



**CiViTAS**  
Cleaner and better transport in cities

# Sustainable Mobility Highlights 2002-2012

CIVITAS is a European Initiative involving more than 200 cities across Europe in the testing and sharing of new technologies and innovative concepts to achieve sustainable and integrated strategies for urban transport.

## CAR-INDEPENDENT LIFESTYLES

### When a piece of a car is enough

In order to reduce motorised traffic, people will have to adopt a less car-dependent lifestyle. To facilitate this shift in mentality, cities should promote new forms of car use and ownership.

With a focus on Car-independent Lifestyles, CIVITAS cities worked on car pooling; public bicycles/bicycle sharing; and car sharing. This highlight offers insights on the last sub-category.

Car sharing differs to car-pooling in that it is a car-rental scheme for people who only occasionally need a vehicle. The cars are typically owned by a third party, whether it be a commercial business or a democratically controlled company, public agency, cooperative or ad hoc grouping. Some car-sharing schemes incorporate the use of clean-fueled vehicle fleets. Information technology has significantly increased the attractiveness and ease of use of car sharing.

**CIVITAS explores innovative ways to break car dependency, such as car sharing, and promotes the spreading of successful strategies among cities. For this reason, The CIVITAS Initiative has realised 22 car-sharing measures in 20 different cities since 2002. This highlight features some of the most successful and eye-catching among these to inspire other European cities.**



### Investigating the potential of car sharing

The car-sharing measure in **Utrecht**, Netherlands, began with market research on the lifestyles and characteristics of potential car-sharing scheme users. Through desk research, interviews and an online survey in which more than 1,000 people participated, the target group was segmented by region, age, lifecycle phase, education level and values. Based on this segmentation, a targeted pilot campaign began aimed at generating support for car sharing among selected neighbourhoods. On the dedicated website called "Utrecht shares", inhabitants could indicate on an interactive map where they would like a parking place for a shared car. Thus the city tried to make the market for car sharing more demand-based.

Other inspiring cities are Brighton & Hove (United Kingdom); Coimbra (Portugal) and Krakow (Poland).





## Establishing schemes

Many cities have made their first car-sharing steps with the support of CIVITAS. The city of **Brescia**, Italy, decided to add car sharing to the mobility options of their citizens, following the success of their bike scheme introduced in 2008. They procured 30 hybrid and bio-fueled vehicles and reserved 20 parking spaces for car sharing. A promotional campaign using media outlets and direct marketing was launched to accompany the introduction of the scheme. **Genova**, Italy, implemented a special car-sharing service: “van sharing” for goods distribution.

Other inspiring cities are: Aalborg (Denmark); Malmö (Sweden); Monza (Italy); Norwich (United Kingdom); Preston (United Kingdom); Rome (Italy); Toulouse (France); Bath (United Kingdom); and Venice (Italy).

## Expanding markets

**Ghent**, Belgium, began its CIVITAS activities with an existing network of nine car-sharing stations and 26 cars, most of which were mainly used in the evening and weekends. Operator Cambio targeted new user groups, such as businesses. A new pool-card system facilitated car sharing for large organisations, with group user cards and invoices. They also experimented with new communication strategies. Information panels at the stations were redesigned and 13 new stations were opened after an online survey and competition called “Win a car-sharing spot in your neighbourhood.” **Bremen**, Germany, the cradle of car sharing in Europe, had a 20-year tradition in car-sharing. Nonetheless, CIVITAS gave the city the opportunity to improve its scheme with new stations linked to public transport stops, simpler tariffs, offers for specific target groups, improved access and booking technology and more user-friendly information.

Other inspiring cities are La Rochelle (France) and Monza (Italy).



## Electric fleets

Electric vehicles are increasingly appearing in car-sharing fleets, encouraging in turn their widespread adoption. **Donostia-San Sebastian**, Spain, launched a car-sharing scheme with six electric and hybrid plug-in vehicles. Three charging stations acted as the pick-up and drop-off points. The scheme aims to establish a solid client base that provides a viable business model and will secure the future of the service in the city. The city of **Vitoria-Gasteiz**, Spain, built an electric mobility centre with charging facilities as a basis for the city's new e-car-sharing system. It also promotes electric mobility to the public.

Other inspiring examples in this field are Ghent (Belgium) and La Rochelle (France).

Learn more at [www.civitas.eu/car-independent/car-sharing](http://www.civitas.eu/car-independent/car-sharing)

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