Ride Sharing Centre in Salzburg Lake District – Shared mobility at HAK Neumarkt school

Austria

Local Development

A novel approach to promoting ridesharing through awareness-raising and product development actions involving school students.

Summary

The 'Ride-Sharing Centre' project analysed the use of ridesharing in the Salzburg Lake district in order to promote it in a more targeted way. One of it's sub-projects brought the University Schloss Seeburg together with the school centre Neumarkt am Wallersee to explore sustainable mobility and ridesharing applications with students. The aim was to raise awareness of sustainable mobility, and to reflect on Peer2Peer mobility infrastructure from the perspective of young people.

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Project Results

A total of 98 students actively participated in the project and some 1 000 others were reached via kick-off events and other activities.

The results of all three sub-projects of the 'Ride-Sharing Centre' project, including the HAK Neumarkt sub-project, included saving of over 30 tons of CO2 and of over 200 000 km of travel, through over 13000 arranged trips.

Lessons & Recommendations

❑ Collaborations with service end-users enables the more targeted development of communication concepts and service designs.

Location
Seeland region Salzburg

Programming period
2014 – 2020

Priority
P6 - Social inclusion & local development

Measure
M19 – LEADER/CLLD

Funding
Total budget 159 715.16 (EUR)
EAFRD 82 675.41 (EUR)
National/Regional 20 668.85 (EUR)
Private 56 370.90 (EUR)

Project duration
2018 – 2020

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Funded by the European Union

European Network for Rural Development

Context

Traffic congestion, parking problems and gaps in public transport services are some of the most pressing issues for the population of Salzburg's Seeland region. Digital ride-sharing platforms enable modern carpooling and can help reduce these problems. The LEADER project 'Ride- Sharing Centre' has been analysing the use of ridesharing in the Salzburg Lake district in order to promote it in a more targeted way.

A sub-project, presented here, brought the University Schloss Seeburg together with the school centre Neumarkt am Wallersee to explore sustainable mobility and ridesharing applications with students. Ridesharing offers a sustainable mobility alternative to those students who have limited public transport options, and ridesharing alleviates the problematic parking situation at the school.

Objectives

The aim was to raise awareness of Peer2Peer sustainable mobility, and to contribute to the long-term strategy development of the Salzburg Lake district ride-sharing centre through a better understanding of the mobility needs and interests of the younger generation.

Activities

As part of a workshop series developed and coordinated by the university, 4th and 5th grade students from HAK Neumarkt were introduced to the topic of sustainable mobility.

Some of the students - supported by two ride-sharing experts - tested the 'twogo' ride-sharing app and examined its potential for the Salzburg Lake district. The students had the opportunity to speak directly via Skype with the product manager of the app. The students used this opportunity to ask critical questions about the platform and to get an idea of how the software works and how ride-sharing matches are created.

During a customer journey analysis, students worked out what is important to them when it comes to ride sharing, what requirements a ride-sharing platform has to meet, and what potential the students see for it in the Salzburg Lake district.

During another workshop, students adopted the role of ride-sharing developers, guided by an expert on shared mobility. They discussed different shared mobility business models, exchanged ideas about the dynamic world of start-ups and conceived ride-sharing designs for their school. In this context, the students discussed important topics such as safeguarding and trust, targeted group-specific communication of ride-sharing, and what information is necessary to feel safe in ridesharing.

The students also developed and implemented creative marketing and communication concepts and launched a ride-sharing pilot group test at HAK Neumarkt.

Main results

A total of 98 students actively participated in the project: 38 were active in the development of the ride-sharing platform, and over 60 of them participated in sustainable mobility workshops. In addition, approximately 1 000 students were reached via kick-off events and other activities. Intensive mentoring was offered to support six final year students with their theses.

The results of all three sub-projects of the 'Ride-Sharing Centre' project, including the HAK Neumarkt sub-project, included:

Saving of over 30 tons of CO2 and of over 200 000 km of travel, through over 13 000 arranged trips.

The establishment of extensive information and consulting resources, including written guidelines, legal framework conditions, important tips, and a personal consulting offer.

Thanks to the input of the Neumarkt school students, the communication of ride-sharing initiatives, as well as the way they are moderated, is now better adapted to the needs of young audiences.

Key lessons

Collaborations between students, a university, and external practitioners enabled the user-centred development of creative communication concepts, optimised service designs, and ideas for incentivising ride sharing.

Additional sources of information

www.zukunftsraumland.at/projekte/3089