



STARS

Shared mobility opportunities And
challenges for European cities

Research and Innovation action
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Proceedings of Stakeholder Workshop n°2

Deliverable D7.5

Version n°2

Authors: Beate Lange (FHB), Mathilde Bazin-Retours (LGI) and Marko Horvat (ICLEI).

www.stars-h2020.eu



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ABOUT STARS

STARS - Shared mobility opportunities And challenges for European cities – explored 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 gathered multidisciplinary car sharing experts in the fields of transport engineering, environmental psychology, and industrial economics. During 30 months, they adopted 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 was 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

Coordinator contact

Marco Diana
Politecnico di Torino
Corso Duca degli Abruzzi, 24
10129 Torino, TO (Italy)
h2020stars@gmail.com

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SUMMARY

The following deliverable outlines all the activities carried out before and during **the STARS final dissemination workshop organised in Month 29**, as an integrated part of the STARS final conference that took place in Bremen (Germany), 13-14 February 2020. This workshop was organised as part of task 7.2 of the STARS Work package 7 - Dissemination, exploitation, stakeholder engagement and awareness raising.

The main objective of this workshop was to disseminate the results obtained until M29 in the STARS project and to use a specific mixture of attendees and their expertise as final input of the decision-support toolbox for policymakers (outlines in deliverable D5.2).

This workshop was organised and moderated by ICLEI and the City of Bremen, and it was divided into two main sessions: a decision-support toolbox validation followed by a series of interactive dissemination activities in a format of a quiz. In both sessions of the workshop, input has been gathered and the results had been explained and communicated to the more than 40 participants.

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

KEY WORDS

STARS, Free City of Bremen, car sharing, dissemination, final event, 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 D7.5 is to describe the methodology and the course of action of the STARS final dissemination 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 STARS final dissemination workshop

The main communication and dissemination objectives of the STARS 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
- ★ test and gather final inputs from the event participants on designing the decision support tool for policymakers to promote shared mobility

2. Venue and context details

The STARS final dissemination workshop took place during the STARS final event, scheduled on Thursday 13th of February 2020, from 1 to 3 pm. The location was the Ecos office centre, Teerhof 59, 28199, room "Flydeck".

Titled "**Learning from the STARS**", the STARS final event aimed at disseminating the project results and discussing the different car sharing solutions. One of the main topics was the contribution of car sharing to decrease private car ownership, following a series of presentations of car sharing experiences from other parts of the world such as Asia, North America and the 'motherland of car sharing': Switzerland. Among project partners, many international experts also provided a holistic overview of experiences and approaches of car sharing not only in Europe, but also of slightly different approaches from Asia, such as Lewis Chen, a car sharing expert from Singapore, Luisiana Paganelli Silva from Australia, and Adam Cohen from the US.

The discussions and talks gave fresh insights and ideas on how car sharing can maximise benefits in terms of congestion mitigation, environmental footprint, reducing housing costs, social inclusion and opportunities for different industrial sectors and framed the workshop on the decision tool in an ideal way.

Generally, the STARS final event held on 13 February was an international event attracting **more than 100 participants** from across Europe and beyond. It gathered project partners, city representatives, policymakers, academics and public authority officials to debate about solutions to bring a sustainable and clean mobility to European cities. The second day of the STARS conference in Bremen

(14 February) was organised as a German speaking event focusing on the integration of car sharing in new housing developments as key measure to reduce private car ownership and enhance the uptake of sustainable mobility modes.

As a two-part workshop, **the STARS final dissemination workshop** was organised between project partners ICLEI Europe and the Free Hanseatic City of Bremen and titled “Decision-making and implementing car sharing in practise – a planning game”. The first part of the workshop was 90 minutes long and it involved the participants giving their input towards the different stages of **a sustainable urban mobility planning (SUMP)** and testing the policy support toolkit developed in WP5 by the City of Bremen. Second part of the workshop was 30 minutes long and it was in a format of a quiz, in which groups of participants had to answered questions from the STARS projects to score points.

3. Programme and activities

According to task 7.2 of WP7, two European-wide dissemination workshops had to be organised: a first one at the mid-term (M12) and a second one at the end of the project (M30). STARS had 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 joint workshop already took place in M12 along with MoTiV, a STARS sister project, during the 2018 CIVITAS Forum Conference in Umea (Sweden).

While the second STARS dissemination workshop did not formally invite other H2020 projects to present, relevant projects were invited as participants and/or speakers, where they presented their projects in an informal manner. However, participants came also from other H2020 projects and proceeding from other mobility H2020 projects have been used and presented during the workshop, such as a new SUMP cycle, a product of SUMP-UP H2020 project.

3.1. Methodology

The methodology used during this two-part workshop was based on two elements: **dissemination and interactivity**. In order to synergise a very diverse audience attending the final event and testing the policy support toolkit developed in WP5, the STARS partners ICLEI and FHB worked together and planned a two-hour first session with more than 40 participants. Half of the attendees joined the “Walkshop” – a site visit to Bremen car sharing stations to see their integration into the neighbourhoods, and parts of the STARS final event (13-14 February). In order to do a “test-run” of the integrated decision-support tool for policymakers, the rest of participants were divided in four groups. Each group was corresponding to one stakeholder group relevant to the toolbox: fleet managers, city politicians, housing developers and public transport operators. Participants were asked first about their background in order to give them a specific role of the stakeholders. Participants without a specific background had been randomly distributed in the four before mentioned stakeholder groups.

These four stakeholder groups collaborated for 90 minutes to give input on perceived gaps in the decision-making process from the viewpoint of their respective stakeholder group in a kind of a role play. They also worked on how they could connect it with the new SUMP cycle and the strategy.

3.2. Agenda and course of action

★ 1 pm – 1:10 pm

Participants were asked to state their expertise and occupation for the moderators to understand what stakeholder group would fit them the best. **Four possible groups were fleet managers, city politicians, housing developers and public transport operators.** The participants that did not fit the groups were distributed randomly, until each group had around 10 participants, in total making the 40 participants in the workshop.

★ 1:10 pm - 1:20pm: workshop explanation by ICLEI and the City of Bremen

The aim of the workshop and the main tasks were presented to the participants by Beate Lange (FHB) and Marko Horvat (ICLEI), followed by a brief overview of the workshop agenda.

To moderate the four stakeholder groups, four moderators were involved: Beate Lange (FHB), Marko Horvat (ICLEI), Johannes Rodenbach (Autodelen.net) and Sergio Fernandez Balaguer (EMT Madrid).



Figure 1: Engaged workshop participants 1 (housing development group)

★ 1:20 pm-2:15pm: workshop

Participants were engaged in discussing how can their stakeholder group use the toolbox and apply it according to the SUMP cycle.



Figure 2: Moderators facilitating two groups

★ **2:15 pm-2:30 pm: wrap-up of the stakeholder groups**

Each stakeholder group used the premade template for writing down their ideas and results. Once the workshop finished, around 15 minutes were used as a wrap-up session during which moderators of each group wrote down and captured the main ideas that can be used in fine in the STARS decision-makers toolbox.

★ **2:30 pm-3 pm: STARS quiz**

The last 30 minutes of the two-hour workshop was dedicated to a quiz organised by ICLEI and including 15 questions all related to STARS project results. This dissemination format proved to be a useful, light and fun way for the participants to remain alert and engaged.



Figure 3: Engaged group of quiz participants

4. Facilitators and staff organisation

- **Marko Horvat (ICLEI):** moderated the "City politicians" stakeholder group and the quiz
- **Beate Lange (FHB):** moderated "Housing development" stakeholder group and designed the workshop
- **Johannes Rodenbach (Autodelen.net):** moderated the "Public transport operators" stakeholder group
- **Sergio Fernandez Balaguer (City of Madrid):** moderated the "fleet managers" stakeholder group
- **Mathilde Bazin-Retours (LGI):** online promotion of the workshop and the final event (Twitter, LinkedIn, project website, emailing...).

5. Profiles of the participants

Altogether 45 participants took part in the STARS final dissemination workshop. Their background reached from researchers (47%), car sharing operators and industry (27%) to city administration and policymakers (24 %) and gave a perfect mix for the intended role-play.

NAME	INSITUTION/ORGANISATION
Andre Boom	Gemeente Delft
Andrea Chicco	Politecnico di Torino
Arnd Bätzner	Mobility Car Sharing Suisse
Dirk Froelje	Teilautos/Beckum
Dorian Lohmann	Getaround
Fatih Kerem Boz	University of Aberdeen
Fjorinda Baholli	University of Applied Science Bremen, MES
Floor van Dorresteijn	Gemeente Delft
Gesa Lehmann	cambio Bonn
Gisela Warmke	cambio Aachen
Guido Bauer	Audi AG
Gunnar Nehrke	Federal association CarSharing e.V.
Hendrik Steringa	Dutch Ministry of Infrastructure
Johannes Rodenbach	Autodelen.net
Judith Siano	stadtmobil Hannover GmbH

Jürgen Witte	Deutsche Bahn Connect GmbH
Karl-Heinz Posch	FGM-AMOR
Klaus Göckler	cambio CarSharing Oldenburg
Lea Hilling	Stadtteilauto OS GmbH
Lina Moßhammer	AustriaTech
Luisiana Paganelli Silva	RMIT University, Centre for Urban Research, Melbourne
Lukas Hein	City of Cologne, Department for Roads and Traffic Development
Marcel Akamphuber	SWK Stadtwerke Kaiserslautern Versorgungs-AG
Marco Diana	Politecnico di Torino
Marena Pützscher	Agora Verkehrswende
Marko Horvat	ICLEI
Marko Sonder	Bergische Universität Wuppertal
Mathilde Bazin-Retours	LGI consulting
Michael Minis	Digital Mobility Solutions GmbH (MOQO)
Michael Schunke	P3 automotive GmbH
Minze Walvius	Advier
Niklas Reling	CLASSIC CarSharing/Christian Lühmann GmbH
Norbert Jagemann	cambio Berlin CarSharing GmbH
Prof. Lucia Ilieva	Varna Regional Administration/CSDCS
Robert Gerling	City of Delmenhorst
Robin Pfetzing	CLASSIC CarSharing/Christian Lühmann GmbH
Sergio Fernandez Balaguer	EMT Madrid
Sina Häusler	University of Applied Science, Bremen
Stamatia Miari	University of Applied Science, Bremen, Intern. Graduate Centre
Stefan Boltz	City of Bremen,
Steffi Kollmann	University of Applied Science, Bremen, Intern. School of Architecture
Suzanne Ryvers	Autodelen.net
Tom Bremer	City of Bremen
Ulrich Just	Unspecified
Wolfgang Borrmann	Unspecified

Figure 4: List of the workshop participants

6. Promotion of the event

LGI supported the City of Bremen in the promotion and communication of the STARS final event, and at the same time, the STARS final dissemination workshop. Firstly, LGI designed **a visual identity** for the event and worked on the layout and proofreading of the agenda. **A series of electronic invitations** was also designed and distributed to all the contacts who subscribed to the project newsletters and news (GDPR compliant system).

On the STARS Twitter and LinkedIn accounts, few posts/tweets were published announcing the STARS final dissemination workshop, and more generally the STARS final event in Bremen. LGI designed a visual to use on social media and lived tweet on Day 1.



Figure 5: Visual for social media

On the STARS website (www.stars-h2020.eu), the workshop was announced in the Newsroom section:

- News post 1: <http://stars-h2020.eu/2020/01/08/come-to-bremen/>: **186 views**
- News post 2: <http://stars-h2020.eu/2020/02/19/final-event-in-bremen/>: **232 views**

During the STARS final event, copies of the STARS flyer and policy brief were available for interested participants.

7. Results and political recommendations

The results of the STARS final dissemination workshop brought to light the fact that car sharing has a huge potential related to **Sustainable Urban Mobility Planning (SUMP)**. Insights and perspectives addressed were mainly related to transport planning and urban development in a wider understanding. In addition, they fell within the overall current transport and urban space issues, as well as within how can the potential of technical and societal developments be exploited.

7.1. Results of the workshop

Housing developers and city politicians: discussions in these two groups echoed one another. Participants identified very clearly that administration representatives for urban development must

be taken much stronger into the process of creating and updating a SUMP. They are key decision-makers when it comes to the regulatory planning of new residential areas and housing design. In addition, it has been highlighted and understood that car sharing benefits are the greatest for customers when they can use the service close to home and on a wider city scope.

Fleet managers: outcome of the fleet managers group was the recommendation to seek cooperation with other potential third-party users like neighbourhood associations, other companies, unions... Also, from the participants' experience it was stressed that success should not be expected too fast. A change in mobility behaviour is a process that needs fostering by informing and trial events for letting potential users get used to the new offer.

Public transport operators: main message derived from the public transport operators' group was to combine public transport with car sharing by offering an integrated pricing system, a common booking platform and dedicated car sharing stations in direct vicinity of public transport stations.

7.2. Political recommendations

Rather be based on active and collective modes, the today's sustainable mobility is built on individual car trips. Car sharing is the stopgap and needs to be developed. For instance, large street spaces in cities could be reclaimed when not having so many private cars, which would give inhabitants more space to walk and cycle. With car sharing as stopgap, a high degree of mobility can be maintained at any time but with lower individual and societal costs.

★ Understanding the potential of car sharing

There is some confusion in the impacts of car sharing, mainly due to the variety of forms car sharing services can have, and because station-based roundtrip and free-floating one way are dominating the offer. Thus, car sharing has different target groups, different service profiles and accordingly different impacts. For a SUMP integration, planners and decision-makers need to understand these impacts. If there is a core interest to have car sharing as an alternative to car ownership, station-based return service appears as the most appropriate type of car sharing. On the other hand and if there is a key interest for using car sharing vehicles for "last-mile-trips" in urban areas (also in conjunction with public transport), free floating is a very appropriate solution. Lastly, car sharing needs an operator. As municipality, you can support car sharing and give attractive conditions for operation but you cannot force car sharing operation. You need to understand the basic business behind the service while introducing a successful political and legislative framework.

★ City politicians and planning managers

Car sharing works well as an alternative to car ownership in areas where the (urban) transport system is well developed and allows to make regular daily trips (to work, shop, go to school....) by walking, cycling or using public transport. When the need for a car is just occasional, car sharing saves costs and is anyway more convenient. Such car sharing service needs to be reliable, due to a vehicle reservation possibility, and available close to customer's needs.

Car sharing achieves the greatest benefit for customers when they can use the service close to home and on a wider city scope. The city should provide street space and parking administration to have car sharing stations. The needs are the highest where you have the most parking problems in inner city areas. This is a prerequisite to make station-based car sharing attractive as alternative to car

ownership. This is what the City of Bremen achieved by implementing a strategy taking off the roads more than 6,000 private cars.

On public space, stations should be implemented under a transparent and discrimination-free procedure for finding the appropriate operator. Bremen is using a call for expression of interest for potential operators, announcing general requirements for operation on public space.

Main message: city politicians and planning managers have to provide space for car sharing stations where there is demand.

★ National policymakers

Dedicating public street space in priority for car sharing use is part of the general procurement rules for the allocation of special usage rights in public street space. These conflicting issues cannot be resolved unless municipal or even national legislation prioritise car sharing stations in public street space. Depending on the legal framework, it might be necessary to change regulations in order to enable cities to provide public street space for car sharing stations. Such regulation may ask for:

- standards of operation (e.g. 24/7)
- prices ranking that does not invite to drive more than necessary (e.g. no free mileage),
- emission standards of the fleet (e.g. CO₂ levels, Euro norms, share of electric cars)
- family friendliness (e.g. provision of child seats, four-door vehicles)
- handicapped friendliness (e.g. share of vehicles with automated gearbox)

Mixed fleets of conventional and electric cars are recommended if a shift from car ownership to car sharing is the main objective. The German eco-label "Blue Angel" can serve as an example¹.

Main message: national policymakers must introduce a car sharing legislation framework within the city and nationwide in order to ensure positive impacts (less congestion, pollution, noise...).

★ Housing development sector

Conventional provision of car parking in a new residential building is expensive and can easily cover 10 -15% of construction costs. It also promotes and encourage the use of private cars. There is an interaction between urban development, housing design and mobility behaviour. During the STARS final dissemination workshop, the discussions identified very clearly that urban development must be linked with the implementation of a Sustainable Urban Mobility Planning (SUMP). This relates to spatial planning: where and where not having such infrastructure (at the macro level development towards corridor of high-quality public transport and long-distance bike connections, and at the micro-level with pedestrian-friendly street design).

In addition, housing design influences mobility patterns. Here, private players do most of the planning and design. Still, there is not yet much practice on less car dependent developments: where car sharing can play the stopgap between car-free lifestyle and convenient mobility options at any time. Multimodal mobility management with good access to public transport and bicycle networks, bike sharing, cargo-bike-sharing, car sharing, or logistics modules... can create the background for a car-free lifestyle in family friendly less expensive urban developments. The legal framework needs to

¹ See <https://www.blauer-engel.de/en/products/home-living/car-sharing>

get adapted in order not to require car parking but look at mobility management for new developments.

Main message: housing developers have to orientate spatial planning along public transport corridors and create cycling path networks. They have to consider street design that is focusing on active modes in order to give a framework for sustainable mobility options. Housing developers need to get better informed about the potential of car sharing. If as mentioned previously, around 10-15 % of the total housing cost goes on parking place, and if the parking place is not built, this would promote affordable housing, especially benefiting young families and residents, and at the same time promoting less car ownership. Current regulations that require car parking for new developments need to be updated to call for multimodal mobility management.

★ Fleet managers

Car sharing has a huge potential to make fleet management of companies and administration more efficient. Most fleets are in operation only on workdays between morning and evening whereas many private users have their demand for a car (especially for leisure purposes) on weekends and evenings. The outcome of the fleet managers group was the recommendation to seek cooperation with other potential third-party users, such as neighbourhood associations, other companies, unions etc. Also, from the participants' experience it was stressed that success should not be expected too fast. A change in mobility behaviour is a process that needs to be fostered by informing and trial events for letting potential users get used to the new offer. Fiscal advantages for privately used company cars are counter-productive and should be abolished.

Main message: fleet managers can be supported by cities as each new service requires good advertising. The integration of companies requires cooperation and the public sector can, for instance, integrate car sharing and reduce your own fleet. Do not expect to have quick success. The image of car sharing is increasing in times of more awareness for climate protection.

★ Public transport operators

Car sharing supplements public transport, either for last mile (free floating) or as stopgap when public transport does not offer sufficient service (e.g. into the region, at night, for special transport etc.). As they address the same customers, joint awareness raising and campaigning is useful for both partners. In their 2003 "Bremen Declaration", UITP has developed a series of first guidelines. In addition, cooperation offers should be easy to use, such as when transport options are available in one information platform, when there is a clear information on prices, and where the service can be found. At bus and tram stops, in metro and rail stations, guidance can lead to the next car sharing station.

Main message: Joint awareness raising and public campaigns are important to increase the number of car sharing users, as they usually use public transport more frequently. Dedicated car sharing stations in direct vicinity of public transport stations with highly visibility can also give easy access to car sharing vehicles.

★ All: composition of car sharing fleet

There is a great interest in decarbonising motorised transport, especially in the urban areas. Electrification is high on the agenda. Car sharing can help to introduce electric vehicles. However, many users are anxious to use electric cars if they want to travel a longer distance. The shift from car

ownership to car sharing is the main objective from the viewpoint of a local authority. For the user, this is already a big step and should not get some add on by forcing to electric cars only. For free-floating systems, that will be used for urban trips only as electrification is an alternative. For operators, electric cars are more expensive in purchase but there are funds available to make electric cars more attractive. In the operating costs, electric cars have lower operational time due to recharging. The German eco-label for car sharing requires a certain and annually increasing percentage of e-vehicles in the fleet segment of cars (not yet for vans for instance). If cities want to have electric cars in car sharing operation, some recharging infrastructure at the car sharing stations is necessary. Such infrastructure can also serve nearby "free" parking spots.

Based on the experience of the City of Bremen, a mixed fleet of cars is recommended – ranging from small compacts to vans and minibuses – if you want to cover many purposes for transport. It is also good to have a mix of "conventional" (but low emission) cars with electric cars. Such mix allows users to get accustomed to e-mobility in smaller steps. It also avoids range anxiety, as you may select always the car that suits best the trip you want to make.

Main message: Do not go for pure electric fleets if you want to get private users away from car ownership. Mixed fleets are more appropriate. If you want to accelerate electrification, mixed offers are a good tool. Charging infrastructure is required.

CONCLUSION

The majority of the participants to the STARS final dissemination workshop voiced their wish to have a similar event one-year time or to make it as a series of events dedicated to the particular topic of how to integrate car sharing into urban development rather than just leave it to singular success stories. In addition, the need for collaborate more on the urban planning site became the most prominent result. Also, the need for data exchange was stressed. This will depend on the preparedness of the companies involved to do so.

The overarching messages developed during the STARS final dissemination workshop are the following:

- ★ car sharing is not just a technical transport option but part of **a wider lifestyle change**,
- ★ **a less car-dependent lifestyle is easier in urban areas** than on the countryside, but also there it has a growing potential,
- ★ changing mobility patterns is necessary **to reduce congestion, street space consumption, and greenhouse emissions** related to transportation,
- ★ such behavioural changes need **cooperation of many players**,
- ★ whereas conventional transport infrastructure planning is hardware planning, public transport and other services (including information) are software planning. Nevertheless, actions to foster behavioural changes need also to **address the mindset of people**,
- ★ car sharing needs **an image of being cool** and future orientated, so promotional work is extremely important to spread the message,
- ★ the built environment forms the stage where we as human beings perform mobility and social interaction. Spatial development, urban planning and street design must **change priorities from car-orientation to the human scale** and multimodal lifestyle,
- ★ **the legal framework needs to enable car sharing stations** on public space,

- ★ housing developers and companies need to get more involved. Legal and fiscal frameworks need also adaptations to reduce advantages for the private car.

Annex

Results from Working groups:

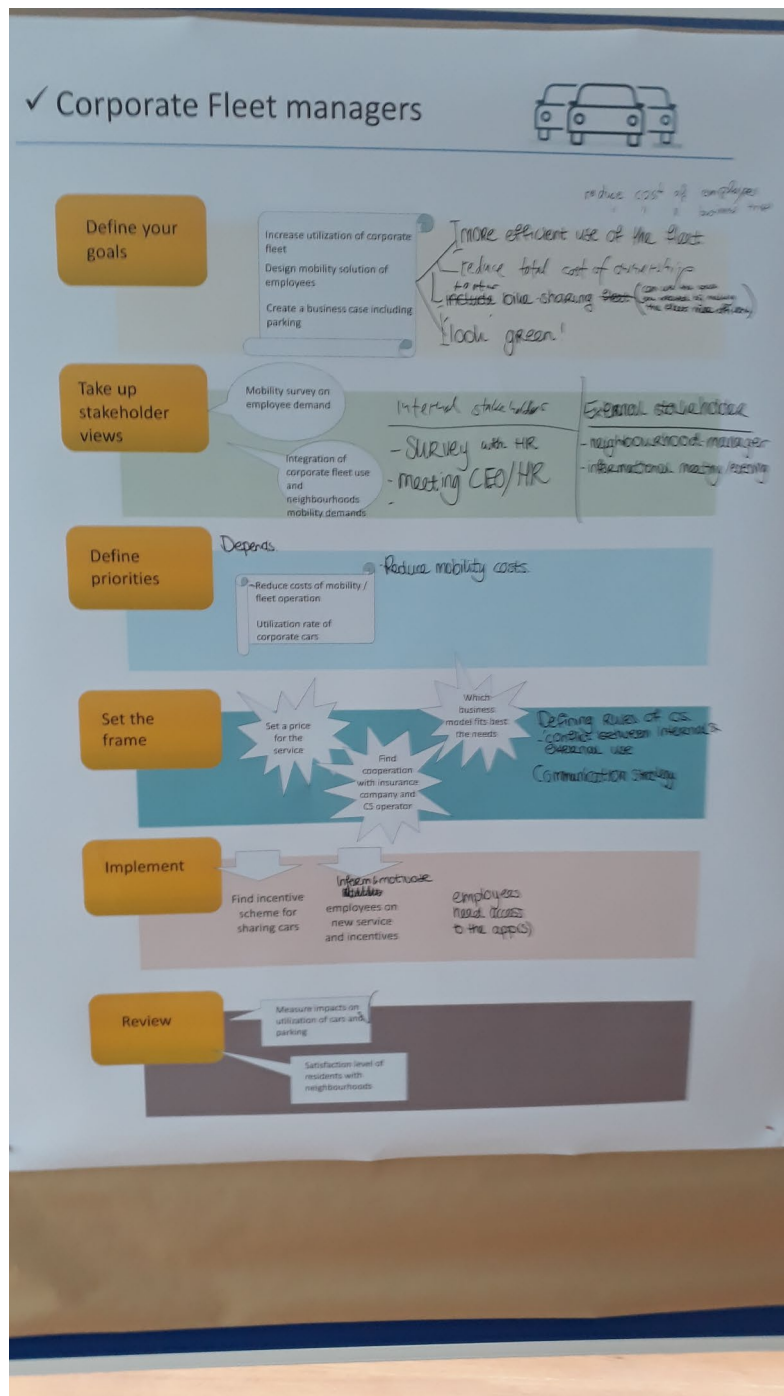


Figure 6: Results from Group: Corporate Fleet Managers

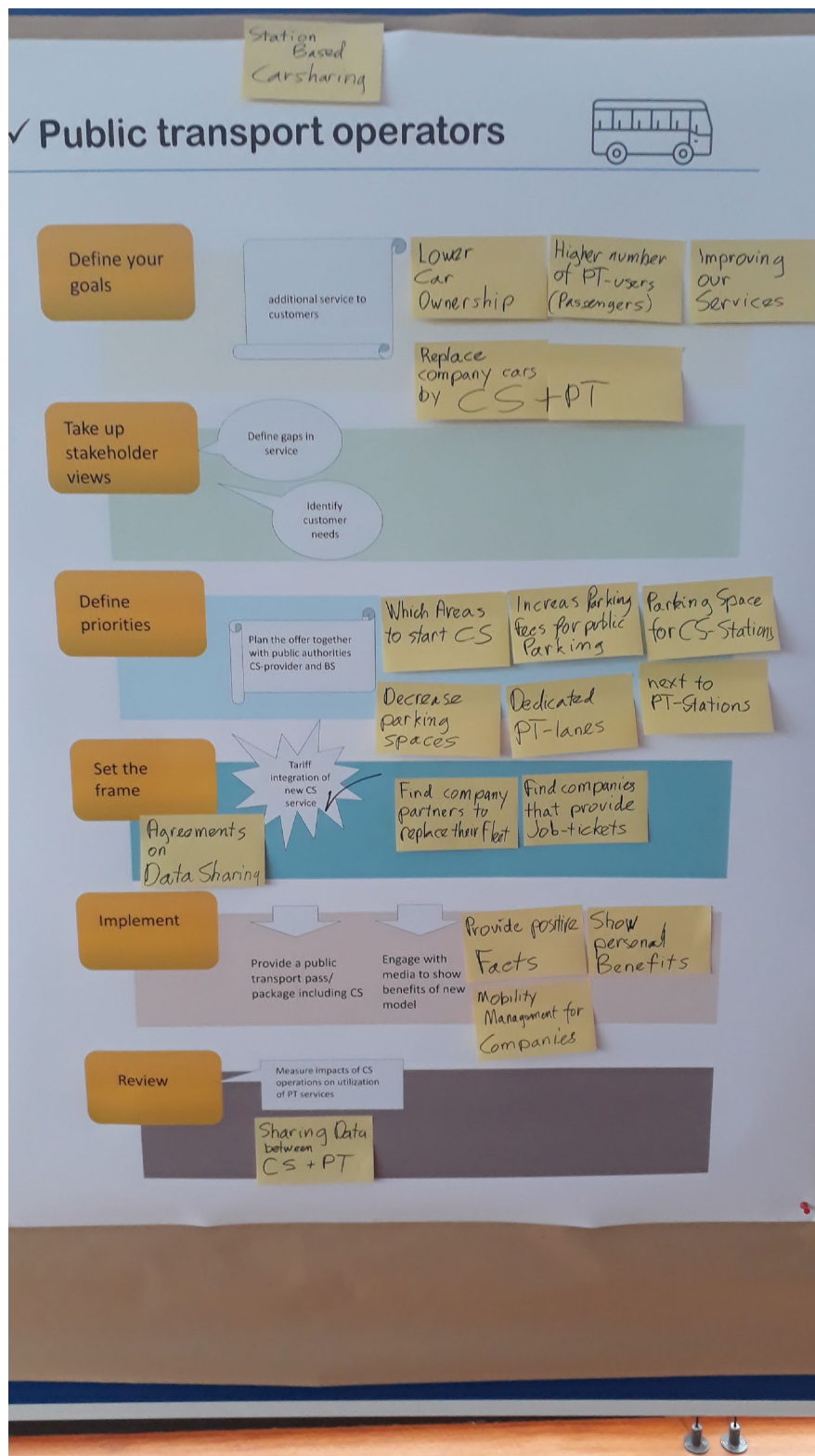


Figure 7: Results from Group: Public Transport Operators

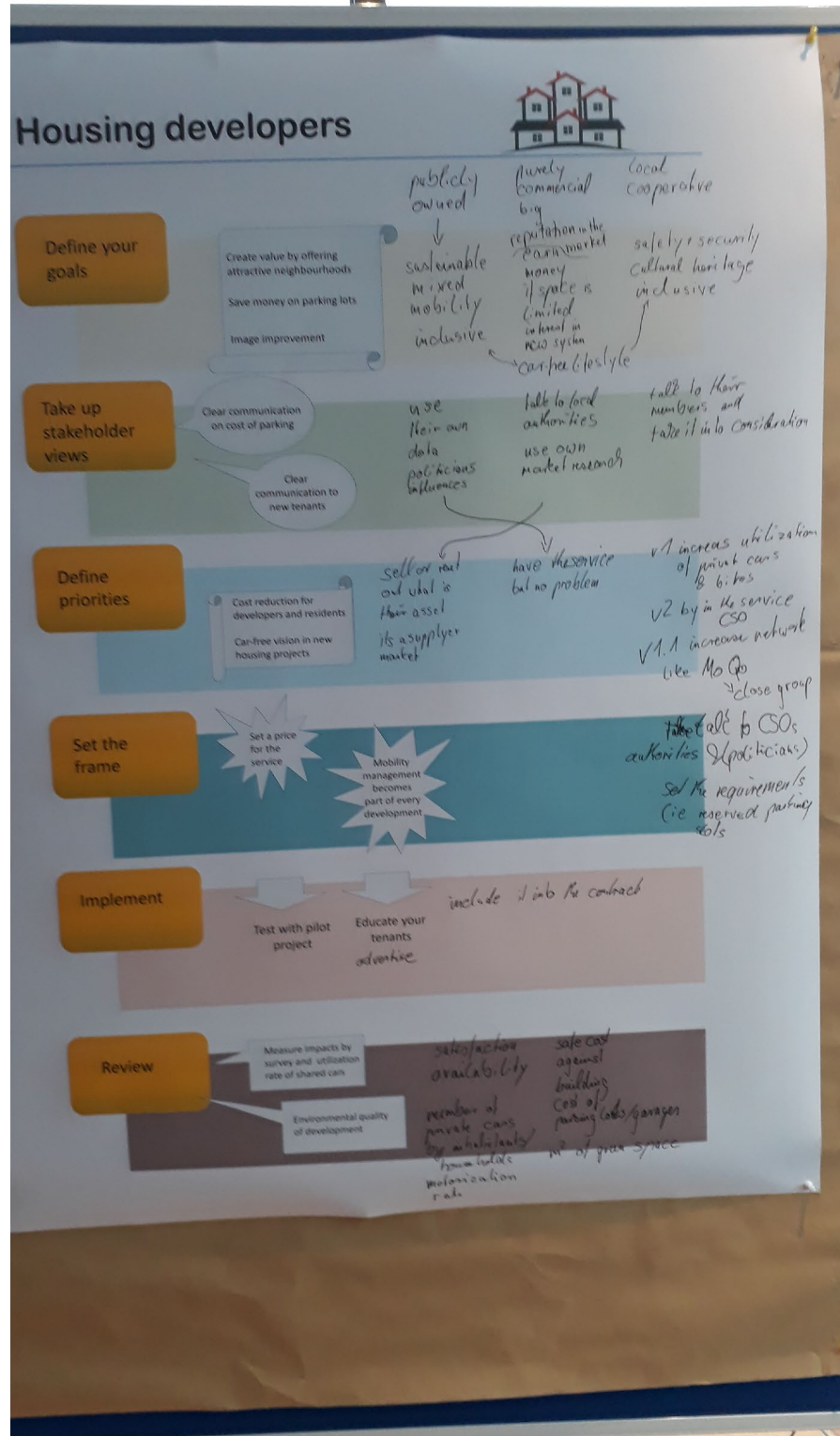


Figure 8: Results from Group: Housing Developers

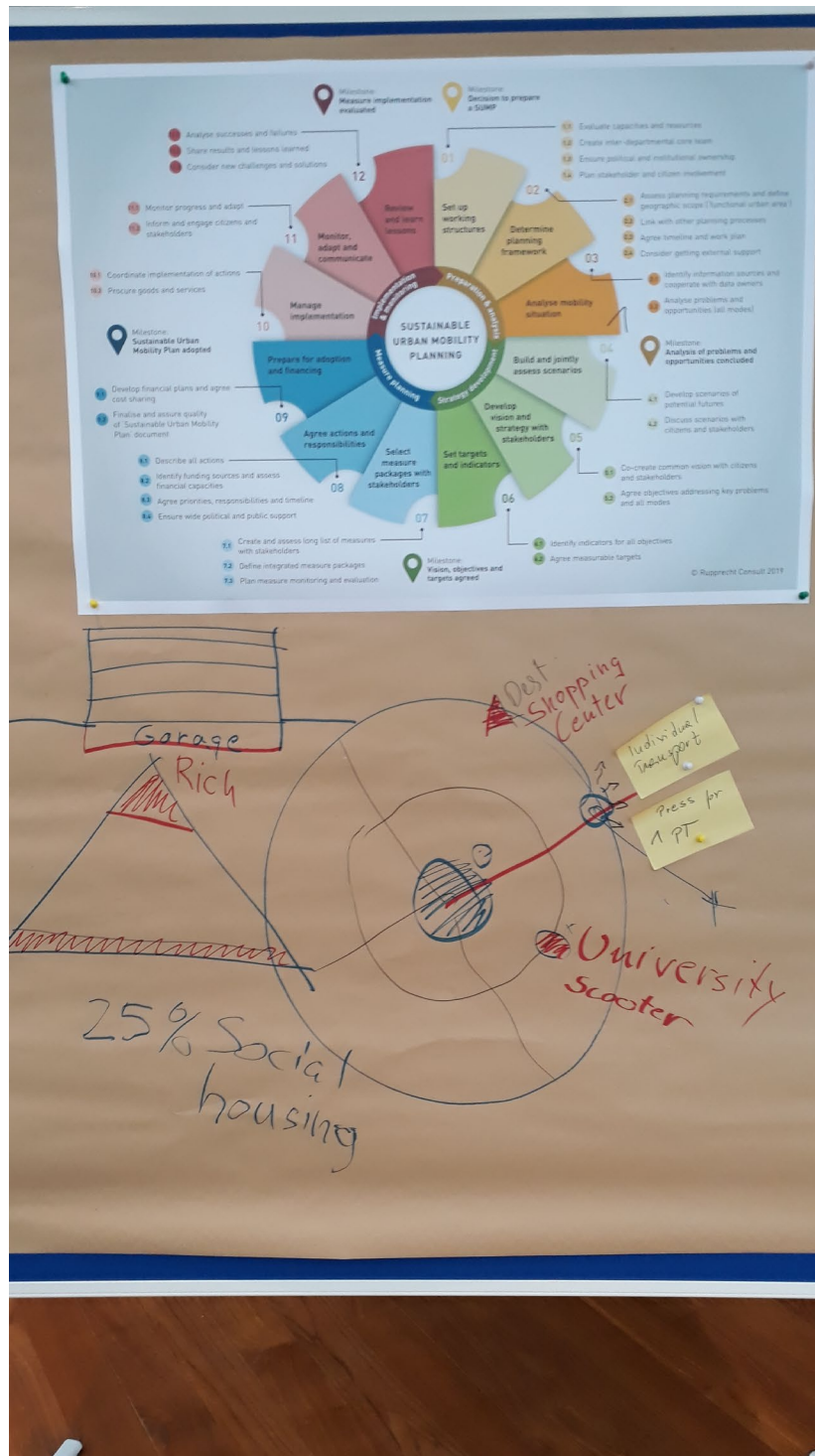


Figure 9: Results from discussion on SUMP cycle

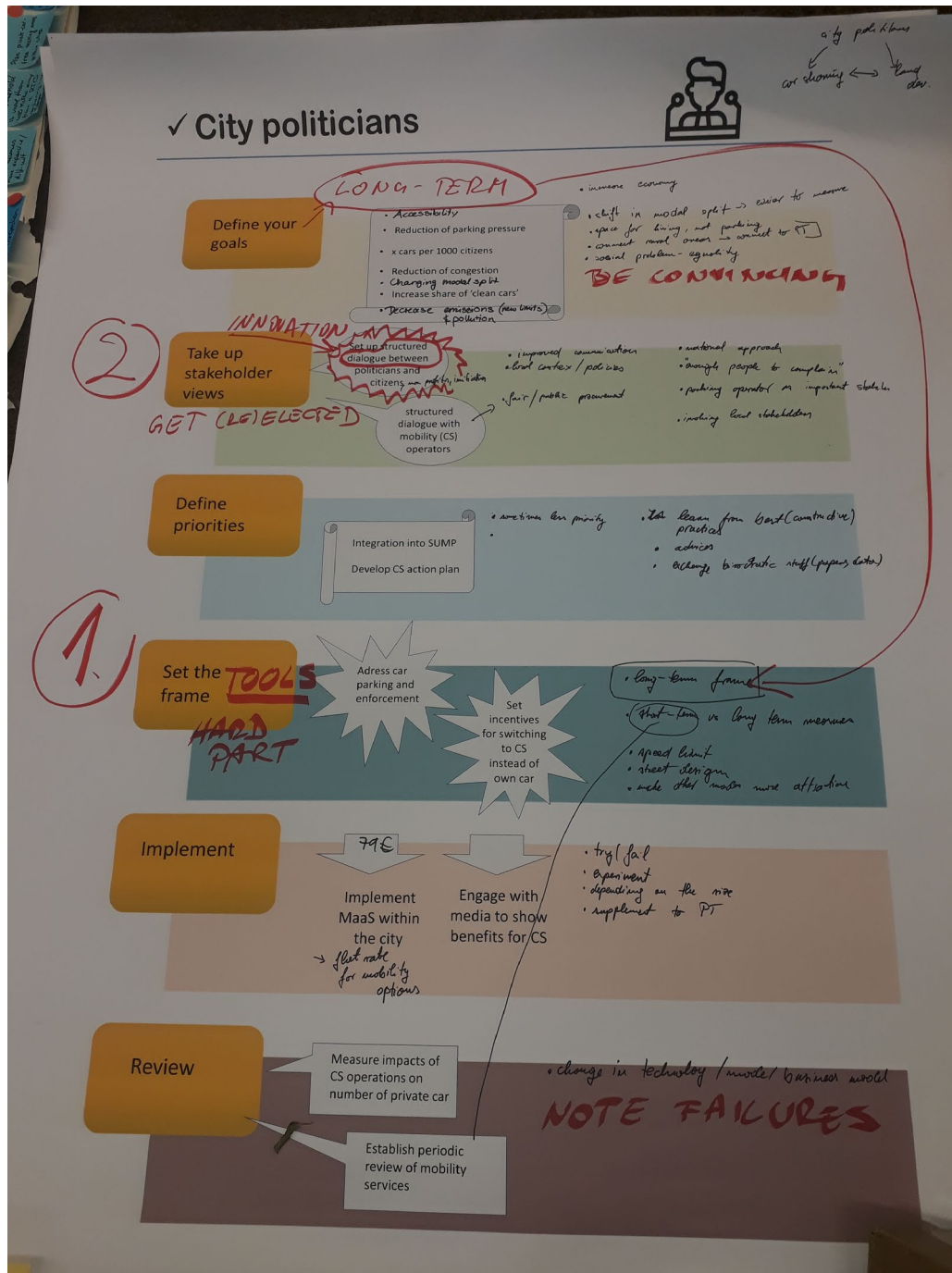


Figure 10: Results from Group: City Politicians