How to change millions of habits…
…one journey at a time

Ali Clabburn, Liftshare.com, October 2015

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1998

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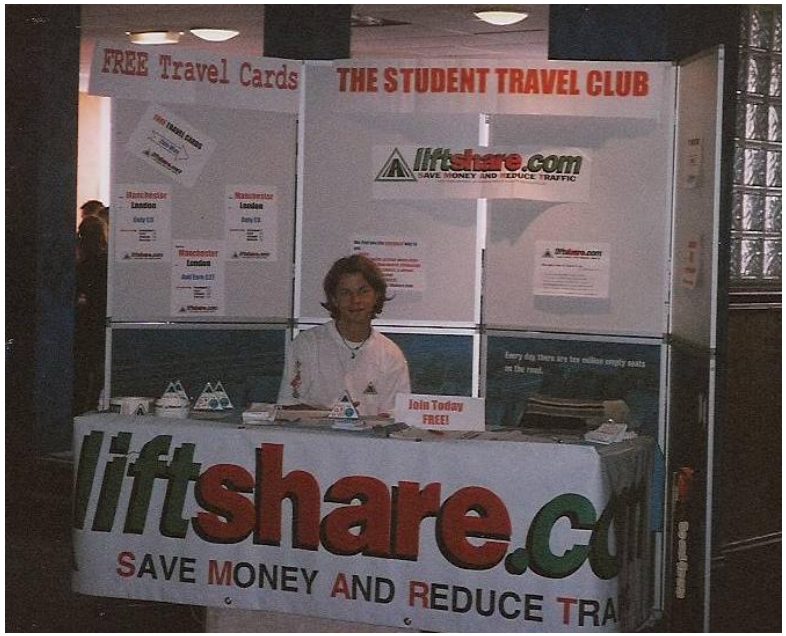
The strategy

Build a 'beautiful' journey matching website

The strategy

- ~~5,000 students to pay £10 annual membership~~
- 10,000 students to pay £5 annual membership



The strategy v3

- **Offer free membership!**
  - 1+1+1+1…

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The strategy v4

- **Get critical mass of members (marketing budget =£0)**
  - Help people get to Glastonbury
  - Help people get to other festivals

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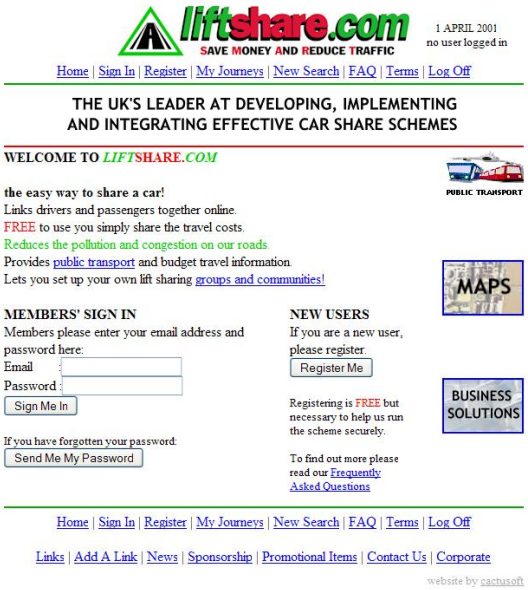
The strategy v5

Consider which other communities we can help:

- Help Local Authorities (reduce traffic, congestion, CO2)
- Help employers (reduce parking, CO2, CSR, HR)
- Help schools (reduce local congestion)



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2002 = 1st client + new team

1 + 1 + 1 + …

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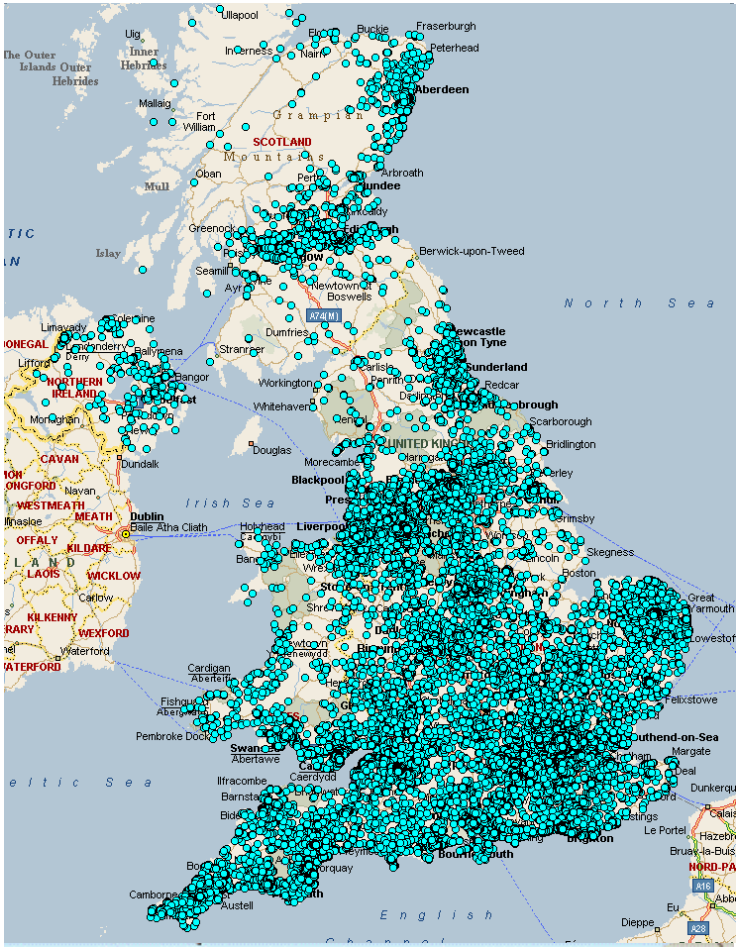
2002 - 2015



And now also 700 businesses including...

BBC · Oxfam · Scottish and Southern Energy plc · bp
PROLOGIS. · Waitrose · vodafone · Hastings DIRECT
GlaxoSmithKline · BAE SYSTEMS · Boots · Heathrow Making every journey better
thinkmoney your complete solution · WHITBREAD · BAA Edinburgh · BOEING
TNT · Shell · BMW · BAA Glasgow
University of Worcester · JAGUAR LAND ROVER · CANCER RESEARCH UK · HBOS plc
AIRBUS · AstraZeneca · dyson · Pfizer
CAMBRIDGE UNIVERSITY PRESS · LIVERPOOL VICTORIA · Allianz · BT
Sainsbury's live well for less · TESCO · BENTLEY · BARCLAYS

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2015 … in numbers

- ✓ 700,001 members
- ✓ >1,000 community schemes up an running
- ✓ **86%** of commuting journeys have at least one match
- ✓ **30 Million Shared Trips**
- ✓ 105,000 tonnes of CO2 saved/year
- ✓ Improved accessibility
- ✓ Reduced social exclusion
- ✓ Lots of new friendships, communities, sharing
- ✓ A new member joining every 2 minutes
- ✓ Proved that a social enterprise can be self sustaining

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Our mission:

To ensure that everyone has someone to liftshare with. Fewer cars, greater access.

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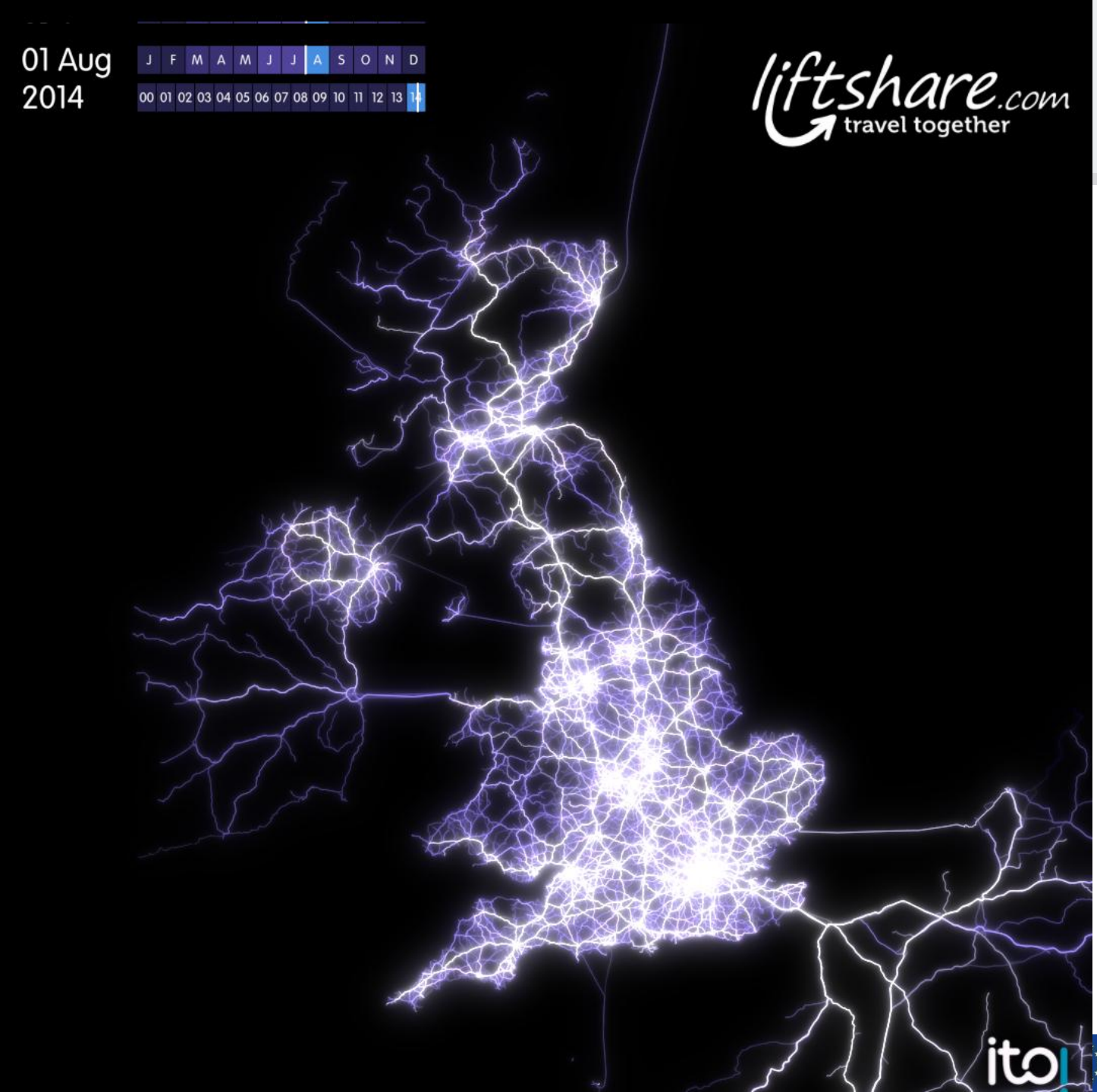
London



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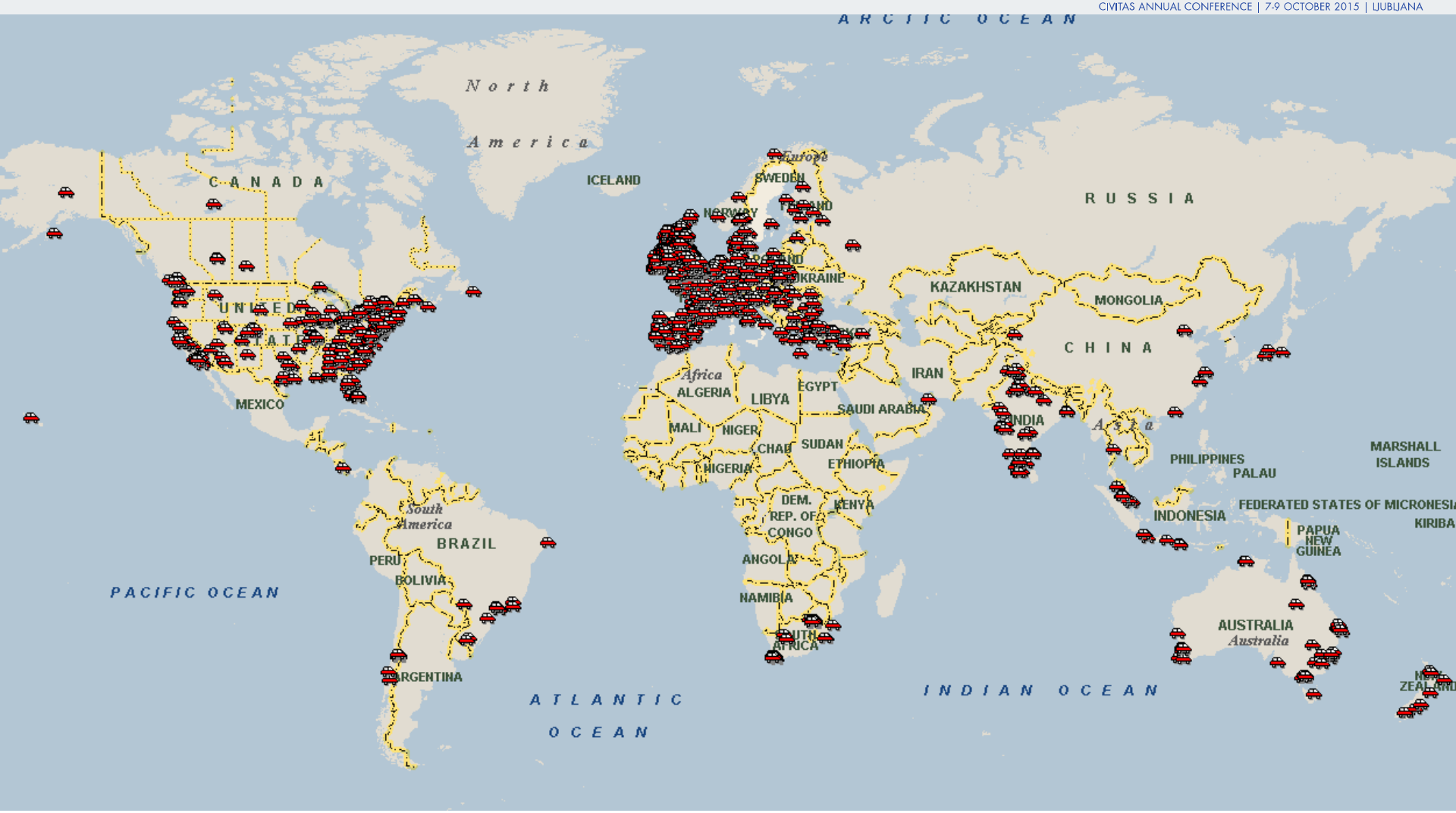

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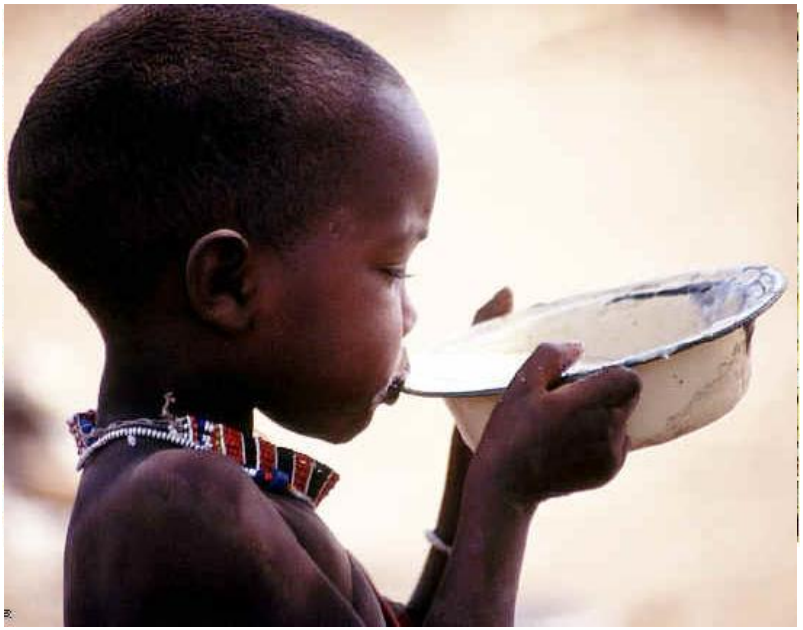
The future: Doing more with less

Why?

Continuinuous growth in a finite system is an oxymoron!

- Population growth,
- Peak Oil,
- Congestion > gridlock
- CO2,
- Food supply



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We have just 3 options

- Reduce the population
- Do less
- Use less

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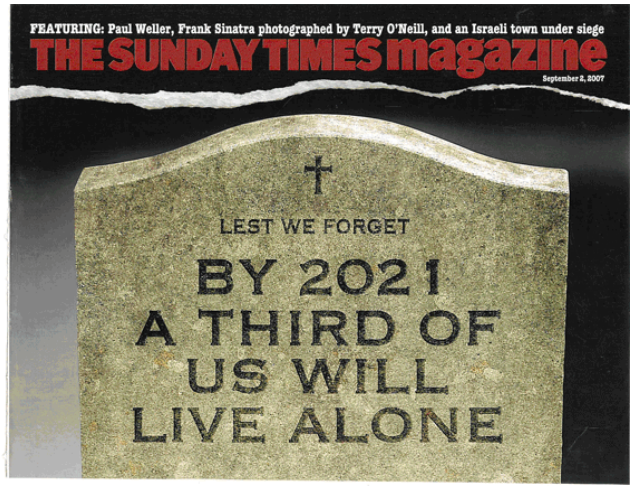
Using less is easy!

- Use more efficient goods
- Waste less
- Recycle more
- **Share more**



- **Move away from focus on financial gain to social gain**

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What is the next big idea?

The sharing revolution will be greater than the industrial revolution

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Exponential problems need exponential solutions

We are now in the sharing revolution

1750 – 1850 **Industrial revolution**
Farming > Manufacture and Commerce > Efficiency and Affordability
Communities sharing & bartering > Businesses selling & ownership

1850 – 1990 **Revolutions in Mobility, Distribution, Communication, Health**
Explosion in population, consumption, waste > scarcity
Borrowing, advertising and ownership become the norm
Those who control business and the media dominate

1990 – 2010 **Age of information**
Internet, mobile, online platforms, social networking
Those who control the networks dominate

2010 – 2020? **Sharing revolution**
Individuals > Collaborators. Ownership > Access. Corps > Co Ops
Sharing platforms and collaborating consumers dominate

Direction of travel?

- More personalised
- More convenient
- Door to door / mobility platforms
- More sharing
- Cheaper
- Customer relationships rule
- More Technological/Mobile
- Rapid adoption

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UBER is just the tip of the iceberg

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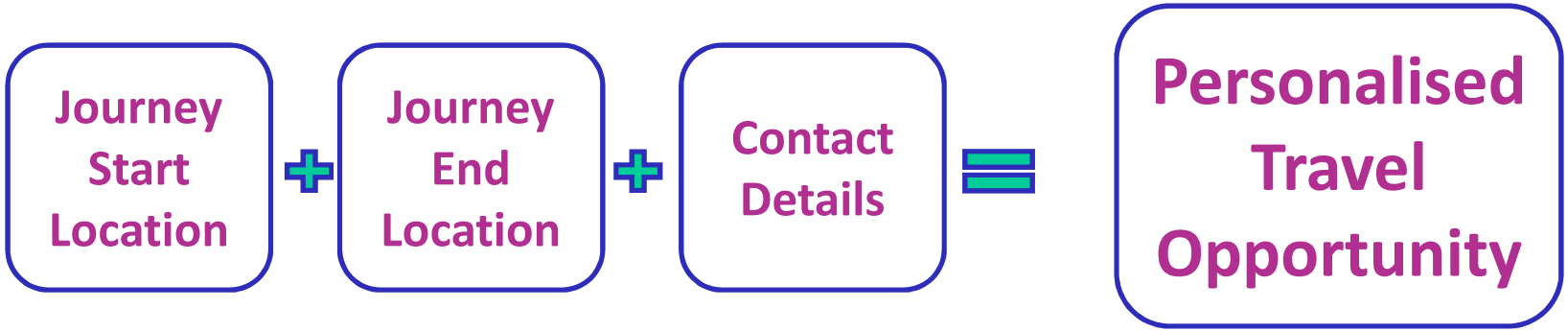
From anonymous data to..

57% of people are happy to share their data if they can get better services



CHUMS

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What is Carpooling?

Carpooling is simply when a driver shares their vehicle with others travelling to a similar destination. This saves fuel costs and takes many single occupancy vehicles of the road, crucially reducing congestion.

The CHUMS Approach

Carpooling is one of the most convenient methods of travelling to work, and it's easy to do! The CHUMS project is demonstrating that carpooling is a viable and convenient option that overcomes traditional social, behavioural, and cultural barriers associated to sharing. CHUMS has helped many people already to change their travel habits to and from work!

Simply, our strategic aim is to attract carpoolers, match them with suitable sharers, and retain them and their interest in carpooling, creating an environment where carpooling is a habit, not a chore. This all sounds simple enough, but how does the CHUMS approach differ from other carpooling schemes?

CHUMS combines three ever so simple measures which, when combined, have shown to have a greater impact than other schemes on carpooling success in organisations across Europe.

So far the entire CHUMS package has been tested in businesses, universities and municipal officers in five European countries. These countries range from those with a strong tradition of taking up sustainable mobility options, to those that still have growing car ownership and high rates of single occupancy.

Our five CHUMS 'champion cities' have been testing the CHUMS approach: Craiova (RO), Edinburgh (UK), Leuven (B), Toulouse (F) and Perugia (IT). They began with carpooling systems already in place, albeit at difference stages of maturity, serving workplaces and universities. The results so far have been very encouraging showing definite shifts in the number of people carpooling as a direct result of our CHUMS approach.

NEWS

First results from the end-user questionnaire in Perugia

In February 2015 a first end-user questionnaire is carried out for the employees of the University and the Municipality in Perugia .... [read more]

Will CHUMS work at your site?

The CHUMS project has developed a tool which establishes, for any candidate site, the current carpooling status, estimates the potential impact .... [read more]

First results of the CHUMS measures in Toulouse.

Following the implementation of the CHUMS measures in Toulouse at two different sites the number of car-poolers has increased by 12.75%.. [read more]

NEWSLETTER

E-mail*:
First name:
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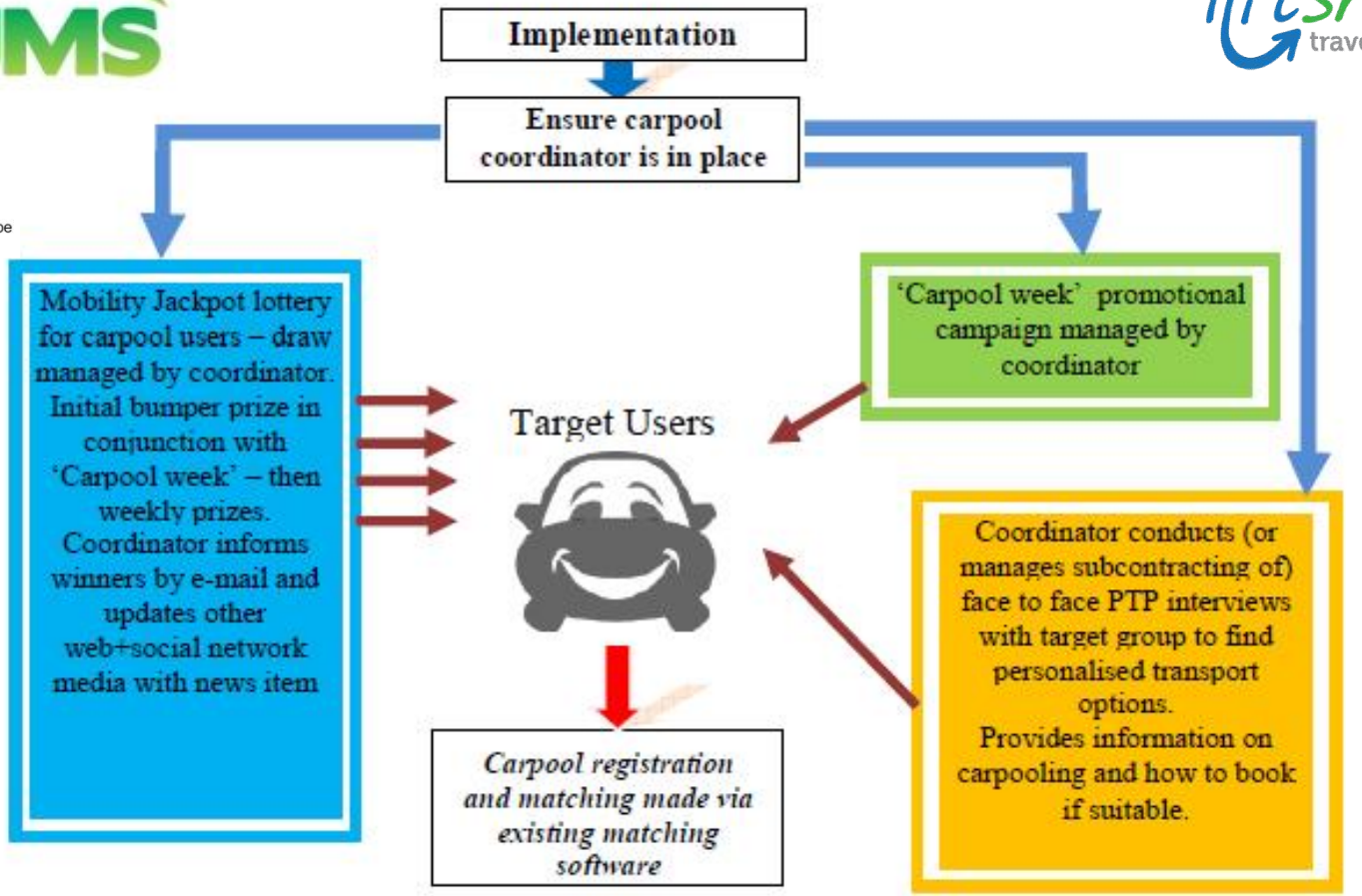

How should we all react?

1. Collaborate fully with our **consumers**
2. Look **together** for service and delivery inefficiencies
3. Embrace new platforms to build better product experiences
4. Build an army of advocates
5. **If we don't disrupt ourselves others soon will**

Together you can change the world much faster!

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Thank you!

Ali Clabburn

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