



STARS

Shared mobility opportunities And
challenges for European cities

Research and Innovation action

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ABOUT STARS

STARS - Shared mobility opportunities And challenges for European cities – aims to explore the diffusion of car sharing in Europe, its connections with technological and social innovations, as well as its impacts on other transport modes (private car, bike, walk, taxi, public transport...). The new aspect of STARS lies in the studies on the implications and impacts of car sharing, rather than on the implementation of the system itself, as it has been done before.

Led by the Politecnico di Torino, STARS gathers multidisciplinary car sharing experts in the fields of transport engineering, environmental psychology, and industrial economics. During 30 months, they will adopt a co-modality approach, considering the real effects of car sharing on other travel modes, the (new) travel demand, and the mobility needs of European citizens.

The final objective of STARS is to measure the benefits related to the diffusion of different car sharing services, in addition to comparing their costs. Moreover, a policy toolkit, including guidelines and recommendations, will be designed to provide European mobility stakeholders and policymakers with a support tool that will help them make the right decisions in developing the best strategies for implementing environment-friendly and cost-effective car sharing services.

More information: www.stars-h2020.eu

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SUMMARY

The following deliverable outlines all the activities carried out before and during the mid-term STARS dissemination workshop organised in Month 12, as a side event at the CIVITAS Forum 2018, taking place in Umeå (Sweden). As part of task 7.2 of the STARS Work package 7 -*Dissemination, exploitation, stakeholder engagement and awareness raising*, a joint workshop was organised with another mobility-oriented sister project called MoTiV.

The aim of this workshop was to disseminate the results obtained until M12 from STARS, and to create synergy with MoTiV, gaining also another point of view on how car sharing uptake can be understood.

This joint workshop was organised and moderated by ICLEI and LGI, and it was divided in two main parts: dissemination activities and an interactive session. In the dissemination part, STARS and MoTiV results had been explained and communicated to the 15 participants. During the interactive session, participants were challenged on 6 cities and the best strategies to implement car sharing services.

This document also includes pictures taken during the workshop with the explicit consent of all the participants.

KEY WORDS

STARS, MoTiV, car sharing, dissemination, CIVITAS Forum, Umeå, urban and sustainable mobility, European transports, policymakers, stakeholders.

INTRODUCTION

Communication and dissemination activities have become a top priority in European collaborative research projects funded under the EU's Horizon 2020 programme.

The main purpose of this deliverable D7.3 is to describe the methodology and the course of action of this mid-term workshop. Objectives, venue and context details, profiles of the participants, presentation of the staff organisation and facilitators, as well as results are also detailed in this document.

1. Objectives of the mid-term workshop

Main communication and dissemination objectives of the mid-term workshop are to:

- ★ Inform and involve policymakers, mobility experts and other relevant stakeholders (at the local, national and European level) about the STARS project results
- ★ Boost engagement of the existing European car sharing community
- ★ Give more visibility to the project's activities and results
- ★ Mutualise efforts and improve the impacts of dissemination activities through a collaboration with the MoTiV project

2. Venue and context details

The STARS mid-term workshop took place during a thematic session, scheduled on Thursday 20th of September (Day 2 of the CIVITAS Forum Conference), from 4:30 to 6 pm.

The 16th edition of the CIVITAS Forum Conference, taking place in Umeå (Sweden) from 19-21 September 2018, was a relevant identified event to organise the STARS mid-term workshop (Month 12). Indeed, it gathers city representatives, policymakers, academics and mobility experts from Europe and beyond to debate about solutions to bring a sustainable and clean mobility to European cities. Moreover, this year's CIVITAS Forum main topic was "Mobility for U and Me" and the European Commissioner for Transport, Violeta Bulc declared 2018 as the "Year of multimodality" which means the use of different modes of transports in the same journey.

As a joint workshop, the STARS mid-term workshop was organised in collaboration with the MoTiV project, a STARS sister project that stands for "Mobility and Time Value". This H2020 project addresses "the emerging perspectives on changing Value of Travel Time (VTT)" and it "explores the dynamics of individual preferences, behaviours and lifestyles that influence travel and mobility choices." The added value of MoTiV project in the workshop was in using their results on different travel choices and "Motivations" people have when choosing or not a transport mode, with a special outlook on car sharing results from the STARS project.

More information: www.motivproject.eu

3. Programme and activities

According to task 7.2 of WP7, two European-wide dissemination workshops have to be organised: a first one at the mid-term (M12) and a second one at the end of the project (M30). STARS has to identify relevant European projects in the car sharing or sharing economy field in order to organise at least one of these two events as a joint workshop. This will allow to mutualise efforts and maximise the dissemination activities' reach and impacts.

This workshop combined two mobility related EU funded projects (STARS and MoTiV) and used synergies and results from both projects.

3.1. Main topic

Combining two mobility related projects in a single workshop involved to choose a topic that reflected both projects and created synergies at the same time. That's why the following title had been selected: **"Car sharing take-up potential considering the value of traveling choice"**.

Moreover, this topic was relevant because it reflected results generated in the first year of the STARS project: car sharing business models and operational characteristics, among others. It also included MoTiV results dealing with how travellers decide to choose or not a transport mode, and what drives their choice depending on their lifestyle.

Finally, the main interest of this joint workshop was to combine knowledge from two mobility projects and to screen stakeholder's opinion on car sharing uptake in different types of European cities (with a special focus on Eastern versus Western European towns).

3.2. Methodology

The methodology used during this workshop was based on two elements: **dissemination and interactivity**. Since the main purpose of this workshop was to disseminate the STARS project results gathered until M12 and create synergy with MoTiV, Johannes Rodenbach from Autodelen.net (a STARS partner) gave a short presentation of the first results carried out in the STARS project. It was helpful for the participants to understand what STARS aims for and what the project achieved so far. Afterwards, Ghadir Pourhashem presented the MoTiV project, its aims and main achievements.

The second part of the workshop was an interactive session. Participants from across Europe and beyond were given the task to share their knowledge and experience to explain their view on the project results and car sharing in Europe.

3.3. Agenda and course of action

★ 4:30pm-4:40: Registration/coffee

Participants had time to fill the registration form (see Annex 1) and ask the moderator any questions.

★ **4:40-4:50: Welcome words, overview and STARS presentation**

Welcome words from Marko Horvat (ICLEI and a STARS partner) followed by a brief overview of the workshop agenda.

Johannes Rodenbach, from Autodelen.net, presented the results (mainly part of task 2.2 in the STARS WP 2) and answered any questions on the STARS project.



Figure 1: Presentation of the STARS project by Johannes Rodenbach

★ **4:50-5: MoTiV presentation**

Ghadir Pourhashem presented the results and answered any questions on the MoTiV project.



Figure 2: Presentation of the MoTiV project by Ghadir Pourhashem

★ **5-5:10: Explanation of the interactive workshop session**

As a moderator, Marko Horvat explained the details of the interactive session: what is expected from the participants and when, what is the aim of the interactive workshop and how the results will be explained and exploited.

★ **5:10-5:20: Cities presentations: Madrid and Budapest**

Sergio Fernandez Balaguer (City of Madrid) gave a short presentation on vehicle sharing system in Madrid, as a Western European city example. It was a relevant case of vehicle sharing system's success story with a focus on uptakes and problems in the process of regulating new business models and vehicle services providers from the city perspective.

Laszlo Sandor Karenyi (Budapest public transport operator, BKK) gave a short presentation of a difficult path for vehicle sharing in a European Eastern city, and how the city tried to negotiate with the new shared vehicle operators.



Figure 3: Presentation of Sergio Fernandez Balaguer



Figure 4: Presentation of Laszlo Sandor Karenyi

★ **5:20-5:40: Table discussion**

After these two presentations, moderator handed out yellow and green papers to participants. They had to write the name of the chosen cities and answer three questions given at each table.

★ **5:40-5:50: Screening ideas**

This activity of the workshop was reserved to screen the answers from each table. Participants came to the flipchart and explained their motivation behind the answers.



Figures 5 & 6: Participants presenting their ideas and answers

★ **5:50-6pm: Results and conclusion**

An open discussion began to present and share ideas from different cities and with different situations and features. The discussion between stakeholders was very intense, and at the end participants reached common conclusions.

4. Facilitators and staff organisation

Marko Horvat (ICLEI): moderated the workshop and created the content for the interactive session.

Johannes Rodenbach (Autodelen.net): presented the STARS results.

Dr. Ghadir Pourhashem (University of Zilina): presented the MoTiV results.

Ludovico Boratto (MoTiV): was present to answer question regarding MoTiV.

Sergio Fernandez Balaguer (City of Madrid): presented a case of Western European car sharing success story.

Laszlo Sandor Kerenyi (Center for Budapest Transport): presented a case of Eastern European unsuccessful car sharing story.

Mathilde Bazin-Retours (LGI): online promotion of the workshop (Twitter, LinkedIn, project website, emailing...).

5. Profiles of the participants

| Full Name | Organisation | Email | Agreement |
|-------------------------|-----------------------|--|-----------|
| Laszlo Sandor Karenyi | BKK Budapest | laszlo.karenyi@bkk.hu | yes |
| Fahad Anwar | University of Brescia | f.anwar@unibs.it | yes |
| Philip Näslund | Municipality of Umea | philip.naslund@umea.se | yes |
| Stefano Polimeno | Urbi | stefano@urbi.com | yes |
| Balazs Nemeth | Eurocities | balazs.nemeth@eurocities.eu | yes |
| Ana Dragutescu | ICLEI ES | ana.dragutescu@iclei.org | yes |
| Joseph Marshment-Howell | ICLEI ES | joseph.marshment-howell@iclie.org | yes |
| Imre Keseru | VUB-MOBI | imre.keseru@vub.be | yes |
| Jonas Ericson | City of Stockholm | jonas.ericson@stockholm.se | yes |
| Sergio Fernandez | EMT Madrid | sergio.fernandez@emtmadrid.es | yes |
| Ghadir Pourhashem | University of Zilina | ghadir.pourhashem@uniza.sk | yes |
| AnaMaria Anas | ETRA i+d | amanas.etraid@grupoetra.com | yes |
| Mariangelina Evliati | City of Stockholm | Maria-angeliki.ecliati@stockholm.se | yes |
| Marko Horvat | ICLEI ES | marko.horvat@iclei.org | yes |

Figure 7: List of the workshop participants

15 participants attended the STARS & MoTiV workshop with the 3 main following profiles:

- ★ EU city representatives
- ★ EU, local and national experts in mobility
- ★ EU researchers in mobility and the automotive sector

6. Detailed explanation of the interactive session

After the presentation of STARS and MoTiV project results, the interactive session began with the moderator explaining what participants are required to do. The moderator introduced also the two short presentations on Western and Eastern European cities and experience with car sharing uptake. Participants were invited to listen carefully as the presentations could be used as inspiration for the upcoming part. After the presentation on Madrid and Budapest, stakeholders were divided into 4 tables, with 4-5 people at each table. Each group received a set of 3 questions and blank yellow and green papers to write the name of the city they worked on and their answers.

The full list of questions (in total 7) that were later divided in 3 sets:

- ★ What are the opportunities of introducing car sharing? Why? What type of car sharing?
- ★ What are the obstacles of introducing car sharing? Why? What type of car sharing?
- ★ What are the experiences with car sharing in your city? Impact?
- ★ What is needed to boost car sharing in the future and/or to attract larger audience?

- ★ How important are values such as safety and comfort in the choice of shared transport modes?
- ★ How can Citizens' Value of Travel Time (VTT) shape the future (or improve quality) of Mobility as a Service (MaaS) in Europe?
- ★ What are the factors that influence the choice of your transport mode?



Figure 8: A group of participants during the interactive session

Participants were asked to pick up two cities per table and answer the questions regarding these particular towns. Papers with the name of the city and answered questions had been explained by each table in front of the participants before being pinned on the flipchart. Flipchart was comprised of a chart area, where X-axis divided medium vs large cities, while the Y-axis divided Eastern vs. Western cities.



Figure 9: Slide explaining the workshop outcome

7. Promotion of the event

LGI and ICLEI worked together to promote the STARS & MoTiV workshop. Firstly, LGI designed a **special flyer** to be distributed at the CIVITAS Forum (STARS was sharing an exhibition stand with 3 other sister projects, among other MoTiV).



Figure 10: Special flyer (front and back)

An electronic invitation was also designed and distributed to all the contacts who subscribed to the project newsletters and news (GDRP compliant system).

On the STARS Twitter and LinkedIn accounts, few posts/tweets were published announcing the mid-term workshop. LGI designed a visual to use on social media.



Figure 11: Visual for social media



Figure 12: Example of a tweet to promote the workshop

On the STARS website (www.stars-h2020.eu), the workshop was announced in the Newsroom section based on a CORDIS post published by LGI:

https://cordis.europa.eu/event/rcn/146443_en.html?WT.mc_id=email-Notification

During the CIVITAS Forum parallel sessions, the special flyer was directly presented in slides: during the 9:30 to 11:00 session on SUMP Innovations for more Liveability (scheduled on Day 2). Moreover, Michael Glotz-Richter, part of the STARS consortium, included it in his presentation, and the slide with the flyer stayed during the last 30 min of the panel discussion (Figure 4 and 5). During this time, two more participants registered for the workshop.



Figure 13: Promotion of the workshop during the panel discussion

8. Results

Main results per group:

| | Factors influencing the choice of transport mode | Values or opportunities | Other questions answered |
|---------------------|--|--|---|
| Bremen | <ul style="list-style-type: none"> - Type of trip - Destination, time of the day - Mindset - Infrastructures: parking space both in origin and destination | <ul style="list-style-type: none"> - City with experience in reducing the number of cars by implement car sharing services - Car ownership determines what you do: if you have a car, you will use it all the time - Educational process needed | <p>Obstacles:</p> <ul style="list-style-type: none"> - Status because owning a car is still mainly promoted. - Mental barriers - Free parkings - Lack of policy framework |
| Brussels (1) | <ul style="list-style-type: none"> - Travel time - Cost - Comfort | <ul style="list-style-type: none"> - Car sharing vehicles used by companies as pod cars (business trips) | <p>Value Time Travel (VTT):</p> <ul style="list-style-type: none"> - No requirements for electric vehicles |
| Brussels (2) | <ul style="list-style-type: none"> - Air quality in cities - Saving travel time (too many cars in the streets today) | <ul style="list-style-type: none"> - Safety is key more than comfort - Price is more important than comfort | <p>Value Time Travel (VTT):</p> <ul style="list-style-type: none"> - MaaS (Mobility as a Service): planning, booking and paying for using services |
| Turin | <ul style="list-style-type: none"> - Convenience - Accessibility (spatial + temporal) - Weather | <ul style="list-style-type: none"> - Making cars more accessible to groups than can't buy one | <ul style="list-style-type: none"> - Lower pricing - More connections with public transportation |
| Valencia | <ul style="list-style-type: none"> - Proximity of public transports - Length of trips (time/duration) - Lack of mobility solutions (such as car sharing, carpooling...) | <ul style="list-style-type: none"> - Safety is key | <p>Value Time Travel (VTT):</p> <ul style="list-style-type: none"> - Travel time is a valuable asset for either shared mobility or MaaS |
| Stockholm | <ul style="list-style-type: none"> - Lack of public transport certain hours (after office, week-ends) | <ul style="list-style-type: none"> - Leisure trips | <ul style="list-style-type: none"> - Different demand in function of the time - Not possible to dedicate parking places |
| Melbourne | <ul style="list-style-type: none"> - Type of trip - Destination, time of the day - Mindset - Infrastructures: parking space both in origin and destination | <ul style="list-style-type: none"> - Integrate any other systems to the car sharing potential in the city - Help in changing the mindset by informing citizens | <p>Obstacles:</p> <ul style="list-style-type: none"> - Very car-oriented city |

- | | | | |
|--|--|--|--|
| | | <ul style="list-style-type: none">- Free-floating might be an opportunity and still doesn't operate in Australia | |
|--|--|--|--|

★ Questions and ideas from the open discussion:

During the open discussion, participants expressed a strong interest for the question of car ownership. They argued how, in certain cities or countries, education is needed to explain citizens owning a car is not the only way of getting around the city. Moreover, they discussed about the fact that citizens should be informed about what car ownership means and that the following sentence should not be the most likely thought: "If you own a car, you will probably use it most of the time".

Every city is different, and every country has different perception of the different car sharing schemes. For example, while participants from Italy claim that free-floating model is the only car sharing operational model that could be profitable in Italy, Swedish participants claim that this model would never be perceived as a desirable vehicle sharing system in Sweden (mainly the discussion was for Stockholm). Moreover, participants agreed that different car sharing models will have different markets even geographically, and that is something that has to be taken into account for the future urban development and mobility planning.

Participants recognise also that there should be a greater responsibility from the shared-vehicle provider. The main focus in these terms was on bicycle sharing, free-floating and stationary operational modes, since some of the participants encountered these vehicles left lying on the ground or been thrown into rivers/bushes. The main agreement is that the operators and service providers should be more diligent and more reliable for the vehicles left in appropriate places.

CONCLUSION

In total, 15 participants chose 6 different cities: Bremen, Brussels (2 times), Valencia, Stockholm, Turin and Melbourne (outside EU). Many interesting ideas were discussed regarding the vehicle sharing systems in different cities and if the local authorities are ready or not to cooperate with business owners/service providers.

Participants acknowledged that STARS and MoTiV represent valuable projects focusing on car sharing and vehicle sharing. Moreover, synergies between both projects appeared as a great way of thinking about car sharing uptake. Participants also agreed that the discussions stemming from the short presentations added value to the interactive session.

After the workshop, the STARS partners had the opportunity to meet with the External Advisory Board (EAB). They exchanged about the deliverables and how the STARS results can be used by city representatives. These are the main messages and suggestions from their discussion:

- ★ Producing guidelines for cities to open their mind who have the capabilities to take decisions in implementing car sharing services

