Freie Hansestadt Bremen

SHARED MOBILITY ROCKS

Interreg North Sea Region SHARE-North
European Regional Development Fund

EUROPEAN UNION

City of Bremen

IT ROCKS BECAUSE...

Researching the Impact of Shared Mobility

it proves that it's effective! The City of Bremen has some great shared mobility policies: the Carsharing Action Plan, the Sustainable Urban Mobility Plan and the Parking Standards for Real-Estate Developments that allow investors to provide (shared) mobility management instead of parking spaces. The SHARE-North project has made it possible for the City to analyse the impact of these policies on travel behaviour and car-ownership as well as potential for improvement. The outcome of these studies has inspired cities across Europe and provided important legitimisation to continue and expand on these rockin' policies in Bremen!

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Communicating Carsharing

IT ROCKS BECAUSE...

it makes carsharing visible! One of the building blocks of the City of Bremen's Carsharing Action Plan is to raise awareness about carsharing. That involves active stakeholder engagement as well as creative media campaigns. The star of these campaigns: Udo! (aka Use it! Don't own it!). Udo has starred in numerous billboard and postcard campaigns as well as cinema spots during the project (2016-2022). He was also instrumental in thanking the over 20,000 carsharing users for getting rid of more than 6.000 privately owned cars in 2021.

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ADVIER
MOBILISEERT

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Advier

Involving the broader picture of shared services

IT ROCKS BECAUSE...

It creates space and connects people!

Advier created great tools for city planners, developers and governments to give insights on the effect of integrated planning of affordable housing, mobility, public space, health, climate change and inclusion. The SHARE-North project launched the development of a smart-city dashboard as an example project for Dutch Cities.

Want to know why a SME is participating in an EU project?
Contact: Elke Kroft
info@advier.nl

AUTODELEN.NET

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Autodelen.net

Green Deal Shared Mobility

IT ROCKS BECAUSE...

It's all about combining forces... and creating a buzz!
The aim of the Flemish Green Deal Shared Mobility is to accelerate the growth of shared mobility. It's is a volunteer partnership of many different organisations and public authorities who are willing to undertake actions and to remove barriers to provide alternatives to car ownership. In 2020, we achieved our goals successfully (80,000 carsharing and 400,000 bikesharing users in Flanders)!

GREEN DEAL GEDEELDE MOBILITEIT

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CITY OF BERGEN

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SHARED MOBILITY ROCKS

City of Bergen

Establishing mobility hubs

IT ROCKS BECAUSE...

it makes it easy for citizens to live car-free! Our mobility hubs combine different modes of sustainable travel, but always include shared electric cars. Through SHARE-North, 12 mobility hubs have been established in the City of Bergen. The largest mobility hub has 16 parking spaces with charging infrastructure for shared cars.

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CoMoUK

Mobility Hubs

IT ROCKS BECAUSE...

Inspired by SHARE-North partners, CoMoUK has fired up UK wide enthusiasm for mobility hubs. We have created a set of detailed resources and hosted many meetings, with more than 50 partners working on schemes. We are excited to see the profile of shared mobility being raised, alongside quality placemaking to create greener, safer, and fairer communities.

www.como.org.uk

comouk™
supporting shared transport

LEIE DAL

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Intercommunale Leiedal

Bike sharing at Leiedal

IT ROCKS BECAUSE...

The integration of bike sharing on a large scale in a urban, rural and suburban context. With the ambition to stimulate sustainable mobility and bring people together. We have overcome a lot of difficulties and raised awareness, but most important we have learned. To conclude we refer to one of the greatest rock bands ever:

I want to ride my bicycle, I want to ride my bike!
On your marks, get set, go!

© Henk Deleu

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Lund University (Helsingborg, Sweden)

A doctoral thesis shows that sustainable mobility creates positive environmental effects on green urban areas and natural ecosystem services in new housing development areas

IT ROCKS BECAUSE...

...the research showed that:

- Shared mobility is an essential interdisciplinary approach to sustainable spatial urban planning
- Shared mobility is a strategic tool for developing urban natural ecosystem services
- Shared mobility is an important service to establish in new housing developments areas for reduction of parking space!

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Mpact

Launching the Concept of mobihubs in Flanders

IT ROCKS BECAUSE...

...shared mobility is like music. It brings people together! So do mobihubs. Together with Autodelen.net, Mpact launched the concept of mobihubs in Flanders in 2017, inspired by the SHARE-North project partners. In 2020, the Flemish Transport Minister announced to provide 104 Mio. € to create a network of a 1,000 Flemish mobihubs (Hoppin Points) over the next years. That means 1,000 SHARE-North souvenirs!

www.mpact.be

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GO SEStran
South East of Scotland Transport Partnership

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SEStran Multimodal Mobility Hub

IT ROCKS BECAUSE ...

Existing different shared mobility options were brought together to create and promote a multimodal hub with access to shared bikes and cars as well as buses. The shared bike network also links to the local rail station. This created better sustainable travel options to and from Musselburgh town centre and Edinburgh in the UK. The polices supporting mobility hubs are now a part of SEStran's regional policy documents.

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Leeds City Region Enterprise Partnership

Travel Plan Network

Working in partnership with the West Yorkshire Combined Authority

SHARED MOBILITY ROCKS

West Yorkshire Combined Authority – TPN

Social Media Campaign - Be The Change.

IT ROCKS BECAUSE...

- The campaign reached over 63,000 people.
- It raised awareness of sustainable travel.
- More young people used sustainable modes to get to University as a result of the campaign.

Join the car free revolution Thursday 31 March

I ditched the car and joined the car free revolution

Walk to Uni on Thursday 31 March

Travel Plan Network
tpn@westyorks-ca.gov.uk