Momo Carsharing
More options for more energy efficient mobility through car sharing

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Report of results of Car-Sharing as part of facility service in real estate projects

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<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Introduction</td>
<td>4</td>
</tr>
<tr>
<td>2. New services – Housing projects</td>
<td>5</td>
</tr>
<tr>
<td>2.1 Germany – cambio Car-Sharing</td>
<td>5</td>
</tr>
<tr>
<td>2.1.1 The activity</td>
<td>5</td>
</tr>
<tr>
<td>2.1.2 Local context</td>
<td>5</td>
</tr>
<tr>
<td>2.1.3 Momo-partners and other partners involved</td>
<td>5</td>
</tr>
<tr>
<td>2.1.4 Output of the activity</td>
<td>5</td>
</tr>
<tr>
<td>2.1.5 Status of the activity</td>
<td>5</td>
</tr>
<tr>
<td>2.1.6 Lessons learned</td>
<td>5</td>
</tr>
<tr>
<td>2.2 Finland Motiva</td>
<td>6</td>
</tr>
<tr>
<td>2.2.1 The activity</td>
<td>6</td>
</tr>
<tr>
<td>2.2.2 Local context</td>
<td>6</td>
</tr>
<tr>
<td>2.2.3 Momo-partners and other partners involved</td>
<td>6</td>
</tr>
<tr>
<td>2.2.4 Output of the activity</td>
<td>6</td>
</tr>
<tr>
<td>2.3 Finland – Motiva</td>
<td>6</td>
</tr>
<tr>
<td>2.3.1 The activity</td>
<td>6</td>
</tr>
<tr>
<td>2.3.2 Local context</td>
<td>6</td>
</tr>
<tr>
<td>2.3.3 Momo-partners and other partners involved</td>
<td>7</td>
</tr>
<tr>
<td>2.3.4 Output of the activity</td>
<td>7</td>
</tr>
<tr>
<td>2.3.5 Status of the activity</td>
<td>7</td>
</tr>
<tr>
<td>2.4 Finland – Motiva</td>
<td>7</td>
</tr>
<tr>
<td>2.4.1 The activity</td>
<td>7</td>
</tr>
<tr>
<td>2.4.2 Local context</td>
<td>7</td>
</tr>
<tr>
<td>2.4.3 Momo-partners and other partners involved</td>
<td>8</td>
</tr>
<tr>
<td>2.4.4 Output of the activity</td>
<td>8</td>
</tr>
<tr>
<td>2.5 Belgium – Bond Beter Leefmilieu</td>
<td>8</td>
</tr>
<tr>
<td>2.5.1 The activity</td>
<td>8</td>
</tr>
<tr>
<td>2.5.2 Local context</td>
<td>8</td>
</tr>
<tr>
<td>2.5.3 Momo-partners and other partners involved</td>
<td>9</td>
</tr>
<tr>
<td>2.5.4 The role of the partners</td>
<td>9</td>
</tr>
<tr>
<td>2.5.5 Financial principles</td>
<td>9</td>
</tr>
<tr>
<td>2.5.6 Output of the activity</td>
<td>10</td>
</tr>
<tr>
<td>2.5.7 Status of the activity</td>
<td>10</td>
</tr>
<tr>
<td>2.5.8 Lessons learned</td>
<td>10</td>
</tr>
<tr>
<td>2.6 Belgium – Taxistop vzw</td>
<td>11</td>
</tr>
<tr>
<td>2.6.1 The activity</td>
<td>11</td>
</tr>
<tr>
<td>2.6.2 Local context</td>
<td>11</td>
</tr>
<tr>
<td>2.6.3 Momo-partners and other partners involved</td>
<td>11</td>
</tr>
<tr>
<td>2.6.4 The role of the partners</td>
<td>11</td>
</tr>
<tr>
<td>2.6.5 Output of the activity</td>
<td>12</td>
</tr>
</tbody>
</table>
1. Introduction

Within this work package we want to develop new services for integrated Car-Sharing services. By developing new services, we hope to attract new target groups.

We want to integrate Car-Sharing in housing developments. Someone who rents or buys a new apartment can automatically become a member of the Car-Sharing system. The Car-Sharers can be enterprises or private houses in housing projects. A car for residents’ use will be parked on the site. This type of Car-Sharing attracts Car-Sharers, who wouldn’t think about this mobility option if there wasn’t this kind of service. A set of contracts was set up that allow this type of Car-Sharing and specific information products were developed for the new type of client. Initially 2 pilot projects would be initiated, but in reality several projects were realized in Italy, Finland and Belgium. Some successful, some ongoing and others failed.

Either way important lessons were learned to disseminate relevant experiences and information to explore more possibilities in the future for local authorities, Car-Sharing organizations, building constructors and mobility management organizations.
2. New services – Housing projects

2.1 Germany – cambio Car-Sharing

2.1.1 The activity
The project started in May 2009 and ended in April 2010. The local Car-Sharing Operator cambio Bielefeld operated one car available for approximately 300 lodgers of several multi-storey apartment buildings on the basis of special conditions. These conditions consisted of the dropping of the regular €30 entrance fee, a 50% reduced monthly fee (€1,50) and a 30% discount of the riding fees for the first three trips. Meanwhile the Bielefelder Gemeinnützige Wohnungsgesellschaft mbH guaranteed a minimum monthly net turnover of €462 for 1 year.

2.1.2 Local context
In the city of Bielefeld (the Ummeln quarter) certain buildings were redeveloped in order to have a better access to public transport. Car-Sharing is a complement to the top offer.

2.1.3 Momo-partner and other partners involved
Cambio Car-Sharing
The Bielefelder Gemeinnützige Wohnungsgesellschaft mbH

2.1.4 Output of the activity
Though available for 300 lodgers, only up to 10 persons registered for the Car-Sharing service.

2.1.5 Status of the activity
Unsuccessfully stopped due to too little usage of the service.

2.1.6 Lessons learned
It seems that setting up a Car-Sharing service in an extrapolated quarter with insufficient public transport service and thus a huge dependence on the private car is still quite difficult – even under funded conditions. This applies even more if the potential users do not belong to the usual

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1 This was not a momo-task, but part of the European Add-home project.
target group (i.e. high degree of education, well-earning...). In the Ummeln project, the lodgers were mainly elder people and/or younger persons with a high attachment to their private cars.

2.2 Finland – Motiva

2.2.1 The activity
Preparing a Car-Sharing Action Plan for the Helsinki region and including measures to integrate Car-Sharing into city planning and housing development.

2.2.2 Local context

2.2.3 Momo-partner and other partners involved
Motiva
Helsinki Region Transport – will coordinate the implementation of the plan
Helsinki City Planning Department
Helsinki City Economic and Planning Centre

2.2.4 Output of the activity
A working group will be formed to finalise the action plan and follow up the implementation of the plan. A draft of the action plan with several action points: one section for building and facilities. The first draft was presented in a workshop 21st September 2010 with 48 participants.

2.3 Finland – Motiva

2.3.1 The activity
Creating Car-Sharing vouchers and do marketing for residents of new housing.
2.3.2 Local context

WTC in Helsinki

2.3.3 Momo-partner and other partners involved

Motiva
City Car Club
NCC
Other developers (e.g. SRV)

2.3.4 Output of the activity

City Car Club and housing developer NCC have agreed to offer vouchers for City Car Club’s services for 3 pilot sites in Helsinki Region. There will be new Car-Sharing stations near the sites. City Car Club has negotiated also with World Trade Center (or some other business center) that they would pay the monthly fee of City Car Club membership and the companies located in their premises would then get the membership included in their rental contract.

City Car Club has negotiated with many developers (SRV, Skanska, Att, YIT, Hartela, Asuntosäätiö, EKE-yhtiöt in Sundsberg). Not so much success so far. SRV included City Car Club services in the brochure of one site. Att will co-operate with City Car Club in the new residential areas (Kalasata, Jätkäsaari and Tikkurila). City Car Club will negotiate a deal with Aalto University.

2.3.5 Status of the activity

The project is still ongoing

2.4 Finland – Motiva

2.4.1 The activity

Reducing the number of regular parking spaces (640) in Kalasatama and Jätkäsaari, due to comprehensive Car-Sharing stations..

2.4.2 The local context
2.4.3 *Momo*-partner and other partners involved

Motiva
Helsinki Planning Department
Helsinki City Economic and Planning Centre

2.4.4 Output of the activity

City Car Club has negotiated with the City Planning Department of Helsinki that there will be less normal car-parking places (640) in Kalasatama and Jätkäsaari, where there will be many Car-Sharing stations.

2.5 Belgium – Bond Beter Leefmilieu (BBL)

2.5.1 The activity

The activity is called the ABC-project, referring to all partners involved. Autopia, an organization that helps and give advice to private Car-sharers. The Bostoen company, a construction company who is willing to offer a shared car to potential buyers of a lot. The buyers would then be ‘co-owners’ of the car and pay for their car as they use it. It is the purpose that the co-owners create a ‘Car-Sharing organization’ for all tasks related to owning a shared car. Anyone who buys a lot automatically becomes a co-owner of the shared vehicle. The Bond Beter Leefmilieu insured the legal side of the whole project. Cambio, a Car-Sharing organization, simplifies a part of that work by installing a board computer in the car, make it possible to reserve the car via their website and by creating the invoices. Cambio asks a minimum payment for its services. The first year, all expenses are paid by Bostoen (car purchase, onboard computer, insurance, breakdown assistance, ...). Afterwards, the Car-Sharing association, created by the co-owners, will be the sole responsible for financing the project. One year after the first use of the shared car (at the latest) a group-appointed contact person will take over the administrative processes from Autopia. The group will continue to receive Autopia’s support.
The project is being tested in an existing quarter, which means the users had to buy in afterwards for the use of the car. In the ideal situation the buyers of a lot became co-owners immediately with the purchase of the house.

2.5.2 Local context
The pilot project started in the municipality of Eke-Nazareth in the neighborhood ‘Eikenleen’. There are a total of 193 future houses. Bostoen already sold 31 lots.

2.5.3 Momo-partner and other partners involved
BBL - Bond Beter Leefmilieu
Autopia: the Flemish institute for private car sharing
Bostoen: construction company and building promoter, which has recently focused its business on sustainable housing.
Cambio Flanders: Car-Sharing provider

2.5.4 The role of the partners
BBL was overall coordinator of the project. BBL also designed:
- the concept note of the project
- ABC-leaflet
- the manual of the car for inhabitants
- parts of the several contracts
- Press releases with input of the partners
The Bostoen company: car purchase and promotion of the project to (potential) clients.
Car-Sharing provider Cambio supplies the car’s board computer and reservation system.
Autopia, the Flemish institute for private Car-sharing will keep the residents informed, support their Car-Sharing association and follow up the administrative processes during the first year of operation.
2.5.5 Financial principles
- Each co-owner is a member of the association. Bostoen is also a member, but will eventually leave the association.
- Bostoen pays the first car of each pilot project, the fixed start-up costs and some variable costs during the first year after the first invoice by the association to individual users, excluding fuel costs.
- The Car-Shareers organization pays Cambio a compensation for the use of its facilities and staff. A minimum monthly fee has been agreed upon to compensate the fixed costs.
- Autopia receives a single lump membership fee per acceded lot.

2.5.6 Output of the activity
- There were 2 press releases which resulted in a broad press reach in different national newspapers (De Standaard, Het Nieuwsblad, Het Laatste Nieuws, Het Belang van Limburg) and national radio (Radio 2, Joe FM).
- Info session: 3 people (22th of March 2011)
- 2 people joined the system (08/07/11)
- 3000 leaflets

2.5.7 Status of the activity
The activity just started and is ongoing.

2.5.8 Lessons learned
Key factors for success:
- Good partnership and the necessity of having a building company who believes and invests in the project.
- The preparedness of the partners to give the project some time to grow.
- It's best that the Car-Sharing-project is already installed when the first house is sold and not afterwards, because this makes it more difficult to change their behavior, sell their second car, ...

Main barriers and obstacles:
- It wasn't easy to convince the partners with different backgrounds and motivate them to cooperate to the project.
- There were some problems with the contracts and the legal content of it. BBL appealed on a lawyer.
- It's difficult to reach the first people who want to join the system (critical mass). Therefore it's good to install a test period and use a personal approach.

Future approaches
On the last meeting (08/07/2011), we decided to take a few measures to promote the project:
- Personal approach of the inhabitants to explain and convince them to use the car-sharing system
- Free testing of the system with a maximum of for instance 50 kilometers
- Possible extension of the system to the neighborhood: people who did not buy a site of Bostoen but live in the neighborhood can also become a member of the system.

2.6 Belgium – Taxistop vzw

2.6.1 The activity
In 2009 Taxistop has initiated Car-Sharing to Cofinimmo, a huge real estate company in Belgium. Taxistop has introduced Car-Sharing, and explained the role of good mobility options for renting companies in the Cofinimmo buildings.
The first reactions from Cofinimmo were not really positive: Why should we organize mobility? Is this our role?
From that point forward, Cofinimimo understood the added value of investing in (sustainable) mobility for their renters. They integrated mobility in their management report corporate social responsibility, in cooperation with My Move, a new Car-Sharing initiative in Brussels.

2.6.2 Local context
Cofinimmo’s office property portfolio consists of 94 properties, representing a total area of 837,239m² above ground and a fair value of € 1,690.98 million. 84% is located in Brussels.
Brussels is the capital of Europe and Belgium, and attracts many commuters every day. Brussels seems to be the congestion capital of Europe on 38.9 % of the roads in Brussels, there’s congestion every day. (results of TomTom GPS data).
Brussels is also the main city for Car-Sharing in Belgium. In 2003 cambio started Car-Sharing. Car-Sharing has a yearly growing rate of 20%. In June 2011 cambio Brussels had 8000 members.
In 2010 two new Car-Sharing operators started in Brussels: My Move, with focus on business Car-Sharing, and ZenCar, 100% electric vehicles.
In 2011 Cofinimmo started with the integration of Car-Sharing ‘My Move’ in the Omega Court building. The building is located near metro station Delta, and is not far from the highway, coming from the south. The building offers 60 parking lots to the renting companies.

2.6.3 Momo-partner and other partners involved
Taxistop vzw
Cofinimmo is the leading listed Belgian real estate company specialising in rental property (offices, healthcare properties, corporate operating properties and public properties).

2.6.4 The role of the partners
The role of Taxistop is limited. Taxistop has initiated the process and created awareness for integration Car-Sharing and sustainable mobility into real estate projects.

Cofinimmo has chosen to collaborate with a new Car-Sharing operator, My Move, a competitor for cambio. From then on, there was no more assistance from Taxistop.

Cofinimmo offers Car-Sharing as part of their facility services in cooperation with My Move, a Car-Sharing project of D’Ieteren Auto (a leasing company). Their project, named MY MOVE, will provide communities of users with a system for sharing vehicles at work or in residential buildings. MY MOVE is aimed at optimising the sharing and the management of vehicles as well as the combination of different transport mode. This solution, based on a complex system for managing booking and routing, will favour a sustainable mobility in towns affected more and more by traffic jams. In a first step, the shared fleet of MY MOVE will include Bluemotion vehicles of the Volkswagen brand, some electric cars as well as some electric bikes. The test will be limited to a few Brussels-based companies as well as a community of private residents living in a same building. This test will go on until mid-2011 and then be evaluated.

2.6.5 Output of the activity
My Move started with a test in the beginning of 2011. There are no results or data available. A press release was sent in October 2010.

2.6.6 Status of the activity
The project is in a test phase, and will be evaluated in May 2011. Results are not public.

2.6.7 Lessons learned
The role of Taxistop was limited to some e-mails, phone calls and a meeting. In the beginning there was no enthusiasm at all from Cofinimmo. But different contacts, a convincing presentation developed for Cofinimmo has lead into a new awareness for a huge economic player in Belgium.

2.7 Italy – IME

2.7.1 The activity
A carfree housing project in a building that is completely eco-friendly that hosts more than 100 families.

2.7.2 Local context
The carfree housing was implemented in the city centre of Rome.
2.7.3 **Momo**-partner and other partners involved
IME – Italian Ministry of Environment
Iniziativa dei Comuni per il Car Sharing (ICS) - Umbrella organization of Italian Car-Sharing network;
Roma Servizi per la Mobilità – local Car-Sharing operator in Rome;
Rèdais – Real Estate Development Advanced Integrated Services
Ancea - National Association of the House Building Co-operatives
Cooperative di Abitazione LEGACOOP - Building Co-operatives of LEGACOOP

2.7.4 The role of the partners
IME, with the involvement of key stakeholders, defined the characteristics of the service and identified potential experimental areas and potential partners:
- Building companies /associations
- Housing associations
- Cohousing associations
- Green house constructors

After the market research IME started a cooperation with National Association of the House Building Co-operatives ANCEA, Cooperative di Abitazione LEGACOOP and Real Estate Development Advanced Integrated Services REDAIS with the aim to start, if possible and profitable, a pilot project with a selected local operator.
IME signed a specific Protocol of agreement with Iniziativa dei Comuni per il Car Sharing (ICS), the Roma Servizi per la Mobilità and Rèdais.

2.7.5 Output of the activity
IME started a specific pilot project in Rome with Roma Servizi per la Mobilità and Rèdais to implement the Protocol of agreement. The scope of the activity was to start the first carfree
housing experience in Italy. The selected building for this important pilot project is a new building completely eco-friendly that hosts more than 100 families, located in the centre of Rome.

2.7.6 Status of the activity
The pilot project started in January 2011 and finished in June 2011. It was managed by Roma Servizi per la Mobilità with two cars and involved more than 250 people. Due to the success of the action, the service will be carried on by Roma Servizi per la Mobilità and Rèdais.

2.7.7 Lessons learned
Key factors for success:
- Try to work with a new building
- All partners should be motivated
- The possibility to use private parking spaces for free;
A wide potential market is the result.
Main barriers and obstacles:
- Partner mistrust and motivation. It is necessary to choose the right partner for the service.
- Competition with other partner services. It is necessary to choose the right price for the service.
- Management complexity. It is necessary to set up a specific procedure provided in the condominium regulations.
These lessons learned can be disseminated by convincing other real-estate companies, building companies, (co)housing associations green house constructors to sign such a specific agreement. But then of course they really have to be motivated.
3. New services – Business project

3.1 Belgium – Taxistop vzw

3.1.1 The activity
Taxistop, was contacted by the city of Antwerp to work out a carpooling program for the employees. During these negotiations, in 2009, we proposed the opportunity to start with a Car-Sharing project too.
Taxistop initiated a meeting with the fleet manager and mobility of the City of Antwerp, the facility manager of Den Bell, and the director of cambio Flanders. We agreed to start Car-Sharing for business travel for city employees, and some other companies located in the same building.
The cambio cars could be located in the underground parking of Den Bell. For residents of the neighbourhood could have access to the cars, outside the work hours. Therefore the entrance system of the underground parking must be adapted: Cambio chipcards must open the parking.
This project is a win-win for every partner involved:
- Cambio: The mix of business and private use of cambio creates a maximized turnover per car.
- Fleet manager of Antwerp: The fleet manager has good experiences with cambio from a small partnership before. Car-Sharing is often cheaper, and creates less workload for an employer/
- The neighbourhood: Because of an ensured usage of the cars during the days, more cambio cars can be offered to the dwellers. If more people do Car-Sharing for private and/or business usage, more people get rid of their cars, and create more space in their streets.

3.1.2 Local context
Den bell is located in a neighbourhood with much parking pressure and is 20 minutes walking from a train station (Antwerpen-Zuid) which is not well equipped and has not so many travellers.
There are direct busses to go to the city centre, or the central station. Den Bell is a modern building with the most appropriate infrastructure, but is bad located: not easy to find, not efficient to reach by car or public transport. There is not enough parking spaces inside for all employees. In the parking policy employees are not allowed to park in the underground. Underground parking is reserved for service cars, carpool teams, persons with disabilities. Parking in the neighbourhood is reserved for dwellers, or must be paid by all visitors (also employees).

3.1.3 Momo-partner and other partners involved
- Taxistop vzw
- The city of Antwerp – Fleet management, Mobility and facility department
- Cambio Flanders
- VSK – supplier of access technology of underground parking.

3.1.4 The role of the partners
- Taxistop has initiated the whole process and has tried to fasten the project
- Cambio Flanders: as operator for Car-Sharing cambio it could provide cars and access technology
- VSK: the main challenge in this project is giving access to the underground parking for dwellers with cambio members card.

3.1.5 Output of the activity
The project is very concrete, but not running yet. Because of on-street parking pressure, the cambio cars must be located inside the underground parking. This creates three new difficulties:
1. Access for dwellers to the parking: There’s one entrance, from the outside to the parking: Together with VSK an access system, working with cambio chipcards can be installed. Employees of the City of Antwerp have an employee card.
2. Possibility to open the parking barrier if leaving, entering the parking by car. In every cambio car there’s a chipcard foreseen to open the parking barrier.
3. Mobile phone accessibility: The communication between the board computers and access technology of the cambio cars works with mobile phone communication. In the underground parking there was accessibility. A mobile phone antenna will be foreseen now.

If all technological barriers are removed, 5 cars will be located inside the underground parking. There’s a communication campaign foreseen for the neighbourhood and infosessions for employees.
A milestone in this project was the principal agreement of the city council, published in the local newspaper (February 18th, 2011).

3.1.6 Status of the activity
The project has delays due to the technological barriers. The communication campaign was foreseen in spring 2011, as part of the momo-project, by Taxistop. The operational start and communication will start not earlier than autumn 2011.

3.1.7 Lessons learned
Collaboration with an official authority takes much time: For every new barrier, or cost political input was necessary.
For cambio and the City of Antwerp this project was never a main priority, which has resulted in new delays.
For every technological barrier solution can be found, if a strong will exist for every partner involved.

3.2 Belgium – Taxistop vzw

3.2.1 The activity
Integration of Car-Sharing in a new business project. The project Mundo Namur (Green Property) rents offices to non-profit organisations. In this new cooperation renting organisations can use cars from cambio. There’s a special station created in front of the building and an agreement is made to reserve the cars from Monday until Friday, and in the weekends the car is freed for residents of the neighbourhood. The organization Green Property assures a minimum revenue to cambio of € 400. All trips are devised following the trips made by the non-profit organizations individually.

3.2.2 Local context
Mundo Namur is located in Namur, a city of 108.000 inhabitants, and also capital of the same named province. Namur is the only centre of employment in its province and even many people of Namur commute to Brussels which is 60-65 km away.
The site is only 10 minutes walking from the train station. The station attracts 204.000 travellers weekly. There is a lot of parking pressure, due to this train station and the fact that parking is free in the street.
Namur was the first Belgian city with Car-Sharing in 2002, with support of the Intelligent Energy project MOSES. Before the Mundo Namur project cambio had 14 cars in Namur on 8 different locations. Cambio has 400 members in Namur.
3.2.3 **Momo**-partner and other partners involved

- Taxistop vzw
- Green property is an initiative supporting associations who are promoting eco-friendly lifestyles. Green Property has renovated a building in Namur in order to install their offices and meeting rooms and conference rooms, cafeteria organic educational garden etc. Car-Sharing is another service for renting associations.
- Cambio is the Car-Sharing operator.
- The City of Namur

3.2.4 The role of the partners
- Taxistop has initiated the process between cambio, the local Car-Sharing operator and Green Property. Taxistop has also given information session to the renting companies, 28 from the start.
- City of Namur and Cambio have created and paid the Car-Sharing station in front of the office on the public road.

3.2.5 Output of the activity
The car (Volkswagen polo) was put at the station on the 15th of November 2010. The project is running for 8 months now. Meanwhile 3 infosessions has been given to the employees in the building.
There are 3 organisations present in the building and they all signed up for Car-Sharing. Meanwhile there are 41 users. In total approximately 200 trips has been done until now, of which ¼ by neighbourhood clients in the weekend. The car has driven approximately 40,000 kilometres.

3.2.6 Status of the activity
The project will definitely keep on existing, because Green Property is not only very satisfied with the service itself, but it also completely fits in their perspective of how a building (‘community’) should be organized.
In the contract it was stated that there will be an evaluation after 1 year. So in November 2011 not only will be decided if the project will be kept, but maybe how it can be elaborated with a car. Green Property also creates or renovates buildings in the same way of thinking, grouping organizations for low costs and ecological reasons, in other cities. The concept of Car-Sharing will always be taken in consideration and installed if possible.

3.2.7 Lessons learned
Key factors for success:
- The support of local authorities. Because Namur is an existing – the first in Belgium – Car-Sharing city, it contemplates fully the impact of Car-Sharing. Without its support cambio or Green Property should have paid for the parking lot.
- Motivated partners. Green Property is an eco-friendly organization with the same mindset of a Car-Sharing organization. Not profit, but service, the environment and efficiency are the foundation of their existence.
- The proximity of public transport (bus and train station) are key elements for success. The parking pressure in the area was an extra motivation.
- The building didn’t exist yet when negotiations were started, which means the Car-Sharing infrastructure was integrated from the start.
- The presence of private customers who use the car in the weekend.

Main barriers and obstacles:
- Green property is the head organisation that attracts other organisations to the building. Communication about what Car-sharing is and the motivation to actually use it was difficult to spread. The infosessions helped a lot.

- It wasn’t easy to persuade Green Property to give a minimum guarantee. They were persuaded by the fact that local authorities work on the same base and that it was easily concurred if the Car-Sharing itself is sufficiently promoted.

The best way to disseminate such a project is word-of-mouth advertising during conferences or meetings and by publishing in specialist journals. The difficulty could be the price to publish something.

### 3.3 Germany – Bundesverband Carsharing E.V.(BCS)

3.3.1 The activity
Creating a brochure for business customers to motivate them to use Car-Sharing services

3.3.2 Momo-partner and other partners involved
BCS members (including cambio) and their business customers.
Mobility management networks in Germany
Organizations working in mobility management

3.3.3 Output of the activity
BCS produces a brochure with nine good examples why business customers are motivated to use Car-Sharing services and what effects the have using those services. The producing of the brochure was not a task in momo-project but distributing the information and conclusions of the described examples is.
In the reported period we distributed the brochure to Car-Sharing organizations, networks in mobility management and all interested organizations and persons.
During a workshop of the Combined Mobility Platform of UITP in Brussels on the 17th of November 2010 BCS presented some results and examples of the brochure.
Workshops are given for companies and business associations.
There were press releases together with German Environmental Agency.

### 3.4 Finland – Motiva

3.4.1 The activity
Promoting Car-Sharing services of City Car Club with business centres and hotels

3.4.2 Momo-partner and other partners involved
Motiva
City Car Club
6 Business parks / hotel offices

3.4.3 Output of the activity
City Car Club has negotiated with 6 business centers/hotels. E.g. World Trade Center, in the centre of Helsinki, has started to market Car-Sharing services of City Car Club to its customers. WTC might pay the monthly payment. City Car Club has negotiated also with World Trade Center (or some other business center) that they would pay the monthly fee of City Car Club membership and the companies located in their premises would then get the membership included in their rental contract.
4 New cooperation services

4.1 Germany – Bundesverband Car-Sharing E.V.(Bcs)

4.1.1 The activity
Linking some of the 50 HomeCompanies with local and regional Car-Sharing operators on the homepages of the HomeCompanies agencies. The local Car-Sharing partners are encouraged to create their own advertising materials for the combined services.

4.1.2 Momo-partner and other partners involved
Bundesverband Carsharing E.V. (BCS)
HomeCompany – short term flat rental brokers with 50 agencies in Germany

4.1.3 Output of the activity
BCS made a presentation about the status of German Car-Sharing and the environmental effects of Car-Sharing during the HomeCompagny meeting on the 13\textsuperscript{th} of November 2010 and discussed with the HomeCompagny members about the cooperation.
There were some press releases at the beginning of the cooperation.

4.1.4 Status of the activity
The activity is ongoing.
5. Conclusion

The pilot projects started off with two main differences. One sort project was meant for housing projects and others for business centers. After initiating and starting the pilot projects it was clear that there are some premises that should be taken into account when starting such projects and that are valid for the two different kinds.

Convinced and motivated partners

The first feature that is of great importance is the choice of potential partners. It is clear that the success of a project is highly influenced by the motivation of the partners, private or public. The motivation determines the speed, the accessibility for the new customers and eventually the success of a Car-Sharing project. In this matter it is important to have the support (financial, material, moral,...) of local authorities.

Integration with public transport

A second feature that influences a project, as almost all Car-Sharing projects, is the presence of a broad network of public transport. Without sufficient public transport the dependence on a private car stays to high and Car-Sharing can hardly represent an alternative for a private car.

Being present in the initial phase

More in detail, for housing concepts it is better to contact constructors and convince them of integrating a Car-Sharing system before the actual constructing has started. If the system is integrated structurally in the plans it has more chance of success, also because potential users (buyers) know about the concept immediately at the first contact. In this matter the allocation of new target groups is difficult to achieve. For business partners the financial benefits are interesting to mention and thus are price settings important for the success of a Car-Sharing system.

Rome wasn’t build in one day

Patience is clearly a big virtue in these kinds of projects. For most partners the Car-Sharing concept is rather new and has to be comprehended. It takes up a lot of time to persuade potential partners about the assets of Car-Sharing, which means that the whole process takes a lot of time.
Annex

Participants to Motiva workshop on 21th of September 2010

<table>
<thead>
<tr>
<th>Person</th>
<th>Organization</th>
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<tr>
<td>Asikainen Sari</td>
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<td>Uudenmaan ELY-keskus, Liikenne...</td>
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<td>KSV</td>
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<tr>
<td>Ilkka-Taiinen</td>
<td>02 media Oy</td>
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<tr>
<td>Tuula Helasvuo</td>
<td>KSV/As-Os/Läntinen toimisto</td>
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Motiva – City Car Club

D4.2 Report of results of Car-Sharing as part of facility service in real estate projects
D4.2 Report of results of Car-Sharing as part of facility service in real estate projects

Leaflet BBL ABC-project

Waarom AutoDelta?
AutoDelta is een van de meest succesvolle van haar soort in Nederland. Automatisch geccentraliseerd is het kantoor. Bij AutoDelta komt u altijd een ervaren te青山直.

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Meer informatie:
AutoDelta kan u ook te bereiken via de telefoonnummer. U kunt ook een e-mail naar de auto performed.

autodelen, simpel als abc

De abo-auto

U bent bij AutoDelta, door de mogelijkheden van de abo-auto te bekijken. Deze auto voldoet aan alle vereisten die u als abonnee kunt stellen. De auto is altijd beschikbaar en het is een voorspelbaar tarief. De abo-auto is een ideaal uitweg voor mensen die vaak reizen.

Hoewel ik al naar een abo-auto kan denken en elke week een nieuwe auto kan gebruiken, vind ik het fijn om een abo-auto te krijgen. Daarom besloot ik voor een abo-auto te kiezen.

De abo-auto is een ideale oplossing voor mensen die vaak reizen. Het is een voorspelbaar tarief en de auto is altijd beschikbaar. De abo-auto is een ideale uitweg voor mensen die vaak reizen.
Handleiding abc-auto
Press release My Move and Cofinnimo

D’leren en IBM stellen My Move voor

categorieën: mobiliteitsmanagement, autodelen, multimodal vervoer, my move

Op 31 maart werd in de kantoren van IBM te Brussel het nieuwe mobiliteitsconcept My Move voorgesteld aan pers en publiek, een project van D’leren en IBM met de steun van de ULB. Zes maanden na de internationale lancering van het pilootproject zal het project nu gelaat worden door 6 partners: Cofinnimo (bedrijfspark), Home Invest en Group Trevi (vastgoed), Les Ateliers des Tanneurs/stad Brussel (instelling) en IBM.

Op elke locatie staan een aantal aantal (elektrische én

D’leren Auto start met autodelen en fietsverhuur

categorieën: mobiliteitsmanagement, autodelen, multimodal vervoer, my move

D’leren Auto start vanaf oktober met een mobiliteitsproject dat ondermeer autodelen aanbiedt aan zijn gebruikers. Het systeem heet “My Move” en biedt aan zijn gebruikers een deelsysteem waarbij ze voertuigen op het werk of in een woonzone kunnen huren.

“My Move” wil dit deelsysteem optimaliseren door het beheer van de voertuigen te verbeteren maar vooral door diverse vervoersmiddelen aan te bieden. Zo voorziet D’leren Auto een intelligent reservatiesysteem voor de

Leaflet IME – Housing Rome

Il quartiere
Gast Bernisino en partners e liberarite
Gast Bernisino en partners e liberarite
Gast Bernisino en partners e liberarite
Gast Bernisino en partners e liberarite
Gast Bernisino en partners e liberarite

D4.2 Report of results of Car-Sharing as part of facility service in real estate projects
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Additional attachment
Abc contract
Contract Green property