



STARS

Shared mobility opportunities And challenges for European cities

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STARS is a 30-month Horizon 2020 project that **aims to explore the diffusion of car sharing in Europe**, its connections with technological and social innovations, as well as its impact on other transport modes.

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STARS is looking at **how innovation can boost mobility as a service**, while taking into consideration energy savings (electric mobility), costs, and environmental and social factors.



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STARS will provide policymakers with guidelines and recommendations to help them implement environment-friendly and cost-effective car sharing services in European cities.



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STARS aims to...



The market

Build a knowledge base by mapping the existing car sharing services and solutions in Europe.



Customer profiles

Shape the typical profile of car sharing users, based on socio-demographic factors and from a social psychology perspective.



User behaviour

Understand why people shift from car ownership to car sharing, as well as study new mobility attitudes and practices.



Innovation

Connect the diffusion of car sharing with emerging technological and social innovation patterns (including mobile applications & electric vehicles).



Mobility demand

Quantify the mobility demand and match the different car sharing services offered with mobility styles, cultures and practices in Europe.



Synergies

Assess how different forms of car sharing and other travel modes can be used in a co-modality perspective.



Mobility scenarios

Study how other travel modes could be affected by the growth of car sharing, and define two mobility scenarios.



Environmental impacts

Quantify the impacts of car sharing in terms of congestion, greenhouse gases, noise, accessibility and social cohesion.



Car industry

Evaluate the direct and indirect impacts of car sharing on the European car industry, and foresee how it can strengthen its competitiveness.



Policy toolkit

Provide stakeholders and European policymakers with a support tool based on the project's results.

A consortium of 9 partners



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