered by motor vehicles. This implies an increase in the modal split in favour of active modes, such as walking and cycling (no pollutant emission) and public transport (lower emission per person compared to individual car use). The buses, trucks, taxis, cars, and other vehicles that remain on the road need to become cleaner with the help of technology or through the use of alternative fuels.

Shared mobility services can make it easier for people to choose cycling, public transport, shared shuttles, or a combination of these modes over driving. A vehicle fleet, for example a car-sharing fleet, is more likely to consist of electric, natural gas, or hydrogen vehicles than a comparable fleet of privately owned cars.

## Intelligent mobility

Intelligent Transport Systems (ITS) and its derived version Cooperative ITS (C-ITS) both rely on the use of Information and Communication Technologies (ICT). In urban mobility, ITS and C-ITS provide (real-time) travel information, traffic management, electronic pricing and payment, urban freight management, or vehicle safety systems. C-ITS is a technology that allows

[5] European Commission website, Climate action, 2017,

[https://ec.europa.eu/clima/policies/transport\\_en](https://ec.europa.eu/clima/policies/transport_en)

[6] European Commission website, Mobility and Transport, 2017:

[https://ec.europa.eu/transport/themes/strategies/news/2016-07-20-decarbonisation\\_en](https://ec.europa.eu/transport/themes/strategies/news/2016-07-20-decarbonisation_en)

[7] European Commission, 2016, Communication *A European Strategy for Low-Emission Mobility* (<http://bit.ly/2lzJXJl>).

[8] European Directive 2014/94/EU of 22 October 2014 on the deployment of alternative fuels infrastructure (<http://bit.ly/2l3ULxG>).

[9] European Environment Agency, 2016, *EEA Signals 2016 – Towards green and smart mobility* (<http://bit.ly/2aMbhmw>).

vehicles to 'talk' to each other or to the road infrastructure, such as traffic lights. The European strategy on C-ITS was adopted in November 2016 by the European Commission<sup>[10]</sup>.

Two additional intelligent mobility applications are currently receiving particular attention: vehicle automation, and the concept of 'Mobility as a Service' (MaaS). Automation is key to the emergence of driverless vehicles. The MaaS concept combines services from public and private transport providers through a unified gateway that creates and manages the trip, which users can pay for with a single account<sup>[11]</sup>. This, of course, implies the use of shared vehicles.

#### Hot or not?

It is crucial that municipalities develop the right policies and incentives to allow technological innovation to bring real benefits. A good public transport system is a necessary complement to the development of shared mobility as it remains the best option for the rapid transport of numerous people. If they are an integrated part of a city's mobility strategy, sharing services and enabling technologies can fill gaps and provide a real alternative, thereby contributing to sustainable urban mobility.

Finally, sharing mobility modes is also an opportunity for meeting new people and create new relationships. The 'social' and 'fun' sides of shared mobility can partly explain the success of e.g. car pooling or pedi-buses.

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[10] European Commission, 2016, *Communication A European strategy on Cooperative Intelligent Transport Systems, a milestone towards cooperative, connected and automated mobility* (<http://bit.ly/2gFjAC9>).

[11] CIVITAS CAPITAL, 2016, *CIVITAS insight, Mobility-as-a-Service: A new transport model* (<http://bit.ly/2kjtQ5A>).



# CLEAN, SHARED, AND INTELLIGENT MOBILITY IN PRACTICE

## Overview of European cities' experiences with shared mobility services

This section provides examples of shared mobility from across Europe, each with at least one intelligent or clean mobility component. This non-exhaustive overview of good practices includes solutions mainly from European cities, developed by public or private actors.

### Bike-sharing schemes: alliance of sharing and active travel

Users of bike-sharing services can pick up a bicycle at a docking station for a low fee – in many cities even free of charge for the first few minutes for registered users – and leave it at any other docking station in the same city. Free-floating bicycle schemes have also been set up in some cities with no fixed pick up/drop off stations. Bike sharing is an alliance of three key aspects of sustainable urban mobility: it is clean, intelligent, and shared.

## Bring bicycles to the cities that need them

A Bike Share Map<sup>[12]</sup>, created by researchers at University College London (UCL), maps bike-sharing schemes all over the world. It features more than 600 cities and other places with such systems in place, of which more than 130 are in Europe. Countries like France, Spain, or Italy have the largest number of such schemes, which are all but absent in ‘cycling countries’, such as the Netherlands or Denmark. Bike-sharing schemes therefore seem to be most relevant where bicycle ownership is not (yet) peaking.

Vélib’ in Paris is Europe’s largest bike-sharing scheme, with 20 000 bicycles and 1 800 stations<sup>[13]</sup>. BikeMi in Milan<sup>[14]</sup> operates a fleet that includes traditional and electric bicycles, while BiciMAD in Madrid<sup>[15]</sup> is a pedelec sharing scheme. These forerunners make cycling possible for new target groups, including those who have not cycled before due to health reasons or to the hilly terrain in their city.

## Transporting people ...and goods

The city of Ghent launched Europe’s ‘first public cargo bike-sharing scheme’<sup>[16]</sup> in May 2012 in cooperation with car-sharing provider Cambio. The scheme encourages people to go shopping or prepare events by cargo bike rather than by motor vehicles if a conventional bicycle cannot deliver. Cargo bike-sharing schemes have also been launched in the framework of the EU co-funded Cyclelogistics project<sup>[17]</sup>. Furthermore, the cargo bikes can be used to socialise and offer mobility options or simply ‘fun’ passenger rides to e.g. senior people. This is the service offered by the Danish association Cycling Without Age<sup>[18]</sup>. This service can even be adapted to pedestrians in the form of pedi-buses or companions<sup>[19]</sup>.

## Trendy and IT

The use of ITS tools is of a great importance for the management of a bicycle fleet, and also for the users of such a scheme. For example, in Budapest, the mobile app MOL Bubi<sup>[20]</sup> provides real-time information on a map about the number of Bubi bicycles available at stations.

Copenhagen’s latest bike-sharing scheme takes all this one step further: all bicycles are equipped with a touchscreen tablet mounted on the handle bar<sup>[21]</sup>. The tablet informs users about docking stations, and also provides GPS-based navigation assistance, facilitates payment, and helps to locate sites of interest in the Danish capital. In Brussels, real-time information about the availability of bikes at the nearest stations is given on ‘cyclodispos’ – street signs that also direct people to the nearest *Villo* stations<sup>[22]</sup>.

[12] Bike Share Map: <http://bikes.oobrien.com/global.php>

[13] Velib’: <http://en.velib.paris.fr/How-it-works/Stations>

[14] BikeMi: <https://www.bikemi.com/en/homepage.aspx>

[15] BiciMAD: <https://www.accessiblemadrid.com/en/blog/bicimad-public-bike-rental-service-madrid>

[16] Eltis case study, 2014: <http://bit.ly/2lGwqmm>

[17] Cyclelogistics: <http://cyclelogistics.eu/>

[18] Cycling Without Age: <http://cyclingwithoutage.org/>

[19] Posti – Service to older people: <http://bit.ly/2mjiNT18>

[20] MOL Bubi website: <https://molbubi.bkk.hu/>

[21] Official tourism website of Copenhagen: <http://bit.ly/1s1yoZm>

[22] Villo, FAQ: <http://bit.ly/2kPbckT>

## Cycling critical MaaS

More and more multimodal journey planners encourage the use of bike sharing. *Métropole de Lyon* has developed an online tool called ONLYMOOV<sup>[23]</sup>. It shows users the quickest route to their destination, the availability of shared bicycles, and the best cycling paths. It also considers other modes of transport and offers traffic updates, gives information about the availability of car and bicycle parking slots, and provides real-time data on local metro and tramway arrival times and on car-sharing opportunities. The Whim app<sup>[24]</sup> in Helsinki even goes one step further as it combines travel planning, routing and ticketing for a variety of transport modes on a single app.

In some cities, a single card gives access to shared bikes, public transport, and other mobility services. This puts cycling at the core of a chain of urban mobility modes, and embeds cycle sharing in the concept of 'Mobility as a Service' (MaaS) in urban areas. In Toulouse, for example, people use the Pastel card, which gives access to the public transport network, as well as to the city's bicycle and car-sharing systems<sup>[25]</sup>.

## Car sharing

### The beginnings

Car sharing is probably the most common form of shared use mobility. The principle behind it is very simple: instead of buying, maintaining, and owning a car, people can simply book a car for the duration of their trips. The potential advantages in terms of costs (for the user) use of space (for society) are enormous, because privately owned cars are parked on average 95 % of the time<sup>[26]</sup>.

In 1947, Zurich was the first city in Europe to set up a car-sharing scheme. Since the 1980s, the market has developed further, and today Switzerland and Germany are frontrunner countries in this field<sup>[27]</sup>. In several cities, car-sharing operators originally offered vehicles for use for brief periods only. This was the case for the first two Swiss operators, who started in 1987 and have subsequently merged (this entity is now called Mobility Switzerland<sup>[28]</sup>). In Germany, StattAuto Berlin was founded one year later, in 1988. Today, over 500 German cities have at least one car-sharing scheme<sup>[29]</sup>.

### Cleaner car-sharing schemes

Car-sharing schemes quickly evolved to incorporate new clean and/or intelligent components. In 1999, the city of La Rochelle introduced an electric car-sharing scheme called Liselec. 50 shared electric cars were introduced by the local authority to reduce pollutant emissions<sup>[30]</sup>. To date, several cities have introduced electric car-sharing services, including Autolib' in Paris. Autolib' was launched in 2011, and in 2016 it boasted an impressive 130000 registered clients and a fleet of nearly 4000 electric cars<sup>[31]</sup>. The car-sharing scheme Sunrise operates in several Swedish cities and uses vehicles running on different fuels, including compressed natural gas (CNG)<sup>[32]</sup>.

[23] ONLYMOOV: <https://www.onlymoov.com/>

[24] Whim app: <http://whimapp.com/fi-en/>

[25] Tisséo, Pastel Card: <http://bit.ly/2l4sUPx>

[26] Reinventing parking, 2013, demonstration by Donald Shoup: <http://bit.ly/1pWDIQp>

[27] Millard-Ball et al., 2005, *TCRP Report. Car sharing: Where and how it succeeds*: <http://bit.ly/2ksDWMM>

[28] Mobility Switzerland: <http://bit.ly/2kG4PgZ>

[29] Carsharing-news.de: <http://www.carsharing-news.de/carsharing/>

[30] Eltis case study, 2014, *Car sharing in La Rochelle*: <http://bit.ly/2kLUcvK>

[31] November 2016 Autolib' activity report (in French): <http://bit.ly/2lGwzZ>

[32] CNG Europe: <http://bit.ly/2kmyWxT> and Sunrise (in Swedish): <http://bit.ly/2ksTOyW>



### ...and smarter car-sharing schemes

In addition to the improvements in vehicle emissions, new ICT tools have also appeared in this market. This has allowed the introduction of free-floating car-sharing systems, which operate without dedicated pick up and drop off stations. Free-floating systems are more flexible and allow drivers to leave the cars at their final destination. Thanks to the immense uptake of smart phones and the development of dedicated apps, registered clients can easily locate the closest car of the fleet and then leave it at their final destination. These ITS tools also facilitate payment and access to information. Such free-floating car-sharing schemes operate in Amsterdam, Rome, Madrid, Vienna, and Berlin <sup>[33]</sup>, among others. In Osnabrück, parallel systems <sup>[34]</sup> provide station-based car-sharing services (stat>k) and free-floating services (flow>k).

### Derivatives of car sharing

Certain schemes allow users to share urban freight vehicles, such as light vans or cargo bikes. These types of vehicles, usually not owned by private people, are occasionally needed for special occasions (e.g. construction, moving house, etc.). The French region Ile-de-France, together with the city of Paris, launched the *VULe partagés* pilot project in November 2016, which enables the 'sharing of light commercial vehicles amongst Parisian artisans and traders <sup>[35]</sup>'.

Another approach to urban freight movements is crowd-sourced delivery. This is a peer-to-peer system that brings people and drivers (of any freight vehicle) together. The driver then offers his services to a number of clients with similar needs. An example of this system is the company Hitch <sup>[36]</sup>, which can operate in any city where supply and demand meet.

Scooter sharing schemes operate fleets of motorised two-wheelers, which can also run on alternative fuels and which can be free-floating services. The free-floating electric scooter sharing scheme YUGO in Barcelona <sup>[37]</sup> combines all three aspects of urban mobility: it is 'shared', 'clean', and 'intelligent'.

## Alternative use of private cars

### Shared taxis and shuttles: towards automation?

Taxi services that can be booked via a dedicated platform are new to the game. Uber is perhaps the best known example, but there are several other shared taxi services that aim to bring

[33] Car2Go: <https://www.car2go.com/>

[34] flow>k and stat>k (in German): <https://www.stadtteilauto.info/>

[35] VULe partagés pilot: <http://clem-e.com/en/vule>

[36] Hitch website: <http://www.hitchit.co/>

[37] YUGO website: <https://www.getyugo.com/>

people with overlapping routes together. The wider uptake of smartphones, Geographic Information Systems (GIS) and Global Positioning Systems (GPS) makes it possible to match drivers and passengers. This concept is also called ride sourcing: users book their trips via a platform and pay their fees via a facilitated gateway.

Minibus or shuttle services can also accommodate shared mobility elements. The use of automation and C-ITS has led to the emergence of new approaches and services, such as 'robot taxis' or automated shuttles. In the city of Capelle aan den IJssel near Rotterdam, the company 2getthere operates electric automated shuttles in the business park Rivium<sup>[38]</sup>. The shuttles operated by this on-demand service transport 500 passengers per hour and per direction to and from fixed stops. The European CityMobil2 project proposed a similar on-demand service at the university campus of EPFL in Lausanne<sup>[39]</sup> via a dedicated mobile app.

#### Ride sharing: when mobility rhymes with sociability

Ride sharing, also known as car pooling, means that passengers share vehicles to reduce costs. Such a service requires a platform, where the origin and destination points of both drivers and passengers are collected and matched. Ride sharing improves vehicle occupancy rates and reduces per capita emissions. It is estimated that 85 % of commuters car trips are made by drivers without any additional passengers.

The success of Blablacar<sup>[40]</sup> indicates that ride sharing has become a popular type of inter-city travel. Car pooling can also be adapted to daily commutes, e.g. from major residential areas to major commercial or industrial sites. Car pooling with colleagues or fellow students is also a good way to socialise and to include interaction and fun in daily transport habits. Car pooling for work or studies is the approach pursued by the European project CHUMS<sup>[41]</sup>. In Craiova, for instance, a poll of 10 850 commuters revealed that car pooling promotion and implementation measures had reduced the number of kilometres travelled by almost 65 000 per year, resulting in the reduction of CO<sub>2</sub> emissions by 11 tonnes per year<sup>[42]</sup>.

#### The complementary scheme: Park sharing

While the practice of sharing a vehicle is spreading in many cities, the habit of sharing parking places is emerging as a complement to the 'traditional' shared mobility options, in particular for vehicle owners. These types of service facilitate liaison between vehicle owners and parking place(s) owners. Both actors can subscribe to a service and download a mobile app which indicates to the drivers the location of the closest free parking places. The payment is done online via the tool. In Florence, the municipality encourages the use of such apps (e.g. Sparky<sup>[43]</sup><sup>[44]</sup>) which reduce congestion, pollution and land use.

[38] 2getthere website, Operation's webpage: <http://bit.ly/2dpp96s>

[39] CityMobil2 website, Lausanne pilot's webpage: <http://bit.ly/2kGxiTS>

[40] Blablacar website: <https://www.blablacar.com/>

[41] CHUMS website: <http://chums-carpooling.eu/>

[42] CHUMS project, 2016, *Impacts of CHUMS measures*: <http://bit.ly/2kPoi1m>

[43] Firenze Sostenibile website: <http://www.firenzesostenibile.com/car-sharing-mobilita-sostenibile/>

[44] Sparky website: <http://www.sparky.club/>

# HOW TO GET YOUR CAMPAIGN STARTED?

Start by analysing the theme, looking at what it entails, and identifying a focus that suits your town or city and national context. Give priority to good practices that exist already. Perhaps look at how these could be scaled up or further developed, then plan for changes to improve them further. Define your plan and set SMART (*Specific, Measurable, Assignable, Realistic and Time-related*) objectives.

**Secure political support.** If your administration finds it difficult to connect with the theme of 'Clean, shared and intelligent mobility' because they do not perceive it as being relevant for your city, ask your national coordinator for a letter of support.

**Do not be too polemic or negative** in the messages you choose to transmit. While we cannot realistically expect to remove private cars, trucks, and other vehicles from the roads to tackle the negative economic effects of individual motorised transport, we can certainly demonstrate that a variety of options are available for the public and businesses to move and transport goods. Build on the documents and knowledge available on [www.mobilityweek.eu](http://www.mobilityweek.eu)

**Gather your evidence.** Collect the facts and figures that support clean, shared, and intelligent mobility in your town, city and/or country. Use these as proof to emphasise your messages to different target groups.

**Build effective partnerships.** Look at your campaign plan and its objectives. Identify the groups best placed to make the campaign lively and relevant for the largest number of people. Bring them on board. Does your city have a strong Agenda 21 community? Work with them. Need expert backing? Revisit your campaign plan. Does it focus on shared mobility? Bring in private or public operators. Does it aim for clean mobility? Contact local NGOs. Does it emphasise intelligent mobility tools? Invite scientific experts and ITS businesses to join you.

**Build on existing initiatives.** Whether locally, regionally, or nationally, there are bound to be a number of existing initiatives, which relate to your campaign focus one way or another. Aligning with these can strengthen your case, amplify your messages, and reduce effort.



# WHAT ACTIVITIES CAN WE ORGANISE?

Once your campaign strategy is in place, you are going to need to work on tactics. Devise activities that will draw attention to what you are trying to achieve. Below are some activity ideas you may want to implement during EUROPEANMOBILITYWEEK.

## Car-Free Day

- Car-Free Day, preferably on 22 September, offers a particularly good opportunity to experiment with new traffic models and sustainable transport. Many cities use this day to set up environmental and pedestrian zones and organise big open events in the freed-up public space. As 22 September falls on a Friday in 2017, you could design and promote an alternative offer for commuters, inviting them to try some of your city's mobility sharing schemes for free.
- Show people what a car-free city centre looks like. Convince people to leave their cars at home more than on one day a year. Introduce car-free Sundays. Many towns and cities have experienced a reduction of air pollutants thanks to this kind of events.

## Shared mobility

- If a car-sharing and/or bike-sharing scheme exists in your town or city, bring the operator(s) on board and communicate their offer to the public. Come up with a special monthly offer for September or at least for the week.
- If a bike-sharing scheme does not exist in your town or city, it is time to launch one – at least temporarily. With the help of local associations and NGOs, set up a few stations throughout the city and let people borrow bikes and ride them from one station to another.
- Establish an online exchange platform, where people can rent or borrow clean vehicles and accessories, such as bicycles, kids scooters, skateboards, rollerblades, baby strollers, or backpacks, as well as intelligent mobility devices, such as GPS. A good example from Luxemburg, called Ding-Dong, can be found at <http://dingdong.lu>
- Innovate and promote walking as a form of shared mobility. Set up a platform where people can volunteer to walk with other people (e.g. older people, children, etc.). Such a service (profitable by the way) is offered by the national postal company in Finland<sup>[45]</sup>. You can also adapt this concept to cargo bikes, where isolated elderly people can book a ride. The Danish organisation Cycling Without Age offers such a service in several European countries: <http://cyclingwithoutage.org>

[45] Posti (Finnish): [http://www.posti.fi/private-news/tiedotteet/2016/20161125\\_ulkokulukaveri.html](http://www.posti.fi/private-news/tiedotteet/2016/20161125_ulkokulukaveri.html) or BBC article (English): <http://www.bbc.com/news/blogs-news-from-elsewhere-38105231>

- Organise information sessions to promote shared mobility modes, including bike sharing and car sharing. Raise awareness of the fact that it is – in most cases – cheaper for individuals and has a positive impact on the environment. Use figures provided in the Thematic Guidelines to illustrate this.
- Organise a competition between workplaces or neighbourhoods, in which teams or individuals compete for the title of ‘best shared traveller’. Points are earned each time an individual uses a shared mode instead of a traditional mode. Gamify your activities.
- Get workers, schoolchildren, or students involved in your campaign promoting car pooling or cycling to work or to school. Besides encouraging clean mobility, such campaigns also strengthen the social links between colleagues or classmates. A good example is provided by REC, the Regional Environment Center which has set up a dedicated webpage for ride sharing to and from the office: <https://tmt.rec.org/carpool.php>
- Organise photo contests via social media, where people can share pictures of their shared mobility rides.

### Intelligent mobility

- Promote your city’s smart travel planners and other smart internet-based platform for mobility. Help people make the best choice for their daily trips.
- Use the week of activities as an opportunity to collect the residents’ needs and wishes regarding the creation or the improvement of mobility apps for e.g. real-time public transport information, bicycle sharing schemes, travel planners, etc. Work with local IT developers.
- Organise sessions in schools in which schoolchildren between 10 and 18 years of age discuss their mobility habits and what clean, shared, and intelligent mobility actually means. Focus can be put on the ‘mobility of the future’ and how they imagine mobility in their city in the next years. Bring automation or C-ITS in the conversations.
- Let people know via social media or a dedicated app the clean, shared, and intelligent modes of transport that are available in your town or city.

### Clean mobility

- Reward the users of sustainable transport modes (e.g. pedestrians and cyclists) by inviting them to a special breakfast at a central location in your city. Users of shared bicycles may be invited via the local mobile app or online platform.
- Take a series of pictures to show how much space a group of people takes up in your city when they travel by car, and compare it with the space taken up by the same number of cyclists and public transport users. The advantages of clean mobility modes will be there for all to see.
- Let people share their parking places, or devise other uses for on-street parking spaces (e.g. gardens, playgrounds, etc.). Consult the Dutch Happy Streets initiative: <http://happystreets.nl/parking-day>

- People do not always need a car or a van to move their goods around. Raise public awareness on the use of (shared) cargo bikes and shared vans (if available) by organising demonstrations and information sessions, where you can show how much a cargo bike can carry and how easy it is to book a van.
- Pollution and noise are real problems: organise a social media campaign to inform people about the levels of pollution and/or noise in your town or city during EUROPEANMOBILITYWEEK and Car-Free Day. Use sensor-based instruments to measure pollution and noise – and to prove your point. Also – get inspired by your MEPs<sup>[46]</sup>.

### Whatever your city is doing this year, make sure that you...

- Register your programme and activities at [www.mobilityweek.eu](http://www.mobilityweek.eu)
- Join towns and cities throughout Europe in organising a Car-Free Day with major public events on 22 September. But plan well in advance – closing streets to traffic can pose a bureaucratic challenge.
- ‘Like’ the EUROPEANMOBILITYWEEK Facebook page and follow @mobilityweek on Twitter. Watch the campaign videos on our YouTube channel.
- Consistently apply the campaign visual guidelines, in combination with the European Union emblem.
- Promote the hashtag #mobilityweek via your social media and communication materials.

These are just a few ideas for your events. The EUROPEANMOBILITYWEEK Handbook, available for download in the Useful Resources section of [www.mobilityweek.eu](http://www.mobilityweek.eu), explains the requirements for participation and includes general ideas for measures and activities that are not specifically related to this year’s theme.

Be creative and come up with other measures and activities for EUROPEANMOBILITYWEEK 2017 in your town or city.

[46] Air Quality Challenge is organised by the European Environmental Bureau (EEB): <http://www.eeb.org/index.cfm/activities/industry-health/air/air-quality-challenge>



# RESOURCES

## European Union documents

European Directive 2014/94/EU of 22 October 2014 on the deployment of alternative fuels infrastructure: <http://bit.ly/2l3ULxG>

European Commission communications:

- A European agenda for the collaborative economy (2016): <http://bit.ly/2cFpEKq>
- A European strategy on Cooperative Intelligent Transport Systems, a milestone towards cooperative, connected and automated mobility (2016): <http://bit.ly/2gFjAC9>
- A European Strategy for Low-Emission Mobility (2016): <http://bit.ly/2lzJXJl>

European Commission – Mobility and Transport portal:

[http://ec.europa.eu/transport/index\\_en.htm](http://ec.europa.eu/transport/index_en.htm)

European Commission webpage on Clean transport, Urban transport:

[http://ec.europa.eu/transport/themes/urban/urban\\_mobility\\_en](http://ec.europa.eu/transport/themes/urban/urban_mobility_en)

European Commission webpage on Intelligent Transport Systems (ITS):

[https://ec.europa.eu/transport/themes/its\\_en](https://ec.europa.eu/transport/themes/its_en)

European Commission webpage on cycling and walking:

[http://ec.europa.eu/transport/themes/urban/urban\\_mobility/urban\\_mobility\\_actions/cycling-walking\\_en.htm](http://ec.europa.eu/transport/themes/urban/urban_mobility/urban_mobility_actions/cycling-walking_en.htm)

European Commission – Climate action:

[https://ec.europa.eu/clima/policies/transport\\_en](https://ec.europa.eu/clima/policies/transport_en)

European Environment Agency: <http://www.eea.europa.eu/>

- 2016, EEA Signals 2016 – Towards green and smart mobility: <http://www.eea.europa.eu/publications/signals-2016>

## EU projects and initiatives

CIVITAS: [www.civitas.eu](http://www.civitas.eu)

- CIVITAS webpage on car pooling: <http://www.civitas.eu/car-independent/car-pooling>
- CIVITAS webpage on car sharing: <http://www.civitas.eu/car-independent/car-sharing>
- CIVITAS webpage on bike sharing: <http://www.civitas.eu/car-independent/bike-sharing>
- CIVITAS Policy Note: Smart choices for cities. Cities towards Mobility 2.0: connect, share and go!: <http://www.civitas.eu/content/civitas-policy-note-smart-choices-cities-cities-towards-mobility-20-connect-share-and-go-en>
- CIVITAS insight, Mobility-as-a-Service: A new transport model: <http://civitas.eu/content/civitas-insight-18-mobility-service-new-transport-model>

Eltis: [www.eltis.org](http://www.eltis.org)

– Eltis case study, 2014, Car sharing in La Rochelle:

<http://www.eltis.org/discover/case-studies/car-sharing-la-rochelle>

– Eltis case study, 2014, Public cargo bike sharing in Ghent:

<http://www.eltis.org/discover/case-studies/public-cargo-bike-sharing-ghent-belgium>

CityMobil2:

[www.citymobil2.eu](http://www.citymobil2.eu)

– CityMobil2, Lausanne pilot's webpage:

<http://www.citymobil2.eu/en/City-activities/Large-Scale-Demonstration/West-Lausanne-region/>

CHUMS:

<http://chums-carpooling.eu/>

– CHUMS project, 2016, Impacts of CHUMS measures:

<http://chums-carpooling.eu/wp-content/uploads/2016/10/CHUMS%20D4.2.pdf>

## Studies and reports

Millard-Ball *et al.*, 2005, TCRP Report. *Car sharing: Where and how it succeeds*

([http://www.communauto.com/images/tcrp\\_rpt\\_108\\_execsumm.pdf](http://www.communauto.com/images/tcrp_rpt_108_execsumm.pdf))

OECD International Transport Forum, 2016, *Shared Mobility. Innovation for Liveable Cities*

(<http://bit.ly/29i2ebD>)

Reinventing parking website, 2013, demonstration by Donald Shoup

(<http://bit.ly/1pWDIQp>)

Roland Berger Strategy Consultants GmbH, 2014, *Shared Mobility. How new businesses are rewriting the rules of the private transportation game*

([http://www.rolandberger.com/media/pdf/Roland\\_Berger\\_TAB\\_Shared\\_Mobility\\_20140716.pdf](http://www.rolandberger.com/media/pdf/Roland_Berger_TAB_Shared_Mobility_20140716.pdf))

## Organisations and specialised media

ECF (European Cyclists' Federation):

<https://ecf.com>

– Platform for European Bicycle Sharing & Systems:

<https://ecf.com/community/platform-european-bicycle-sharing-systems-pebss>

WOCOMOCO platform:

[www.wocomoco.ch/en](http://www.wocomoco.ch/en)

– Information centre:

<http://www.wocomoco.org/en/infothek/index.php>

Carsharing-news.de:

<http://www.carsharing-news.de/carsharing/>

CNG Europe:

<http://cngeurope.com>

– Article on car sharing:

<http://cngeurope.com/westport-delivers-first-2016-volvo-v60-bi-fuel-cars/>

Bike Share Map:

<http://bikes.oobrien.com/global.php>

## Specialised companies and service providers

Autolib':

<https://www.autolib.eu/en/>

– November 2016 Autolib' activity report (in French):

<http://bit.ly/2ILGwz7>

BiciMAD:

<https://www.accessiblemadrid.com/en/blog/bicimad-public-bike-rental-service-madrid>

BikeMi:

<https://www.bikemi.com/en/homepage.aspx>

Blablacar:

<https://www.blablacar.com/>

Car2Go:

<https://www.car2go.com/>

Copenhagen bike sharing description:

<http://www.visitcopenhagen.com/copenhagen/copenhagen-city-bike-gdk495345>

Cycling Without Age:

<http://cyclingwithoutage.org/>

DingDong platform:

<http://dingdong.lu/>

Firenze Sostenibile:

<http://www.firenzesostenibile.com/car-sharing-mobilita-sostenibile/>

flow>k and stat>k:

<https://www.stadtteilauto.info/>

Mobility Switzerland:

<https://www.mobility.ch/en/private-customers/>

MOL Bubi:

<https://molbubi.bkk.hu/>

ONLYMOOV:

<https://www.onlymoov.com/>

Posti (Finnish):

<http://www.posti.fi>

– Service to older people:

[http://www.posti.fi/private-news/tiedotteet/2016/20161125\\_ulkoilukaveri.html](http://www.posti.fi/private-news/tiedotteet/2016/20161125_ulkoilukaveri.html)

REC, internal webpage for shared mobility:

<https://tmt.rec.org/carpool.php>

Sparky:

<http://www.sparky.club/>

Sunrise:

<https://www.sunfleet.com/vara-bilmodeller/>

Tisséo:

<http://www.tisseo.fr/>

– Pastel Card:

<http://www.tisseo.fr/les-tarifs/obtenir-une-carte-pastel>

Velib':

<http://en.velib.paris.fr>

– Overview of Velib's stations:

<http://en.velib.paris.fr/How-it-works/Stations>



Villo:

<http://en.villo.be/>

– FAQ:

[http://en.villo.be/How-does-it-work/FAQ/Service-and-Use/\(offset\)#faq5](http://en.villo.be/How-does-it-work/FAQ/Service-and-Use/(offset)#faq5)

VULe partagés pilot:

<http://clem-e.com/en/vule>

Whim:

<http://whimapp.com/fi-en/>

YUGO:

<https://www.getyugo.com/>

2getthere:

<http://www.2getthere.eu/>

– Rivium:

<http://www.2getthere.eu/projects/rivium-grt/>

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Photographs (pages):

4 <http://www.citymobil2.eu/en/City-activities/Large-Scale-Demonstration/West-Lausanne-region/>  
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7 Bubi: <https://molbubi.bkk.hu/galeria.php> (Image: ©BKK Centre for Budapest Transport)

10 ©Autolib'

12 <https://www.flickr.com/photos/motorblog/11856801973> (©MotorBlog.com)

15 <https://pixabay.com/en/paris-v%C3%A9lib-bike-free-service-1576893/>

17 ©Pau Vilaplana Vilar

# EUROPEAN MOBILITY WEEK

16-22 SEPTEMBER 2017

