



# MORE AND MORE PEOPLE ARE SHARING CARS, BICYCLES AND RIDES IN NEW RESIDENTIAL AREAS

Idea brochure on shared mobility for developers

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TECHNICAL SERVICES  
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SHARE-North Squared

**MORE AND MORE PEOPLE ARE SHARING CARS, BICYCLES AND RIDES IN NEW RESIDENTIAL AREAS**  
**Idea brochure on shared mobility for developers**  
*November 2023*

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Prepared by Urban Creators on behalf of the Municipality of Aarhus



**urban**  
creators







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# INTRODUCTION

## WHY SHARE VEHICLES?

Are you an urban or property developer working on sustainable urban areas? And are you interested in supporting attractive, climate-friendly transport opportunities for your future residents? If so, the concept of “shared mobility” is well worth a look. Read through this idea brochure to find out more about how you can make a start.

### **Rising interest in sharing solutions**

Recent years have witnessed a steady rise in the popularity of sharing solutions – especially in the field of transport and mobility. The concept of sharing is attracting increasing interest for more than a few good reasons. For example, such solutions can be more resource-efficient, environment- and climate-friendly, community-oriented and economical. At the same time, they also alleviate the difficulty and irritation of having to take care of repairs and maintenance yourself.

### **Shared mobility can help to boost green strategies and attractive housing, and can reduce the need for parking spaces**

For developers, shared mobility initiatives can make a contribution to strategies for sustainability and green certification such as DGNB. Shared mobility can also make housing appear more attractive to buyers and lessees. In particular, setting up shared mobility initiatives such as car sharing schemes can mean that fewer parking spaces are needed, which translates

into savings on physical and financial resources while allowing more space for urban living.

### **Developers have great potential to influence transport behaviour**

Research indicates that people are more open to new mobility options and to changing transport habits in connection with major life events such as moving house. Developers therefore have great potential to influence transport behaviour.

### **Target group for the idea brochure**

This idea brochure is intended for all urban and property developers who are interested in finding out more about how they can help support green, climate-friendly transport behaviour for new residents.

### **Find inspiration in this brochure**

The first part of the brochure presents examples from other developers who have succeeded in incorporating shared mobility solutions into new urban areas. It then sets out specific advice for how you can make a start, on the basis of existing experience.

Best of luck with your sharing project!



## WHAT IS SHARED MOBILITY?

“Shared mobility” refers to the practice of several people sharing vehicles and/or journeys. When several people share vehicles, this is commonly referred to as car-, bicycle- or scooter sharing. When several people share the journey itself, this is known as “ride sharing”.

### What is a shared car?

Shared cars are cars that are not owned by an individual but by several people – a group of residents or neighbours, for example. A related concept is that of “neighbour-to-neighbour” cars, which involves sharing personally owned cars.



**Shared car with “home base”** – collected from and returned to the same place



**Shared car without “home base”** – “city cars” that can be collected from and returned to different places within a defined area



**Neighbour-to-neighbour cars** – personally owned, loaned or rented out via an app, for example

### What is a shared bicycle or scooter?

Shared bicycles or scooters are bicycles and scooters that are not personally owned, but which can be shared by different people. There are a number of different types of shared bicycles and scooters:



**City bikes and scooters** – available to rent for all citizens and can be left anywhere within a specified area



**Residents' bikes** – bicycles available to a set group of residents; to be collected from and returned to the same place

### What is ride sharing?



“Ride sharing” occurs when several people ride together in the same car. In other words, they share the journey in a given car. Ride sharing normally involves one person offering one or more unknown passengers the opportunity to come along on a planned journey. Hitch-hiking is a type of ride sharing; it is simply less planned.

Examples of initiatives and private providers for the different types of shared mobility in Aarhus are presented on the following pages. This is the status from September 2023.

# INSPIRATION

## CAR SHARING

Car sharing schemes in new urban areas can both eliminate the need for individuals to own a car at all and take on the role of a second car for the new residents. Setting up a car sharing scheme from the start provides the new residents with the motivation either to postpone a planned car purchase and/or to sell their car in combination with their move.

### **More green options and fewer parking spaces**

Car sharing schemes in new urban areas can help make the residences more attractive by offering residents a range of green transport options. Car sharing schemes can also reduce the need for parking spaces because there is less need to own a car oneself.

### **Car sharing is for both idealists and pragmatists**

Car sharing is a relevant and attractive option for all kinds of people of various ages and from different income bands. Experience indicates that motivations can include a desire to do something good for the climate and environment, as well as simply wanting to do away with all the issues associated with owning a car and to save money, or because people only need to use a car once in a while.

### **Shared cars are often used for leisure purposes**

People often use shared cars for journeys in their free time: to visit family and friends, for example, to take a weekend break or to pick up heavy items. This means these cars are used for both long trips and for short errands.

### **Car sharing schemes among developers in Aarhus**

An increasing number of developers, building owners and property developers in Aarhus are making shared cars available to residents.

It is common for urban developers to enter into partnerships with existing private providers of shared cars in Aarhus, such as LetsGo, Tadaa!, Green Mobility and – most recently – Go-More. This is the case, for example, in the Ceres Byen area.

In addition, some urban developers choose to launch and organise car sharing schemes for residents, as is the case in Nye and Malling, for example.

### **Change to the Planning Act will open up for requirements for car sharing in local plans**

There is a clear desire at national level to promote car sharing in Denmark. For example, a political agreement on [“Follow-up on evaluation of the Planning Act, etc.”](#) is set to allow green parking spaces to be earmarked for electric vehicles and shared cars in local plans.







### **Car sharing in Ceres Byen**

In the Ceres Byen area, residents have been given the opportunity to join a car sharing scheme, through which they have access to two shared electric vehicles. The scheme came about through the developer A. Enggaard entering into an agreement with the car sharing provider Tadaa! In the long term, responsibility for this scheme will be handed over to the new district association. During the start-up phase, A. Enggaard will cover the difference between the residents' consumption and Tadaa!'s expenses, but the intention in the longer term is for the residents' mileage payments to cover the monthly costs.

### **Car sharing at Malling Dampmølle**

Malling Dampmølle is a housing cooperative where the developer Urbanus has placed two shared electric vehicles at the disposal of the 50 households. The residents can use the shared cars free of charge for a whole day, after which they are charged a fixed fee per day. In addition, the residents pay a contribution to the scheme through their monthly rent. The initiative is a part of Urbanus' focus on sustainability and communities. And it is not just the vehicles that the residents share; they also have access to shared function rooms and shared residents' bicycles.

### **Car sharing in Nye**

WEMOOV is a car sharing scheme for residents of the Nye area of the city. The scheme came into being in connection with the overarching plan for the area and as a result of focus from the start on developing a sustainable district. WEMOOV was set up and is administrated by Tækker Group, which is the urban developer for the entire Nye area. As of June 2023, the scheme numbered 110 members and three vehicles, which are coordinated via WEMOOV's own booking system.



Shared car in NYE. Photo: WEMOOV

# INSPIRATION

## SHARING BICYCLES AND SCOOTERS

Sharing bicycles and scooters can be one way to offer residents green mobility options that they can use for short trips, to go shopping and/or to travel to/from the nearest bus stop or train station.

### **Cycling is healthy and versatile**

Sharing bicycles is becoming increasingly popular in large towns and cities – with good reason. Cycling is both a healthy and a versatile way to get around in your local area.

### **Different bicycles and purposes**

Different types of bicycle can be used for different purposes. The good old “iron horse” is ideal for short, local journeys and for cycling to/from public transport stops. Cargo bikes and bicycle trailers are an excellent alternative to taking the car for short trips with practical objectives. Finally, electric bikes can easily replace cars for medium-length journeys.

### **Integrate bicycle parking from the get-go**

In order to encourage more residents to cycle – on both shared bicycles and their own bikes – it is a good idea to integrate bicycle parking from the get-go. Good bicycle parking facilities are, for example, highly visible, intuitive, sheltered and easy to access, and they also make it simple to lock and secure bicycles.

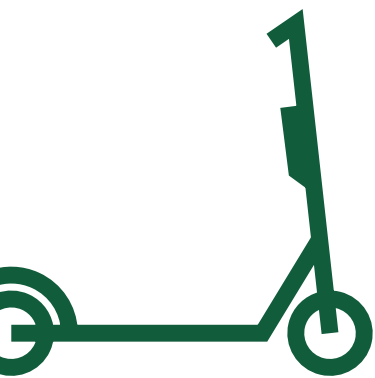
### **Shared bicycles among developers in Aarhus**

More and more developers, building owners and property developers in Aarhus are making shared bicycles available to residents.


Some offer shared bicycles that both residents and guests can use for short trips in the local area, as is the case in Malling. Others make shared cargo bikes available, which can serve as a green alternative to taking the car to run practical errands on short trips. One such scheme is in place in Nye.

Most developers today organise bicycle sharing schemes themselves via their own booking systems. Some choose to take responsibility for running the schemes themselves, while others enter into agreements with a local bike shop, which then takes care of the bicycle maintenance work.

There are also a number of private providers of shared bicycles and scooters, who make these vehicles available in various locations around the city. In the same way as with car sharing schemes, developers have the option of entering into agreements with these private providers.







### **Shared cargo bikes in Nye as a green alternative to taking the car**

The Tækker Group's urban development project in Nye allows residents to borrow cargo bikes. These bicycles are an excellent green alternative to taking the car for short trips – to run practical errands or go shopping, for example. The shared cargo bikes are part of the WEEMOV shared mobility platform that the Tækker Group has developed specifically for the purpose. Two electric cargo bikes are currently available, and interest is increasing. In fact, bookings quadrupled from 2021 to 2022.

### **Residents' bicycles at Malling Dampmølle, for short trips and for use as guest bikes**

At the Malling Dampmølle housing cooperative, Urbanus has placed a number of shared bicycles at the disposal of its residents. The bicycles are free to use for residents and their guests, and they are ideal for short trips in and around Malling. The residents contribute to the scheme through their monthly rent. The shared bicycles were purchased from a local bike shop, which also takes care of their maintenance.

### **Bike hotel in Malmø**

The hotel and residential building OHBOY at Västra Hamnen in Malmø, Sweden, is an excellent example of a car-free development, where bicycle facilities, parking and access were granted top priority in the project. For example, residents can cycle directly from their front doors to street level. At the same time, there is a bicycle for each and every hotel room. Residents and tourists are offered not only shared bicycles, but also shared cars and discounts on public transport fares.

### **Bicycles via the rent at the Campus student residence complex in Odense**

The Campus student residence complex at the University of Southern Denmark in Odense encourages residents to cycle by offering them access to bicycles as a part of their room rent payments.

# INSPIRATION

## RIDE SHARING

Ride sharing can increase mobility for residents and boost the local community, while contributing to more resource-efficient use of existing cars and journeys at the same time as reducing congestion on the roads.

### **Fewer empty seats in cars**

Ride sharing is a form of mobility that is developing rapidly, with new players and innovative solutions intended to fill the many empty seats in cars that travel on the roads on a daily basis.

### **Ride sharing can reinforce the local community**

Ride sharing also has the potential to support the local community, as traveling together is a great way for people to get to know each other.

### **Ride sharing combined with other options**

Ride sharing can contribute to a stronger overall range of green mobility options in combination with other forms of shared and green mobility.

### **Particularly relevant where the public transport system is weaker**

Ride sharing is particularly relevant outside built-up urban areas, and in locations that are infrequently served by public transport.

### **Ride sharing in Aarhus**

Ride sharing is relatively limited in Aarhus today, but a number of platforms do exist that facilitate the opportunity to share journeys. These include NaboGo, Ta'Med, CommuteApp and GoMore. Some platforms focus in particular on everyday transport and commuting, while others are more often used for longer journeys in people's free time.

### **Opportunity to be a ride sharing front runner as a developer**

At the moment, ride sharing is largely uncharted territory for housing and property developers. It is for precisely this reason that you have the chance to become a front runner for the concept in the sector.

It would be particularly interesting to draw inspiration from Sweden, where developers are working to present holistic mobility packs and platforms with ride sharing as an integral element.







### **Platform collates all mobility offers in Sweden**

In two urban development projects – Xplorion in Lund and Brf Viva in Gothenburg – residents and employees alike can easily access mobility offers through the EC2B app, which gathers all mobility offers together. The app presents an overview of all available means of transport that users can draw on to cover their mobility needs. For example, users can choose ride sharing as their preferred form of mobility, or combine a ride share with the other forms of transport available.

### **Ride sharing locations and hitch-hiker stops**

As a developer, you can support ride sharing by securing the physical conditions from the start. For example, some parking spaces can be reserved for ride sharing, while strategically placed hitch-hiker stops can serve to highlight the opportunities for both organised and less formal ride sharing.

### **Ride sharing demands a change in culture**

However, ride sharing locations and apps are often not enough in and of themselves to encourage more people to travel together. Experience suggests that it is also necessary to promote a change in culture. This can be achieved, for example, through campaigns and competitions, and by boosting local involvement in ride sharing so that the initiative becomes firmly deployed at local level.



# GETTING STARTED

## HOW TO MAKE A START AS A DEVELOPER

The following pages present good advice and things to bear in mind with regard to starting up your own shared mobility scheme.

### 1. Start

There are several ways to make a start on shared mobility. Some developers choose simply to dive in at the deep end, and then deal with the practical issues and possible challenges as and when they arise. Others prefer to plan the setup and organisation of their schemes carefully in advance. Yet others choose to contact a private provider with an existing setup.

#### **Look for inspiration and identify opportunities**

A good place to start could be to look for information about existing opportunities and schemes.

#### **Adapt to the local needs**

Think about what type(s) of shared mobility you want to offer. Is a car-, bicycle- or ride sharing scheme the most relevant option for your residents and geographical location? Or how about a combination?

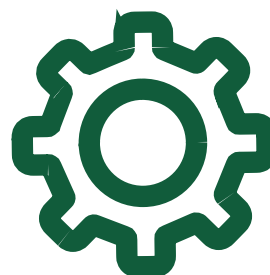
#### **Recommendation: “Dive in”**

*“We hadn’t established whether there was any interest in it or a market for it – we just dived in. And if we had to do it all again, this is how we’d do it. If we’d sat down and planned everything out in detail, we’d probably never have done it. The best approach is to tackle the problems as they arise – we’ve dealt with them all along the way.”*

- Urbanus ApS, Malling Dampmølle

#### **From car park to mobility centre**

A number of developers have started to view car parks from a different perspective by working with the concept of “mobility centres” that unite multiple functions (rather than exclusively car parking) in a single building. Mobility centres can not only gather together different types of mobility offers – car and bicycle sharing, for example – but also include other functions such as offices, shops, local recycling stations and parcel lockers.



**1. Start**



## 2. Organise

What makes for good organisation of shared mobility offers? This is a good question. There is no fixed procedure to follow; it all depends on aspects such as your role as the developer when the new residences “go live”.

Some developers, who actually run the residences subsequently, choose to administrate and run the shared mobility schemes as well. Examples here include Tækker Group in Nye and Urbanus in Malling Dampmølle.

Another approach for developers can be to enter into an agreement with a private provider, who then handles the administration and operation. You can also set up a sharing scheme where responsibility for the scheme will be transferred to a district association in the long term. This is what A. Enggaard chose to do with the Ceres Byen project.

### Be patient, but persistent

When you set up a scheme, don't expect a flood of registrations from day one. There will often be a running-in phase, where the residents need time to get to know the concept, dip their toes in the world of shared mobility and, in particular, learn how to behave as a “shared traveller”. So it is important to remember that the phase-in period takes time.

## 3. Plan the practical side

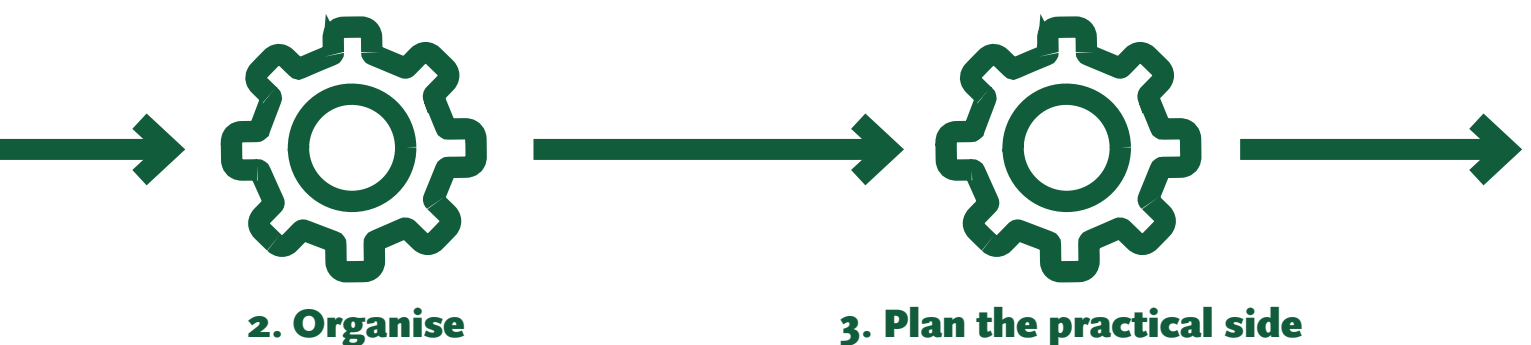
There are a number of practical issues that you should take into account and establish a setup for.

### Determine which platform(s) you want to use

It is essential to have a smoothly functioning platform and booking system. During the start-up phase, some developers simply choose to handle bookings manually using text messages and check boxes. Others choose to set up simple calendar systems or more advanced IT solutions. The advantage of a simple system is that this makes it easy to get started and does not involve committing to a specific system. Nevertheless, in the long term it makes sense to work with a platform that can reduce the time and energy spent on administration.

### Appoint someone to handle the everyday operation

It is essential to determine who is responsible for cleaning and maintenance, especially if you are administrating the scheme and vehicles yourself. For example, who has responsibility for the cleaning: the building caretaker or the residents themselves? Do you want to team up with a local bike shop or mechanic to handle repairs? Or would you rather lease the vehicles?



## Financing

A number of developers finance shared mobility initiatives out of their own pocket and/or via the monthly rent until enough people use the scheme to cover the running costs. As a developer, you can also hand over responsibility for a car sharing scheme to a district association or similar once it is up and running. This would eliminate any further expenses for running the mobility offer.

The funds and resources you need for a shared mobility scheme will depend on the type and number of vehicles you wish to make available, and on whether you want to set up your own scheme or to involve a private provider in the project. The benefit of establishing your own scheme is that this can make it easier to keep costs down. The advantage of working with an existing private provider is that this will allow you to hand off the administration and operation of the scheme(s).

### Opportunity to apply for pool funds

It is possible to apply for pool funds to co-finance a shared mobility project. A number of Danish institutions grant funds from a pool to projects that support community, the green transition and sharing initiatives. The right-hand column on this page contains examples of existing pools.

Examples of pools that support shared mobility:

#### State pool for shared electric vehicles:

In 2023 and 2024, the Danish State has set aside pool funds to promote shared electric vehicles. All kinds of businesses and associations can apply for funds from the pool to finance projects that support the increased use of shared electric vehicles. It is possible to apply for up to 75% subsidy of the total project sum.

For additional information about the pool, visit the Danish Road Directorate website:

[vejdirektorat.dk](http://vejdirektorat.dk)

#### Nordea Fonden's shared pool

In 2023, Nordea Fonden is making available pool funds of up to DKK 15,000 for equipment for your local community, neighbourhood or association to share. Businesses cannot apply for funds from the pool, but a local area association or residents' association can apply for subsidy for projects that support shared mobility, for example.

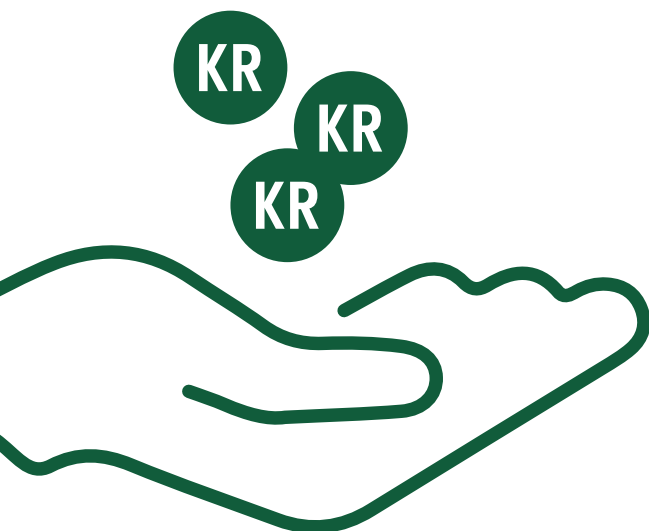
For additional information about the pool, visit the Nordea Fonden website:

[nordeafonden.dk](http://nordeafonden.dk)

#### NRGi Value Pool

Twice a year, applications for support can be made to the NRGi value pool for projects intended to promote community and the green transition. The pool grants funds to support projects of all sizes, as long as they are carried out within the area supplied by NRGi. For additional information about the pool, visit the NRGi website:

[andelshaver.nrgi.dk](http://andelshaver.nrgi.dk)





## WHERE TO FIND ADDITIONAL INFORMATION

Would you like to find out more about shared mobility? This page presents details of useful publications and websites that contain additional information about car-, bicycle- and ride sharing.

### **The Municipality of Aarhus Shared Mobility Strategy**

It should be easier to live in Aarhus without owning a car. This is precisely why the Municipality of Aarhus has prepared a strategy to encourage shared mobility.

([dagsordener.aarhus.dk](https://dagsordener.aarhus.dk))

### **Study of shared motoring in Aarhus**

This study analyses in more detail the use, potential effects and perspectives of car sharing schemes in Aarhus.

([dagsordener.aarhus.dk](https://dagsordener.aarhus.dk))

### **Moving People: Knowledge and network**

*Moving People* is a network based in the Capital Region of Denmark to promote green mobility among employees. For example, this network has built up knowledge about green mobility providers.

([movingpeople-greatercph.dk](https://movingpeople-greatercph.dk))

### **Region of Southern Denmark: New mobility programmes in the small towns and rural areas of the region**

The catalogue contains examples of shared mobility programmes with the potential to reinforce mobility in small towns and rural areas.

([regionsyddanmark.dk](https://regionsyddanmark.dk))

### **Roskilde car sharing handbook**

A handbook on establishing local car sharing schemes, prepared by the Municipality of Roskilde. The handbook contains inspiration and practical information for everyone keen to set up and run car sharing schemes. You can access it online at Roskilde.dk.

### **Rejseplanen.dk**

The Rejseplanen (Travel Planner) site also lists solutions featuring car, bicycle and ride sharing.

### **Shared Mobility for ALL**

European partnership focusing on making shared mobility solutions available to everyone, irrespective of age and physical ability. The site presents examples of shared mobility for different user groups.

([sharedmobilityforall.eu](https://sharedmobilityforall.eu))

### **Shared Mobility Rocks: A Planner's guide to the shared mobility galaxy**

The guide presents an overview of shared mobility in a European context and lists numerous good examples of different solutions. ([share-north.eu](https://share-north.eu))

### **The Danish Road Directorate**

The Danish Road Directorate's theme site: "Ride together or share your car" presents additional information about car and ride sharing.

([vejdirektoratet.dk](https://vejdirektoratet.dk))

### **Do you know of other examples of shared mobility in Aarhus? Then we'd love to hear from you!**

Here at the Municipality of Aarhus, we're constantly on the lookout for the latest knowledge that we can use to reinforce our planning and inspire even more people and players to work with shared mobility.

So if you know of other examples of shared mobility, drop us a line at:

**[delemobilitet@mtm.aarhus.dk](mailto:delemobilitet@mtm.aarhus.dk)**

