

Interreg  
North Sea



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SHARE-North Squared

AD  
AUTODELEN.NET

# Shared mobility

Don't just like it

...

**PLAN IT!**

2024 June 27  
Jeffrey Matthijs

provincie  
Oost-Vlaanderen





## AUTODELERS EN DEELWAGENS IN BELGIË per vorm van autodelen

DECEMBER 2021

### AANTAL AUTODELERS



TOTAAL  
**194.005**



ROUNDRIP  
autodelen  
**65.792**  
WAARVAN  
47.764  
ACTIEF IN 2021



PARTICULIER KOSTENDELEND  
autodelen  
**16.002**  
WAARVAN  
5.092  
ACTIEF IN 2021



FREEFLOATING  
autodelen  
**112.211**  
WAARVAN  
34.889  
ACTIEF IN 2021



## Actieplan gedeelde mobiliteit Kraainem

Juli 2022

# Shared mobility

**A wide range of solutions**





car sharing in Belgium



Micromobility sharing



# The base

## Shared mobility action plan

### In a nutshell

- **Creating ambitious long term shared mobility goals!**
- **Minimum 5 years**
- **Annual concrete actions**
- **Create a buzz to launch**

### Goals

- 1. Amount Shared cars/bikes/...**
- 2. Users of car / bike sharing**
- 3. % zero emission shared vehicles**
- 4. % of inhabitants is aware of the concept of shared mobility in municipality**

## How to start

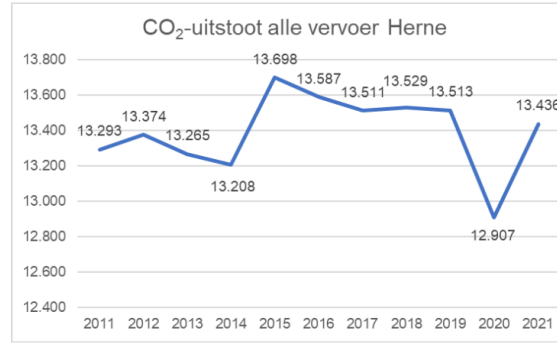
### 1. Vision

what do you want to achieve!  
IMPACT!

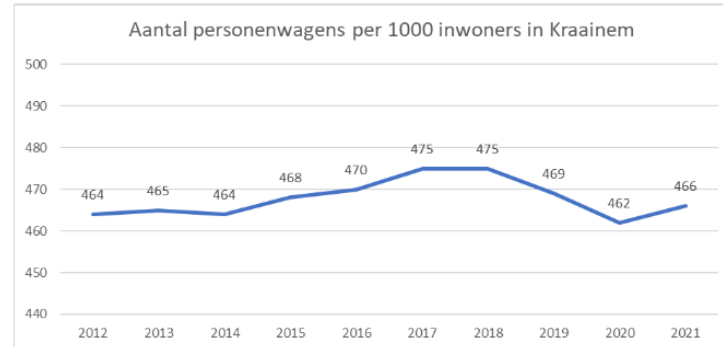
- CO2
- *Public space*
- *Less (second) cars*
- *Sustainable modal shift*

### 2. Current situation

- (Shared) vehicles
- CO2
- Mobihubs
- ...

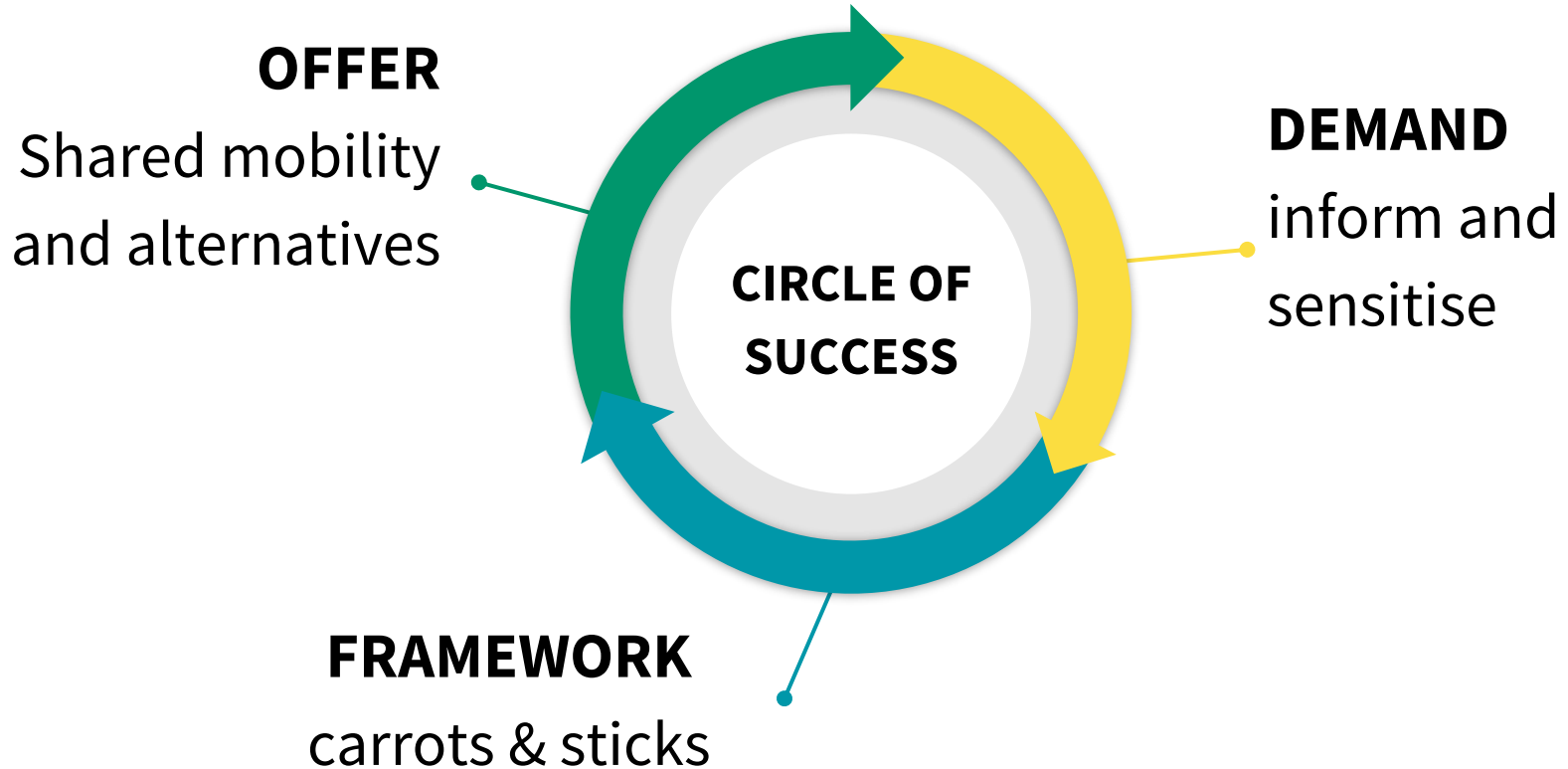


Figuur 5: CO<sub>2</sub>-uitstoot alle vervoer Herne



Figuur 4: Aantal personenwagens per 1.000 inwoners Kraainem

# The circle of succes



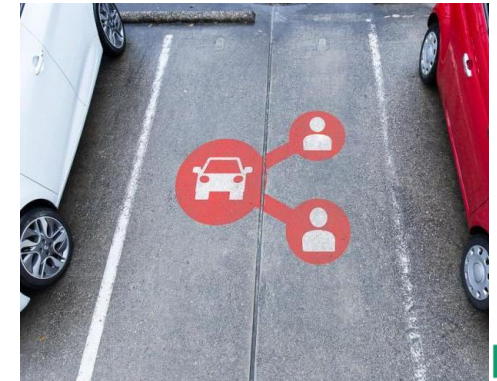


1

A good  
framework

## Parking policies stimulate shared mobility

- Parking places and permits
- Mix of dedicated vs. ‘free floating’ parking spots vs. parking zones/hubs
- Best promotion for Shared mobility
- Use it in new developments to lower parking norm




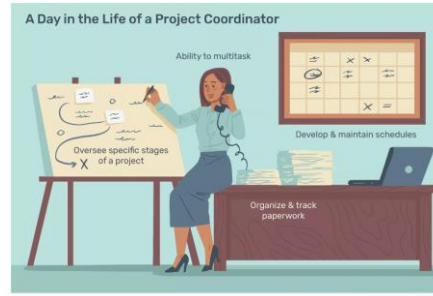
## Don't forget about Mobihubs

- People meets mobility
- Must have in an action plan



## Other things

- Shared mobility coordinator!
- Inclusion!
- Carrots but also STICKS
- Evaluation
- Money, money, money... 



2

An offer you  
can't refuse

## Cities

- **Providers will take care**
- **Seduce them with incentives**
- **Make a framework for tenders**
  - **Remember what you want to achieve!**
  - **=> IMPACT!!**

## Hierarchy

- 1. Definitions** => **National/regional**
- 2. Conditions** => **Regional/Local**
- 3. Quality standards** => **Local/regional**
- 4. Incentives** => **Local**



## Municipalities

- Start sharing your own fleet
- Stimulate people to share their own car
- Use minimal revenue guarantee for providers to develop a business case
- Smart partnerships: f.i with social housing companies



3

Communication,  
communication  
and  
communication...

## Key elements

1. Work together with your stakeholders
2. Set a common goal
3. One message and repeat, repeat, repeat, ...
4. Use peer groups / ambassadors
5. Vibes! => differentiate target groups and regions
6. Use behaviour change science/magic



# Behaviour change magic

1. The first spark
2. Inform
3. Persuade

*Use ambassadors*

*Use the right moment*

*Give an example*

*Give (financial) incentives*

4. Support

*Personal advice*

*Try outs*

*Local buddy*

5. Consolidate and connect  
=> repeat, repeat, repeat!



Mobipunten: groener, goedkoper, gezelliger

**'Zelfs als je een auto cadeau krijgt, kom je nog goedkoper uit met een deelwagen'**

Sinds september zijn er in Leuven 16 mobipunten waar deelwagens voor je klaarstaan. Als-Sofie De Weert (22) en Sebastiaan Boussaw (27) uit Leuven zijn er twee van. Ze vertellen hoe het is om een deelwagen te gebruiken en hoe het voordeliger is dan een eigen auto.



LARA RIJDT 2.000 EURO GOEDKOPER MET DE WAGEN. EN JIJ?

Bereken jouw autodeelvoordeel op

[savewithcarsharing.be](http://savewithcarsharing.be)

# Thank you!!

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