



# RESIDENTS AND CITIZENS ARE SHARING CARS, BICYCLES AND JOURNEYS

Idea brochure about shared mobility  
for housing associations and citizens

**Interreg  
North Sea**



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SHARE-North Squared

**RESIDENTS AND CITIZENS ARE SHARING CARS, BICYCLES AND JOURNEYS**

Idea brochure about shared mobility for housing associations and citizens

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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 a member of a property owners' association or a housing association, or are you simply a private citizen interested in green transport options? 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, social and economical. At the same time, they alleviate the difficulty and irritation of having to take care of repairs and maintenance yourself.

### **Many more can take the initiative**

A variety of players can take the initiative for sharing means of transport. In fact, as a private citizen or an association, you have every opportunity to launch local arrangements that allow you to share all kinds of vehicles.

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

This idea brochure is intended for all citizens, home owners associations, housing associations, sports clubs and leisure associations that are interested in finding out more about how they can help support green, climate-friendly transport behaviour.

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

The first part of the brochure presents inspiration in the form of examples from other people and groups that have succeeded in setting up shared mobility solutions. 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!

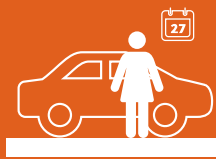


## WHAT IS SHARED MOBILITY?

“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: These 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 can both eliminate the need to own a car yourself and take on the role of a second car. Car sharing schemes can also contribute to several people choosing either to postpone buying a car and/or selling their existing car.

### **Different reasons for choosing to share a car**

There can be many reasons for choosing to set up a car sharing scheme. 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. In many cases, the people who share cars are those who only need a car once in a while.

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

Another motivation for starting a car sharing scheme in a housing association could be to offer residents more green transport options. Car sharing schemes can also reduce the need for parking spaces because there is less need to own a car oneself.

### **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 in Aarhus for citizens and residents**

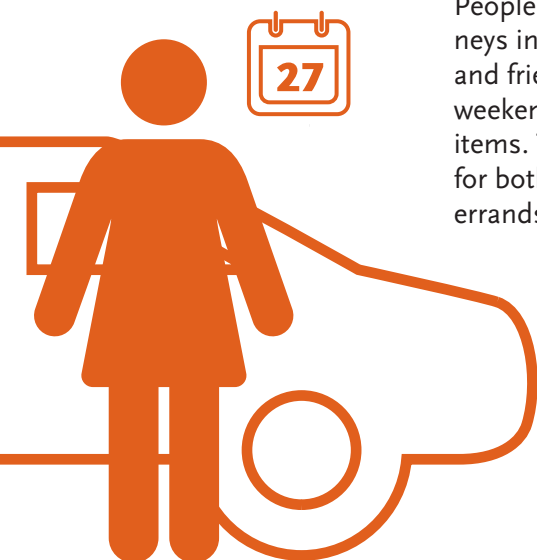
Various types of car sharing schemes exist in Aarhus today.

There are a number of private providers who make shared cars available at various places in Aarhus. These include: LetsGo, Tadaa!, Green Mobility and – most recently – GoMore.

There are also a few citizen-operated car sharing schemes in the Municipality of Aarhus. In Hjortshøj, for instance, the *Andelssamfundet i Hjortshøj* association has launched and operates its own car sharing club.

Some members' associations make shared cars available to their members (or offer discounts on existing car sharing schemes) as a members' benefit. Examples of such arrangements include the cooperatively owned East Jutland energy company AURA Energi, which offers its members access to shared electric vehicles.

Finally, there are car sharing schemes centred around housing associations. These are typically initiated by developers and property administrators during the earliest stages of the project. Examples of this type of scheme can be seen in Nye and Malling.



### **Find existing public shared car locations in Aarhus**

The Municipality of Aarhus website includes a map of existing parking spaces reserved for licensed shared cars. The site also describes the terms and conditions for parking shared cars.

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



**New buildings  
with car sharing  
schemes from the get-go**

A feature of several urban development projects in Aarhus is that future residents are being offered car sharing schemes from the start, organised by the developers and property administrators. In Malling, for example, two shared electric vehicles have been made available to the 50 households.

In Nye, an independent car sharing scheme known as WEMOOV has been set up, with approximately 110 members sharing three cars.

**A variety of shared  
cars on Hjarnøgade**

The Frederiksberg and Øgade districts of the city currently have the most public parking spaces for licensed shared cars. For example, Hjarnøgade in the Øgade district has public parking spaces for shared cars licensed from a number of car sharing providers – both with and without electric charging points.

**Citizen-run car  
sharing club in the  
Hjortshøj cooperative**

In Hjortshøj, the Hjortshøj Cooperative has set up a car sharing club, where the 30 or so members share two cars. The scheme is primarily for the housing cooperative residents, but a few years ago the association voted to allow “outsiders” to join as well.

# INSPIRATION

## SHARING BICYCLES AND SCOOTERS

Sharing bicycles and scooters is particularly relevant for short trips around a local area and to/from bus stops and railway stations. In addition, shared cargo bikes are an excellent substitute for car journeys where people need to transport lots of items and/or heavy goods.

### **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.

### **Shared bicycles in Aarhus for citizens and residents**

Various types of bicycle and scooter sharing schemes exist in Aarhus today.


There are a number of citizen-operated bicycle sharing schemes where citizens themselves administrate the scheme, either as a separate association or as part of a larger association. The *Beboernes Hus* [Community Centre] and Housing Cooperative in Hjortshøj operate schemes of this kind.

There are also schemes whereby the bicycle sharing is organised around the housing association. Examples of this type of scheme can be seen in Nye and Malling, where developers have made sure that shared bicycles were available for residents from the start.

In addition, a number of private providers rent out bicycles and scooters for sharing at various locations in Aarhus. Some DIY stores and department stores make cargo bikes available as well. Finally, there is the option of asking local bike shops what they can offer in the way of bike-share arrangements.







**Citizen-  
operated electric  
cargo bike sharing scheme at  
*Beboernes Hus***

The *Beboernes Hus* residents' association on Sølystgade provides two electric cargo bikes for sharing – and they are used frequently. In a little under two years, the bicycles have been booked fully 1,400 times. *Beboernes Hus* is a residents' association where membership costs DKK 100 per year, entitling members to rent function rooms in the building and to use the two shared electric cargo bikes. The association has received subsidy for the bikes from the NRGi pool of funds, which has also supported citizen-operated bicycle sharing schemes elsewhere in Aarhus; at the Hjortshøj Housing Cooperative, for instance.

**New  
buildings in Aarhus  
with bicycle sharing  
schemes from the get-go**

A number of urban development projects in Aarhus offer residents bicycle sharing schemes organised by developers and property administrators from the start. For example, residents in Nye have access to two electric cargo bikes, while the Malling Dampmølle housing cooperative has a number of residents' bikes.

**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.

Electric cargo bike sharing scheme at *Beboernes Hus*. Photo: *Beboernes Hus*.

# INSPIRATION

## RIDE SHARING

Ride sharing is particularly relevant outside built-up areas, where public transport stops are few and far between. Here, the practice can increase mobility and boost the local community, while contributing to more resource-efficient use of cars and journeys at the same time as reducing congestion on the roads.

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

In addition to helping cut congestion on the roads and benefiting the climate and environment, ride sharing can reinforce the local community because sharing a car journey gives people the chance to get to know each other better.

### **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.

### **Need for local deployment**

To get a ride sharing scheme up and running today, it is not enough for a citizen simply to download an app. Such schemes are dependent on a sufficient number of users actually utilising the platform. In the experience of some ride sharing platforms, there need to be around 40 active drivers in a local area. That is why the initiative needs local deployment involving, for example, ambassadors, campaigns and competitions in the local community.

### **Ride sharing in Aarhus for citizens and residents**

There are a number of formal and less formal types of ride sharing in Aarhus.

In some local areas, ride sharing is organised informally through individual agreements with neighbours to share journeys to leisure time activities, for instance. In other places, ride sharing groups have been set up on social media such as Facebook.

Some platforms for local areas or associations – such as the MinLandsby app – also include a ride sharing function.

Finally, a number of private providers offer existing platforms targeted at ride sharing. These include NaboGo, Ta'Med, Commute-App and GoMore.





### **Ride sharing locations in Aarhus**

A number of ride sharing locations have been established along the national road network on the periphery of Aarhus to make it easier for people to travel together. There is no time limit on parking at these locations. The idea is that citizens drive to these locations in their own cars and then travel together in a single car from there. The ride sharing locations are administrated by The Danish Road Directorate, and a list of locations is published online at:

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

### **Hitch-hiker stops and ride share benches**

Hitch-hiker stops and ride share benches can be used as pick-up points for both formalised and less formal ride sharing. In March 2022 the “Hitch-hiker stop” sign was officially approved by The Danish Road Directorate in the executive order on road markings. A number of these signs have since been erected in several places in Denmark – in Skanderborg, for instance. The Municipality of Sønderborg has established 12 “Drive along” benches in a partnership between the local authority and village associations.

### **Citizen-operated rural bus routes**

Citizen-operated rural bus routes are a concept in rural areas where there are few or no public transport services. In this concept, volunteers in the local community team up to take care of the coordination, operation and maintenance of one or more small, shared buses. A number of models are used with and without a regular driver and featuring fixed or needs-defined routes. Such schemes are normally launched as a working relationship involving the local area, the municipality and, if appropriate, a traffic company. The concept does not exist in Aarhus today, but it is already well established in South Zealand, where the citizen-run shared bus known as “the frog” operates between Præstø and Jungshoved.

# GETTING STARTED

## HOW TO MAKE A START

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

### 1. Start

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

A good place to start is by looking for information about existing opportunities and schemes. The last page of this brochure presents a variety of sources of additional inspiration.

#### **Determine the local needs**

What would provide most benefit in your local area: a car-, bicycle- or ride sharing scheme? What type of scheme appears to be most sought after and in demand?

Experience indicates that it is not sufficient simply to supply a number of shared cars or bicycles, or to provide access to a ride sharing app. It is also necessary to check whether anyone is actually seeking such a scheme, and can imagine himself/herself using it.

#### **Raise awareness about the scheme from the start**

In order to make your “share initiatives” a success, you need to raise awareness about the schemes from the start – highlight them! You can do so, for example, by appointing local ambassadors, posting information about the schemes on communal noticeboards, or through email and social campaigns.

#### **Be patient, but persistent**

Be patient and remember that it takes time to change behaviour. And make sure to be persistent, too. This might entail following up on your initiatives on an ongoing basis, and adjusting them to accommodate the wishes and requirements that arise.



### 1. Start



## 2. Organise

### Establishing your own scheme or an agreement with a private provider

When launching a shared mobility scheme, you need to think about whether you want to establish it yourself from scratch, or whether you would rather team up with a private provider. Starting your own scheme may be more time-consuming, but you can usually do it more cheaply and you will be able to adapt it better to local requirements. On the other hand, a benefit of working with private providers is that they already operate tried and tested setups and systems.

### Existing associations

If you are already running an association or an organisation, you can save time and resources by setting up your shared mobility scheme as a part of this organisation. An excellent example of this is the electric bike sharing scheme set up by *Beboernes Hus*, which linked the new scheme to an existing community centre.

### Establishing a new association

You can also establish a new association for the purpose of launching a shared mobility scheme. For inspiration, see [The Havbakke District Mobility Association](#) or [Munksøgaard Car Sharing Association](#). You can also find help in setting up an association at [frivillighed.dk](http://frivillighed.dk).

## 3. Plan the practical side

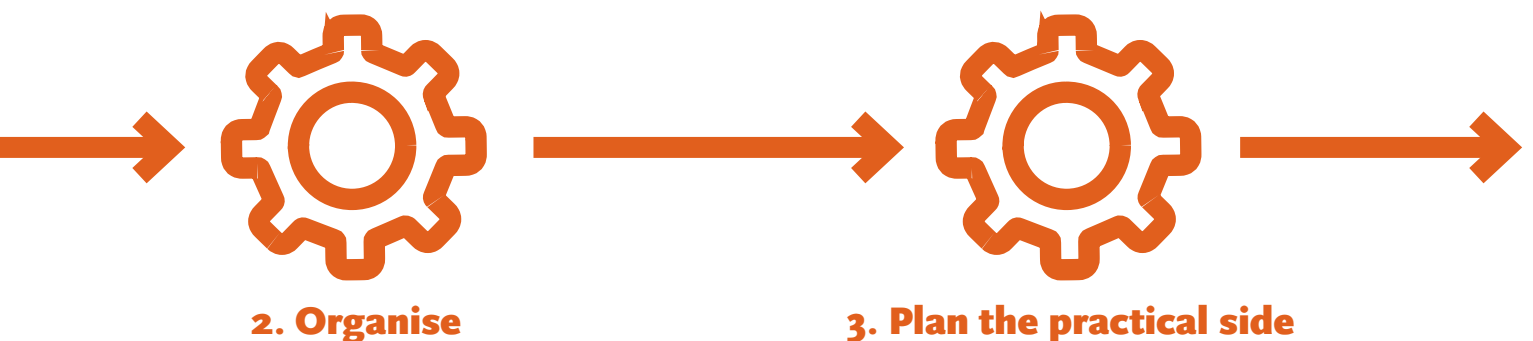
There are a number of practical issues that you should take into account and establish a setup for.

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

If you are already running an organisation or association, you can choose to utilise your existing systems such as your intranet or shared calendar system. If you are starting a new organisation, you can choose to set up a simple booking system with a shared calendar – physical or digital. You may also decide to use platforms made available by private providers. There are all kinds of platforms that are designed for various types of shared mobility and feature different price structures.

### Appoint someone to handle the everyday operation

It is essential to determine who is responsible for cleaning and maintenance, especially if you are administering the scheme and vehicles yourself. For example, you may want to appoint some superusers of the scheme – i.e. people who already use the scheme frequently – to assume responsibility for taking the vehicles in for services and repairs. It could also be appropriate to enter a repair agreement with a local bike shop or mechanic, or even choose to lease the vehicles.



## Financing

### Various financing options

The financing setup you choose will depend on whether you are organising your own scheme or working with a private provider. If you are organising your own scheme, you will typically need extra resources around start-up, when you need to buy vehicles, etc.

### Opportunity to apply for pool funds

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.

### Local crowdfunding and sponsorship

Another option is to organise a local crowdfunding drive and/or to seek sponsorship from local businesses, for example, in return for advertisements on the shared car or bicycle.

### Don't forget to set funds aside for repairs and new vehicles

Once your shared mobility solution is up and running, it may be a good idea to start thinking about future expenses for maintenance and new vehicles, for example. Is there enough "elastic" in your existing setup for you to save up? Or will you need to find external financing?

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 associations and businesses 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](https://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. For additional information about the pool, visit the Nordea Fonden website: [Nordefonden.dk](https://nordefonden.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](https://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 inspiration catalogue: 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. Published 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)**

