



STARS

Shared mobility opportunities And
challenges for European cities

Research and Innovation action
H2020-MG-2016-2017

Public website

Deliverable D7.2

Version n° 1

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EXECUTIVE SUMMARY

The STARS public website was designed and developed to serve as a dynamic information and communication tool, as well as a platform for the project team. It acts as the main channel for news and updates with the aim to address the key questions that external visitors are expected to have, such as:

- ★ what the project is about
- ★ what the project is delivering, and why
- ★ who the partners of the project are
- ★ what the latest news and events of the project are
- ★ where to find more information on the topic or related topics

Google analytics is being installed as the tool to monitor the statistics of the website, and make changes to the content architecture if necessary.

The STARS public website was officially launched in December 2017. It will be continuously updated and will evolve with the lifecycle of the project, according to the detailed communication, dissemination and exploitation plan (D7.1) of the project.

KEY WORDS

STARS, carsharing, shared mobility, social and technological innovations, European transports, car industry, congestion, greenhouse gases, communication, dissemination.

INTRODUCTION

The key objectives of STARS in terms of public communication are to:

- ★ communicate and disseminate the project's activities and objectives, and contribute to the uptake of its results.
- ★ centralise and make available all possible relevant public reports and results of the project.
- ★ inform the general public and policymakers (at local, national and European level) about STARS and carsharing services.
- ★ boost engagement of the existing European carsharing community.
- ★ promote and ensure European and international visibility for STARS and its associated activities.
- ★ support the implementation of new carsharing strategies through an "Innovation Camp", organised during the last six months of the project.

The public website for STARS will contribute to achieving these objectives by serving as the main channel for news and updates, as well as a repository for all the project's public deliverables, reports, and communication and promotional materials (flyers, posters, brochures...).

It also provides access to a restricted area for STARS partners. This platform allows partners to share documents and work in a collaborative way.

This document outlines the main sections and technical characteristics of the website.

1 Context

The STARS public website will promote the European and international visibility of the project, communicate on the progress achieved and disseminate the results stemming from the project.

To make useful and relevant information available to the general public, it was decided that the website should address the needs and the questions that would most likely interest external stakeholders, or visitors, such as:

- ★ what the project is about
- ★ what the project is delivering, and why
- ★ who the partners of the project are
- ★ what the latest news and events of the project are
- ★ where to find more information on the topic or related topics

2 Homepage

All of the important information on the project can be directly accessed from the homepage and highlights of each section, or topic displayed.

It represents the central point of information and aims to provide general information about the project and its expected results and impacts, which are to explore carsharing services in Europe (its diffusion, connections with new technological and social innovations, and its effects on other travel modes).

Therefore, visitors have direct access to information on:

- ★ the project and its context
- ★ the partners of the consortium
- ★ the activities carried out
- ★ the expected results, impacts and objectives
- ★ the latest news and upcoming events
- ★ all published reports, newsletters, and promotional materials
- ★ the link to the partner area



The screenshot shows the STARS public website homepage. At the top, there is a navigation bar with links: THE PROJECT, NEWS & EVENTS, DOWNLOADS, and PARTNER AREA. The main header features the STARS logo and the tagline "Share. Drive. Enjoy." followed by the text "STARS explores new pathways for carsharing in Europe." and a "LEARN MORE" button.

Below the header, there is a section titled "Not familiar with carsharing? Watch this video!" which includes a video player for "Udo and Car Sharing - English" (1.5 k views). To the left of the video, there is a quote: "Supporting European policymakers with guidelines and recommendations to implement environmentally-friendly and cost-effective carsharing services in European cities."

The next section is titled "What is carsharing and how does it work?". It contains four bullet points:

- Based on a simple principle: individuals gain the benefits of private car use without all the costs and responsibilities of ownership.
- Operating in 33 countries (Europe being the largest carsharing region measured by membership), with more than 4.8 million members sharing over 104,000 vehicles (2016 Innovative Mobility Carsharing Outlook).
- Roundtrip / Return carsharing: users pick up and return their shared vehicles at the same station location.
- One-way carsharing: users can pick up a shared vehicle at one location and drop it off at another.

Below this section, there are two columns: "LATEST NEWS" and "UPCOMING EVENTS".

LATEST NEWS: The first article is titled "STARS project kicks off" (23 October 2017) and includes a photo of the project team. The text states: "Today, carsharing is not only a mobility concept, but a genuine service that is spreading throughout the world ..."

UPCOMING EVENTS:

- JAN 07:** Transportation Research Board (TRB) Annual Meeting (7 January 2018 - 11 January 2018)
- APR 16:** Transport Research Arena (TRA) 2018 (16 April 2018 - 19 April 2018)
- JUL 15:** IATBR Conference (15 July 2018 - 20 July 2018)
- MAY 26:** World Conference on Transport Research (WCTR) (26 May 2019 - 31 May 2019)

The next section is titled "STARS Partners" and lists the following partners:

- AUTO/DELEN.NET (CARSHARE BELGIUM)
- bcs (Bundesverband Carsharing)
- CARDIFF UNIVERSITY (PRIFYSGOL CAERDYDD)
- Freie Hansestadt Bremen

At the bottom, there are four sections:

- FOLLOW US ON TWITTER!** showing tweets from @stars02020, @Stars-h2020, and @OpenFleet.
- LATEST NEWS** with a link to "STARS project kicks off".
- CONTACT** with contact information for Marco Diana, STARS Project Coordinator & Associate Professor at Politecnico di Torino, Italy (h2020stars@gmail.com).
- EU HORIZON 2020 PROJECT** with a link to "The STARS project received funding from the H2020 Programme under grant agreement n°769513".


Figure 1: Screenshot of the homepage

3 The project

3.1 About STARS

The 'About STARS' page describes the project in general, its approach, characteristics, different partners and the team present at the kick-off meeting.

Visitors can also access all of the pages on the website directly from the header and/or the right sidebar under *More information*, which includes links to key sections of the website. In the footer, users can find the latest news and upcoming events, as well as the project Twitter feed (this is the case on all pages), name of the coordinator, and project's email.



The key to European carsharing

Launched in October 2017 and standing for *Shared mobility opportunities And challenges for European cities*, STARS aims to explore the diffusion of carsharing in Europe, its connections with technological and social innovations, as well as its impact on other transport modes (private car, bike, walk, taxi, public transport...).

A unique co-modality approach

Studying the implications and impacts of carsharing, rather than focusing exclusively on the implementation of the system itself, is a new approach that is being carried out in STARS.

A co-modality approach will be defined in the project, setting the optimal combination between carsharing use and other modes of transportation. Users' attitudes and behaviours will also be taken into consideration. The objective of the project is to measure the benefits related to the diffusion of different carsharing services, in addition to comparing their costs.

Providing a policy toolkit

Based on this co-modality approach, a policy toolkit will be designed to provide European mobility stakeholders and policymakers with a support tool based on the results stemming from STARS. It will include guidelines and recommendations to help them make the right decisions and develop the best strategies for environment-friendly and cost-effective carsharing services in European cities. In addition, it will provide "what-if scenarios", practical examples and detailed parameters: types of mobility services to promote, business opportunities for economic actors, estimation of the market's size, sociodemographic factors such as gender, age... This information is foreseen to be used as input and feed into the European Sustainable Urban Mobility Plans (SUMP).

A European carsharing community

A "Carsharing Innovation Camp" is scheduled to take place during the last six months of the project. During 2 days, policymakers, city representatives who have implemented successful and less successful carsharing systems and other actors will work together on solving specific challenges related to mobility. The policy toolkit will be tested during the event, and knowledge and new perspectives acquired during the project will be shared. One of the main objectives of this camp is to build ties and create a strong carsharing community in Europe.

High speed for innovative technology

STARS covers the emergence of new technological and social innovations (including applications for smartphones and autonomous mobility). Today they are blurring the limits between private and public transport, changing individual habits, lifestyles and behaviours while shaping the future transport models and management.

Taking into account energy savings (electric mobility), prices, and environmental and social considerations, which are creating new travel preferences and needs, STARS will look into how innovation can boost mobility as a service.

A carsharing expert consortium

During 30 months, STARS will bring together experts in the fields of transport engineering, environmental psychology, and industrial economics.

This multidisciplinary consortium also gathers carsharing providers and partners from the automotive sector. This allows to measure the direct and indirect impacts on the car industry, and forecast the industrial and economic opportunities that can be generated through the diffusion of carsharing.

Moreover, the project will benefit from the partners' strong past and ongoing research experience:

- ★ General Motors recently launched a global carsharing platform called MAVEN.
- ★ With the city of Turin, Polito is involved in the H2020 carpooling project called SocialCar.

Partners: mōmō, UbiGo, MAVEN

FOLLOW US ON TWITTER !

LATEST NEWS

STARS project kicks off

CONTACT

Marco Diana
STARS Project Coordinator & Associate Professor at Politecnico di Torino, Italy
h2020stars@gmail.com

EU HORIZON 2020 PROJECT

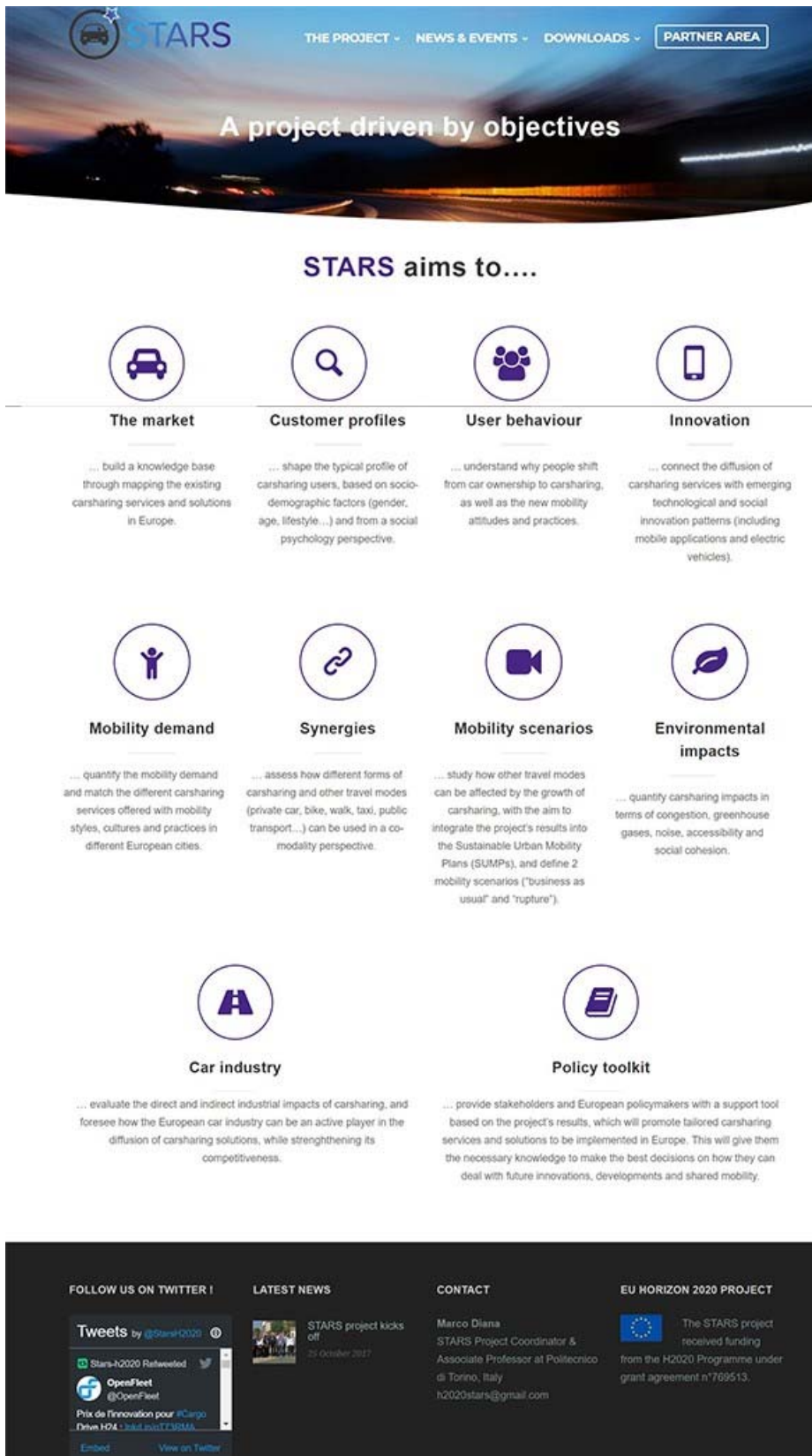
The STARS project received funding from the H2020 Programme under grant agreement n°769513.

Figure 2: Screenshot of the About STARS page

3.2 Objectives

The 'Objectives' page presents the 10 objectives of the STARS project, using icons for a more visual appearance and a quick understanding of them:

- ★ the market
- ★ customer profiles
- ★ user behaviour
- ★ innovation
- ★ mobility demand
- ★ synergies
- ★ mobility scenarios
- ★ environmental impacts
- ★ car industry impacts
- ★ policy toolkit



The screenshot shows the STARS website's 'Objectives' page. The header features the STARS logo, navigation links (THE PROJECT, NEWS & EVENTS, DOWNLOADS, PARTNER AREA), and a banner image with the text 'A project driven by objectives'. The main content is titled 'STARS aims to....' and lists ten objectives, each with an icon and a brief description:

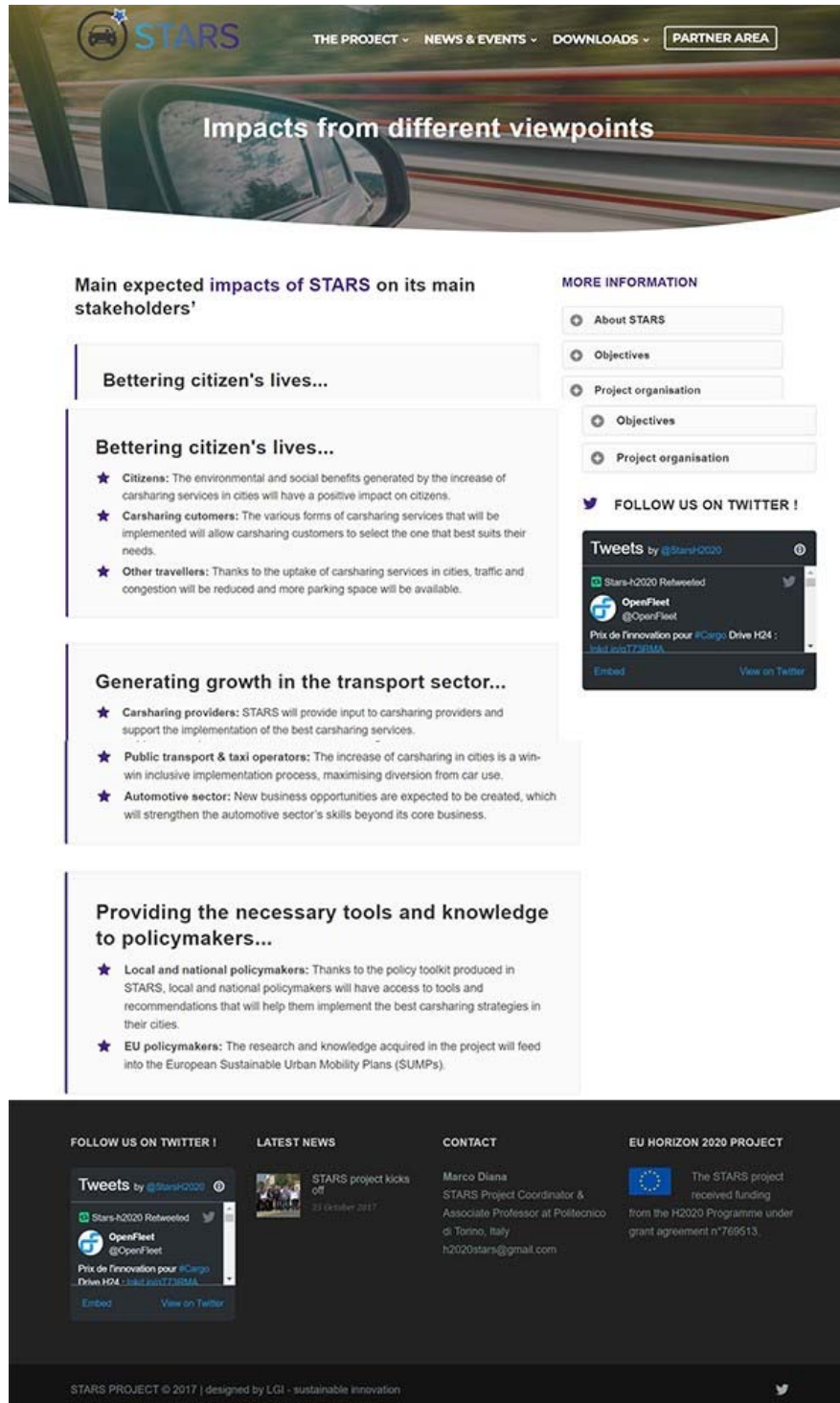
- The market**: ... build a knowledge base through mapping the existing carsharing services and solutions in Europe.
- Customer profiles**: ... shape the typical profile of carsharing users, based on socio-demographic factors (gender, age, lifestyle...) and from a social psychology perspective.
- User behaviour**: ... understand why people shift from car ownership to carsharing, as well as the new mobility attitudes and practices.
- Innovation**: ... connect the diffusion of carsharing services with emerging technological and social innovation patterns (including mobile applications and electric vehicles).
- Mobility demand**: ... quantify the mobility demand and match the different carsharing services offered with mobility styles, cultures and practices in different European cities.
- Synergies**: ... assess how different forms of carsharing and other travel modes (private car, bike, walk, taxi, public transport...) can be used in a co-modality perspective.
- Mobility scenarios**: ... study how other travel modes can be affected by the growth of carsharing, with the aim to integrate the project's results into the Sustainable Urban Mobility Plans (SUMP), and define 2 mobility scenarios ("business as usual" and "rupture").
- Environmental impacts**: ... quantify carsharing impacts in terms of congestion, greenhouse gases, noise, accessibility and social cohesion.
- Car industry**: ... evaluate the direct and indirect industrial impacts of carsharing, and foresee how the European car industry can be an active player in the diffusion of carsharing solutions, while strengthening its competitiveness.
- Policy toolkit**: ... provide stakeholders and European policymakers with a support tool based on the project's results, which will promote tailored carsharing services and solutions to be implemented in Europe. This will give them the necessary knowledge to make the best decisions on how they can deal with future innovations, developments and shared mobility.

The footer contains four sections: 'FOLLOW US ON TWITTER' (with a tweet from @StarsH2020), 'LATEST NEWS' (with a news item about the STARS project kicking off), 'CONTACT' (with contact information for Marco Diana), and 'EU HORIZON 2020 PROJECT' (with information about the project's funding).

Figure 3: Screenshot of the Objectives page

3.3 Impacts

The 'Impacts' page is dedicated to the main impacts of the project, depending of the different STARS stakeholders' viewpoints.



The screenshot shows the 'Impacts from different viewpoints' page of the STARS website. The page features a header with the STARS logo and navigation links: THE PROJECT, NEWS & EVENTS, DOWNLOADS, and PARTNER AREA. The main content area is titled 'Impacts from different viewpoints' and lists three main expected impacts of STARS on its main stakeholders:

- Bettering citizen's lives...**
 - Citizens:** The environmental and social benefits generated by the increase of carsharing services in cities will have a positive impact on citizens.
 - Carsharing customers:** The various forms of carsharing services that will be implemented will allow carsharing customers to select the one that best suits their needs.
 - Other travellers:** Thanks to the uptake of carsharing services in cities, traffic and congestion will be reduced and more parking space will be available.
- Generating growth in the transport sector...**
 - Carsharing providers:** STARS will provide input to carsharing providers and support the implementation of the best carsharing services.
 - Public transport & taxi operators:** The increase of carsharing in cities is a win-win inclusive implementation process, maximising diversion from car use.
 - Automotive sector:** New business opportunities are expected to be created, which will strengthen the automotive sector's skills beyond its core business.
- Providing the necessary tools and knowledge to policymakers...**
 - Local and national policymakers:** Thanks to the policy toolkit produced in STARS, local and national policymakers will have access to tools and recommendations that will help them implement the best carsharing strategies in their cities.
 - EU policymakers:** The research and knowledge acquired in the project will feed into the European Sustainable Urban Mobility Plans (SUMP).

On the right side, there is a 'MORE INFORMATION' section with links to 'About STARS', 'Objectives', and 'Project organisation'. Below this is a 'FOLLOW US ON TWITTER!' section featuring a tweet from @StarsH2020 about the STARS project receiving funding from the H2020 Programme.


The footer contains a 'FOLLOW US ON TWITTER!' section with another tweet, a 'LATEST NEWS' section with a headline 'STARS project kicks off', a 'CONTACT' section with contact information for Marco Diana, and an 'EU HORIZON 2020 PROJECT' section with the European Union flag and text about the project's funding.

STARS PROJECT © 2017 | designed by LGI - sustainable innovation

Figure 4: Screenshot of the Impacts page

3.4 Project organisation

The 'Project organisation' page gives an overview of the project organisation, presenting the key tasks of each Work Package involved in the project, through a visual presentation in form of a road. This design refers to carsharing as the main topic of STARS.



The screenshot shows the 'Project organisation' page of the STARS website. The page features a purple header with the STARS logo and navigation links: 'THE PROJECT', 'NEWS & EVENTS', 'DOWNLOADS', and 'PARTNER AREA'. The main title 'Project organisation' is prominently displayed.

Below the header, the page is divided into two main sections. On the left, a winding road graphic represents the project's structure, with seven work packages (WPs) marked along its path:

- WP1: Project management & coordination**: Overall project management and coordination, including administrative, scientific and
- WP2: Car sharing in European cities**: Providing a map and classification scheme of the current carsharing services in European cities.
- WP3: Car sharing business models**: Establishing an inventory of existing business models for carsharing services and practices, with a particular focus on the automotive industry and market.
- WP4: Behavioural change determinants**: Analysing information collected in WP2, in order to define individual, social, political, environmental and economic factors in driving behavioural change towards shared mobility.
- WP5: Benefits assessment through co-modality**: Defining the benefits of carsharing for tomorrow's sustainable urban mobility through 2 scenarios ('Culture' and 'Business as usual'), and a toolkit for policy-makers.
- WP6: Future industrial impacts**: Evaluating the industrial impacts of carsharing services for the automotive and other related sectors.
- WP7: Dissemination, stakeholder engagement & awareness raising**: Raising public awareness on the STARS results through a series of public communication and dissemination activities, and the organisation of a carsharing innovation Camp.

On the right side, there is a 'MORE INFORMATION' section with links to 'About STARS', 'Objectives', and 'Impacts'. Below this is a 'FOLLOW US ON TWITTER!' section featuring a tweet from @StarsQ020 about a solution based on technology and carsharing.

The footer of the page includes a 'FOLLOW US ON TWITTER!' section with a tweet from @StarsQ020, a 'LATEST NEWS' section with a headline 'STARS project kicks off' dated 24 October 2017, a 'CONTACT' section with contact information for Marco Diana, STARS Project Coordinator & Associate Professor at Politecnico di Torino, Italy, and an 'EU HORIZON 2020 PROJECT' section stating that the STARS project received funding from the H2020 Programme under grant agreement n°769513.

Figure 5: Screenshot of the Project organisation page

4 News and events

4.1 Newsroom

The 'Newsroom' section reports on the news and events relating to STARS, as well as related projects, or news and events of interest to the project's key stakeholders.

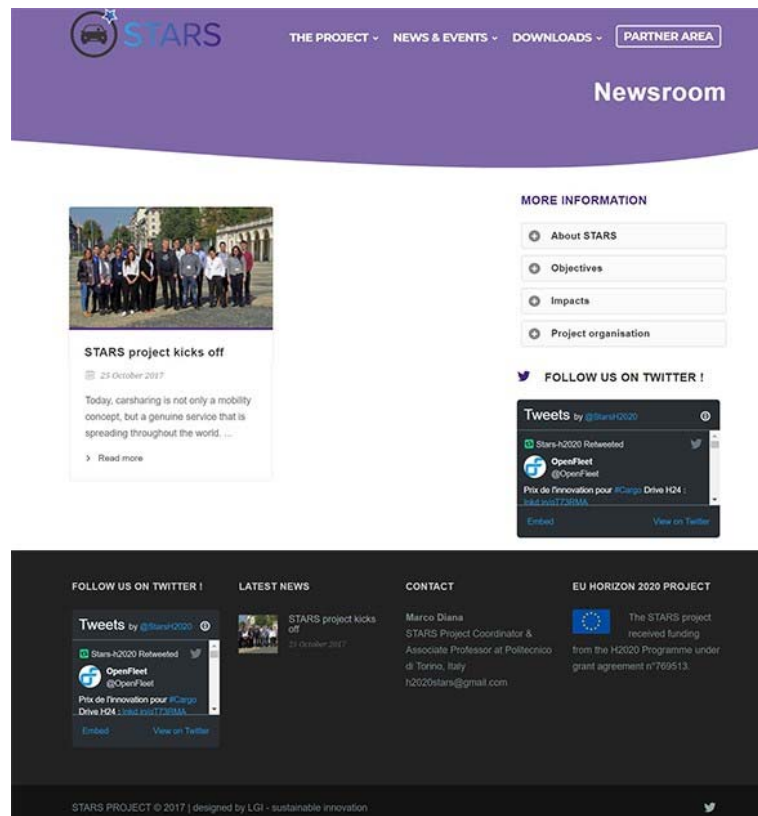
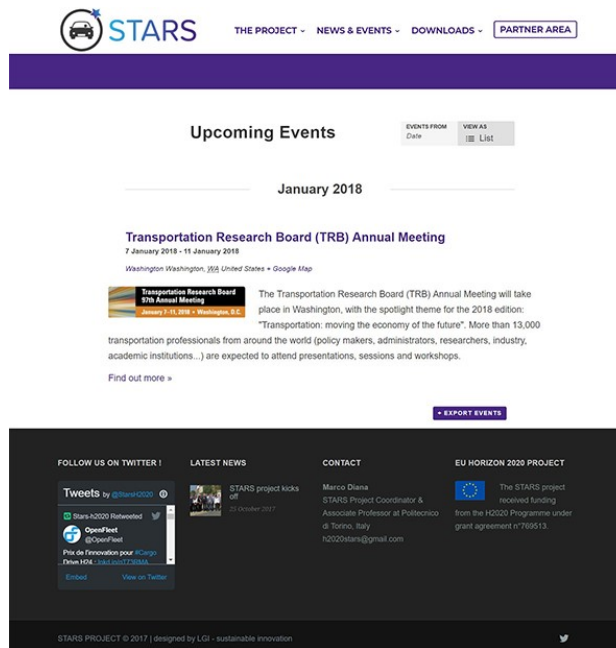


Figure 6: Screenshot of the Newsroom

4.2 Events calendar

The 'Events calendar' is a useful tool, presenting by month, or by list, all the past and upcoming events relating to STARS.



Upcoming Events

EVENTS FROM: VIEW AS:

January 2018

Transportation Research Board (TRB) Annual Meeting
 7 January 2018 - 11 January 2018
 Washington Washington, US United States - Google Map

The Transportation Research Board (TRB) Annual Meeting will take place in Washington, with the spotlight theme for the 2018 edition: "Transportation: moving the economy of the future". More than 13,000 transportation professionals from around the world (policy makers, administrators, researchers, industry, academic institutions...) are expected to attend presentations, sessions and workshops.

Find out more »

EXPORT EVENTS

FOLLOW US ON TWITTER!

Tweets by @stars2020

LATEST NEWS

STARS project kicks off

CONTACT

Marco Diana
 STARS Project Coordinator &
 Associate Professor at Politecnico
 di Torino, Italy
 h2020stars@gmail.com

EU HORIZON 2020 PROJECT

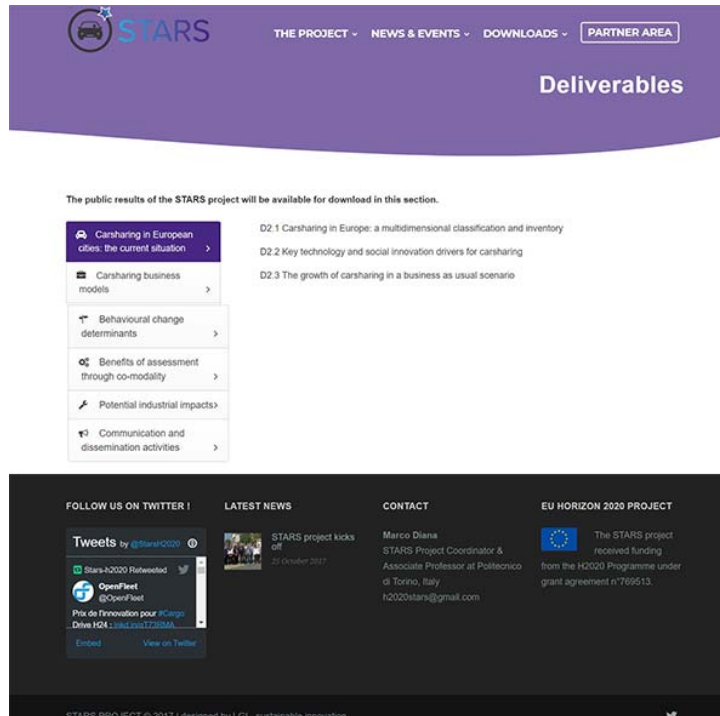
The STARS project received funding from the H2020 Programme under grant agreement n°769513.

STARS PROJECT © 2017 | designed by LGI - sustainable innovation

Figure 7: Screenshot of the Events calendar

5 Downloads

The 'Downloads' section gives access to the results of the project and public reports/deliverables, the upcoming policy toolkit, the bi-annual electronic newsletters, and all of the communication and promotional materials produced during the project (press releases, flyers, posters, photos, and videos).



The public results of the STARS project will be available for download in this section.

- Carsharing in European cities: the current situation
 - Carsharing business models
 - Behavioural change determinants
 - Benefits of assessment through co-modality
 - Potential industrial impacts
 - Communication and dissemination activities
- D2.1 Carsharing in Europe: a multidimensional classification and inventory
- D2.2 Key technology and social innovation drivers for carsharing
- D2.3 The growth of carsharing in a business as usual scenario

FOLLOW US ON TWITTER !

Tweets by @StarsH2020

Stars-H2020 Retweeted
OpenFleet @OpenFleet
Prix de l'innovation pour #Carga Drive H20 : [StarsH2020](#)
Embed View on Twitter

LATEST NEWS

STARS project kicks off
20 October 2017

CONTACT


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h2020stars@gmail.com

EU HORIZON 2020 PROJECT

The STARS project received funding from the H2020 Programme under grant agreement n°769513.

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Figure 8: Screenshot of the Deliverables page



Policy toolkit

Prior to the 2019 European elections, a specific policy brief will be drafted and distributed to European decision-makers. It will list the incentives and benefits of carsharing services for all stakeholders including local policymakers, citizens, and the transport and automotive sectors.

The policy toolkit that will be produced in the project will be one of the main key outputs. Its main objectives will be to push the STARS' results into the agendas of policymakers, and transport and city planners, whilst providing them with guidelines and recommendations to implement the best strategies that will grow carsharing services in European cities.

"What-if scenarios" and practical cases

The policy toolkit will include different *what-if scenarios*, practical examples and real parameters: types of mobility services to promote, business opportunities for economic actors, estimation of the market's size, sociodemographic factors such as gender, age...

It aims to assist decision-makers and mobility stakeholders in selecting the most adequate solutions that maximise social well-being in a cost-effective way and limit environmental impacts. In addition, it will serve as an integrated support tool for the Sustainable Urban Mobility Plans (SUMP), in terms of public transport and mobility solutions for local authorities.

DOWNLOADS

- Deliverables
- Newsletters
- Promotional materials

FOLLOW US ON TWITTER !

Tweets by @StarsH2020

Stars-H2020 Retweeted
OpenFleet @OpenFleet
Prix de l'innovation pour #Carga Drive H20 : [StarsH2020](#)
Embed View on Twitter

LATEST NEWS

STARS project kicks off
20 October 2017

CONTACT

Marco Diana
STARS Project Coordinator & Associate Professor at Politecnico di Torino, Italy
h2020stars@gmail.com

EU HORIZON 2020 PROJECT


The STARS project received funding from the H2020 Programme under grant agreement n°769513.

FOLLOW US ON TWITTER !

Tweets by @StarsH2020

Stars-H2020 Retweeted
OpenFleet @OpenFleet
Prix de l'innovation pour #Carga Drive H20 : [StarsH2020](#)
Embed View on Twitter


Figure 9: Screenshot of the Policy toolkit page




[THE PROJECT](#)
[NEWS & EVENTS](#)
[DOWNLOADS](#)
[PARTNER AREA](#)

Newsletters


The bi-annual newsletters of the STARS project will be available in this section.




STARS newsletter 1
Coming soon



STARS newsletter 2
Coming soon



STARS newsletter 3
Coming soon



STARS Newsletter 4
Coming soon

DOWNLOADS

- Deliverables
- Newsletters
- Promotional materials

FOLLOW US ON TWITTER !

Tweets by @StarsH2020

Stars-H2020 Retweeted
@Openfleet
Prix de l'innovation pour #Cargo Drive H24 : [link](#)

[Embed](#) [View on Twitter](#)

FOLLOW US ON TWITTER !

Tweets by @StarsH2020

Stars-H2020 Retweeted
@Openfleet
Prix de l'innovation pour #Cargo Drive H24 : [link](#)

[Embed](#) [View on Twitter](#)

LATEST NEWS

STARS project kicks off
23 October 2017

CONTACT

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EU HORIZON 2020 PROJECT

The STARS project received funding from the H2020 Programme under grant agreement n°769513.

Figure 10: Screenshot of the Newsletters page

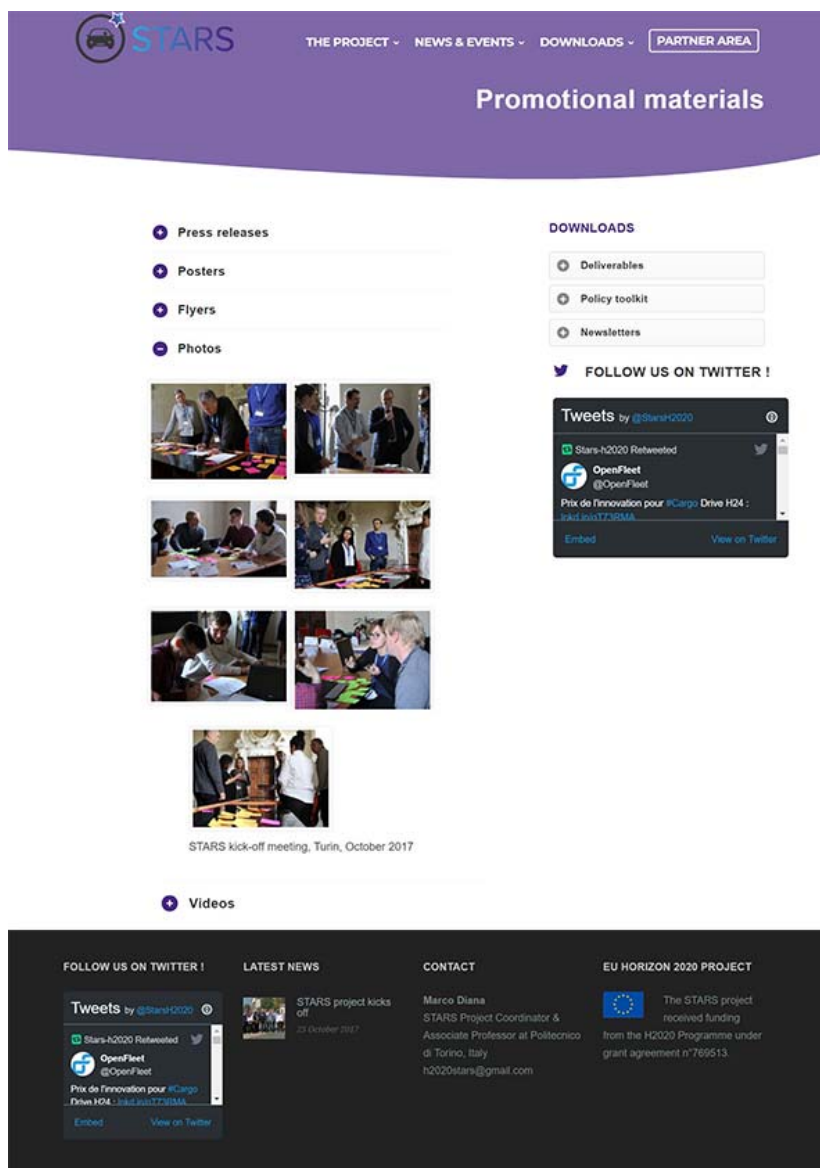


Figure 11: Screenshot of the Promotional materials page

6 Partner area

The 'Partner area' is dedicated to the STARS partners. This platform allows them to share documents and work in a collaborative way. It provides an online repository for information about the management of the project, contacts, results from the meetings, as well as internal work documents related to the different WPs, that are required to be shared. All documents and files are saved and organised in one place, and can be shared at any time, and from any location or device.

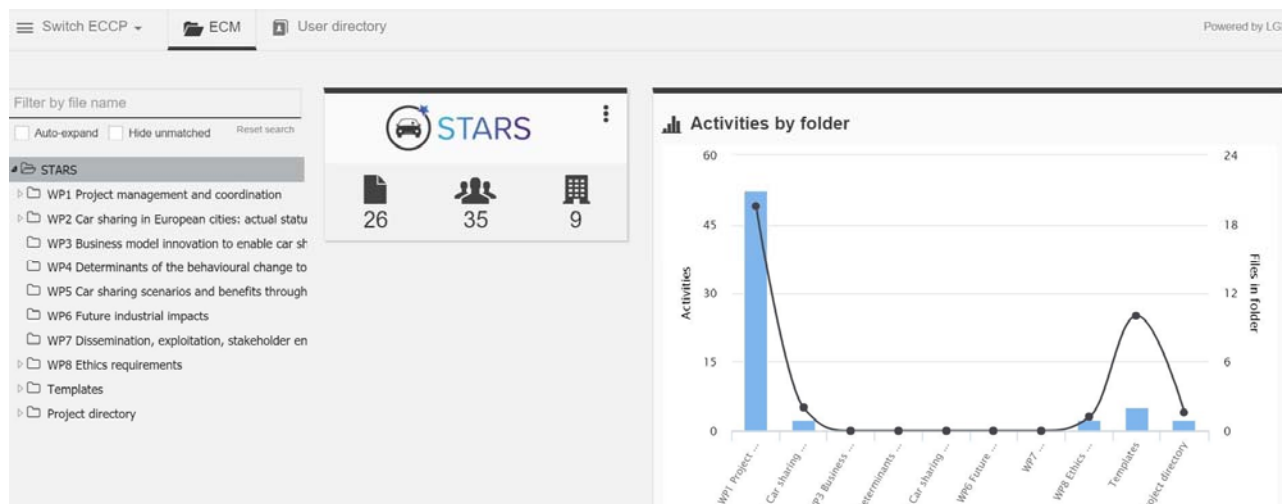


Figure 12: Screenshot of the Partner area section

7 Other considerations

Browser compatibility: the website is compatible with the common web browsers on all common operating systems. These include various versions of Internet Explorer, Firefox, Safari, Opera and Chrome. The layout of the website is also responsive: its adjusts the design display based on the screen size of the device it is viewed on, regardless of whether it is viewed on a desktop, tablet or mobile phone.

Google analytics: to understand how the website is used by visitors, a Google Analytics account has been registered for STARS. The upcoming reports will give a clear idea on:

- ★ how many users are visiting the website
- ★ which pages are the most viewed
- ★ the geographic location of online visitors

Update of the webpage: updates will be made on a regular basis with news, communication support materials, events, announcements... Some sections may also be updated to ensure the website remains a dynamic and useful tool to spread the knowledge acquired during the project.

CONCLUSION

The STARS website has been prepared during the first stage of the project, and was launched on December 2017, according to specific needs and aims to maximise the impact of the project. It also aims to boost the awareness on the results and milestones to be accomplished during the project. The STARS website will be regularly updated, remaining a flexible tool with content and structure that may evolve if necessary.