

LEARNING FROM THE STARS

Findings & the Future of Car Sharing in Europe



STARS FINAL EVENT

Bremen (Germany), 13-14 February 2020



One international
conference followed by
one workshop dedicated
to car sharing

Venue

ecos office centre, Teerhof 59, 28199 Bremen
Room: Flydeck



STARS

Shared mobility opportunities And
challenges for European cities



**Freie
Hansestadt
Bremen**



What is it all about?

The European research project STARS (www.stars-h2020.eu) has been analysing the potential of car sharing for sustainable mobility.

In its final event the project seeks to widen its horizon by linking to experiences from other parts of the world such as Asia, North America and the motherland of car sharing: Switzerland. This event, held in Bremen, will be the place to be to get a holistic overview of experiences and approaches of car sharing not only in Europe, but also of slightly different approaches and societal and transport frameworks in Asia and North America.

In its final conference, the STARS consortium would like to focus on the status of car sharing worldwide in an international part of the conference (part 1 – 13th February) and on the integration of car sharing and other mobility services in housing construction in a German-speaking part of the conference (part 2 – 14th February).

The discussions and talks will give you fresh insights and ideas on how car sharing can maximise benefits in terms of congestion mitigation, environmental footprint, social inclusion and opportunities for different industrial sectors.

Why Bremen? The city is at the forefront of shared mobility. Car sharing has been integrated into urban renewal and new developments for many years and represents a practical example for the research carried out in STARS.

Als Bindeglied zwischen beiden Tagungsabschnitten dient die „STARS Lounge“ mit Buffet und Musik am Donnerstag 13.2. um 19:00 am Tagungsort.

Participation is free of charge, but prior registration is required. You can also register for only one part of the conference. Please register [here](#)

The conference will be documented, with audio and video recordings also being made during the events. With your registration you agree to the recordings.



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PART 1: INTERNATIONAL CONFERENCE

THURSDAY 13 FEBRUARY

STARS outcomes: what's next for car sharing in Europe?

Registration & welcome coffee		8:30
STARS on the rise Welcome by the City of Bremen Introduction into the STARS project	Dr. Maike Schaefer , Minister for Climate Protection, Environment, Mobility, Urban & Housing Development Marco Diana , Politecnico di Torino/STARS coordinator	9:00
What STARS tell you The status: case studies from STARS and from the Bremen example	Gunnar Nehrke , German Car sharing Association Andrea Chicco , Politecnico di Torino Rebecca Karbaumer , City of Bremen	9:30
Coffee & networking		10:30
The wide STARY sky -1- Worldwide approach and experience: car sharing upscaling: practice and experience in Asia	Lewis Chen Singapore, founder & first President of Car sharing Association of Singapore	11:15
The wide STARY sky -2- Worldwide approach and experience: "A global perspective on car sharing"	Luisiana Paganelli Silva , RMIT University, Melbourne	11:40
Heaven on earth: lunch break		12:00
STARMOVE Site visit of car sharing infrastructure in Bremen (walkshop)	Michael Glotz-Richter , City of Bremen	13:00
The wide STARY sky -3- Worldwide approach and experience: Approach, experience and research results from North America	Adam Cohen , University of California at Berkeley	15:00
Coffee & networking		15:45
STARS outcomes: going forward with car sharing in Europe		
The wide STARY sky -4- Worldwide approach and experience: The motherland of car sharing - most experienced: approach, experience & research results from Switzerland	Arnd Bätzner , General Management, Mobility Car Sharing Suisse	16:15
Where do the STARS lead to? Future of car sharing under aspects of new technologies and integration in urban and regional development (Final debate)	Marko Horvat , ICLEI	16:40



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STARDUST Final remarks by host and coordinator	Marco Diana, Michael Glotz-Richter	17:10
STARS-Lounge Eat, drink, talk - and enjoy live music at the Flydeck Reception by Ministry for Climate Protection, Environment, Mobility, Urban & Housing Development	Reception	19:00



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PART 2: WORKSHOP - INTEGRATION OF CAR SHARING INTO HOUSING DEVELOPMENTS (IN GERMAN)

What is the second day of the conference about?

Everywhere there are calls for cheaper housing construction. The conference is intended to show **what contribution a changed integration of mobility in housing construction can make - both in terms of quality of life and costs.** The construction of underground parking spaces can easily account for 10 to 15% of the construction costs in housing construction. It is true that in many places the obligation to create parking spaces under the Reichsgaragenordnung has already been changed. But what are alternative solutions for linking housing construction and mobility? What experiences are already available? What could future models be in view of new forms of mobility and technologies? One focus of the conference will be on the integration of car sharing in housing construction - as an alternative to owning a car.

What experiences have been made with initial model projects? Which potentials exist for cost reduction in housing construction, for more quality in outdoor areas - without neglecting mobility needs? Which innovative mobility offers are desired by (future) residents?

At the conference you will learn about current research results on the acceptance and effects of car sharing, on model projects for the integration of mobility services in construction projects and planning approaches (in existing buildings as well as new buildings). It is also about establishing low-cost housing in interaction with mobility services, ensuring the sustainability of building projects and achieving new living environment qualities.

The workshop is aimed **at municipal planners** as well as at the housing industry, mobility service providers and decision makers in all these areas. **The workshop will be held in German.** The workshop is a component of the European research project STARS.

On the evening before (13th February.) a joint meeting of both workshops will take place - with buffet and live music (registration required).

Participation is free of charge, but registration is required. You can also register only for the German speaking part of the conference. Please register [here](#).

You will find further information and the online link also on [the STARS project website: www.stars-h2020.eu](http://www.stars-h2020.eu)

The conference will be documented. By registering, you agree that photographs may be taken during the events for documentation purposes.



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WEDNESDAY 14 FEBRUARY		
STARS outcomes: what's next for car sharing in Europe?		
Registration & welcome coffee		8:30
Thematic perspective of politics, administration, car sharing providers and the housing industry		
Welcome	Gabriele Nießen , Baustaatsrätin Bremen	9:00
Recent developments at the car sharing market	Gunnar Nehrke , German Car sharing Association	
Legal framework and effects of the Bremen model	Michael Glotz-Richter , City of Bremen	
Cooperation between housing industry and mobility provider	Cordula Fay , Federal Association of German Housing & Real Estate Companies	
Coffee break		10:15
Field reports on the integration of car sharing/mobility services in housing		
Main results from „Wohnen leitet Mobilität“ (Housing guides mobility)	René Wassmer , Verkehrsclub Germany	11:00
Praxis report from Munich	Markus Lange-Stuntebeck , StattAuto Munich	11:20
The „Stellwerk60“ project in Cologne Nippes	Hans-Georg Kleinmann , neighbourhood association „Nachbarn 60“, Cologne	11:40
Mobility and housing - examples from the Netherlands	Minze Walvius , Advier (Delft)	12:00
Projects of Gewoba (Bremen) in existing and new buildings	Jörn Ehmke , Gewoba (Bremen)	12:20
Questions, answers and discussion about the model projects: are there common success factors?		12:40
Lunch		13:00
Interactive discussion between panel and audience: recommendations, sustainability, subsidising parking, do we need a mobility fund?	Thomas Kiel d'Aragon, association of German cities and towns Cordula Fay, GdW Heike Zuse, German Tenants' Association (tbc.) Gunnar Nehrke, Federal Association Car sharing Michael Glotz-Richter, Free Hanseatic City of Bremen	14:00
End of the day		15:30



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