

Affordable Housing & Shared Mobility

22.04.2024

Inspiratiedag duurzame mobiliteit
2024

Interreg
North Sea



Co-funded by
the European Union

SHARE-North Squared

Meet the Speakers



Clara Mafé, Housing Europe



Maarten Markus, AM



Cornelia Cordes, City of Bremen



Rebecca Karbaumer, City of Bremen

AGENDA

- **Introduction SHARE-North Squared**
- **Housing Europe: Shared mobility in the public, cooperative and social housing sector in Europe**
- **City of Bremen: Innovative Parking Bylaws and Impacts on Mobility Behaviour**
- **AM:**

SHARE-North Squared

Growing Shared Mobility In Housing Developments and Living as a Service

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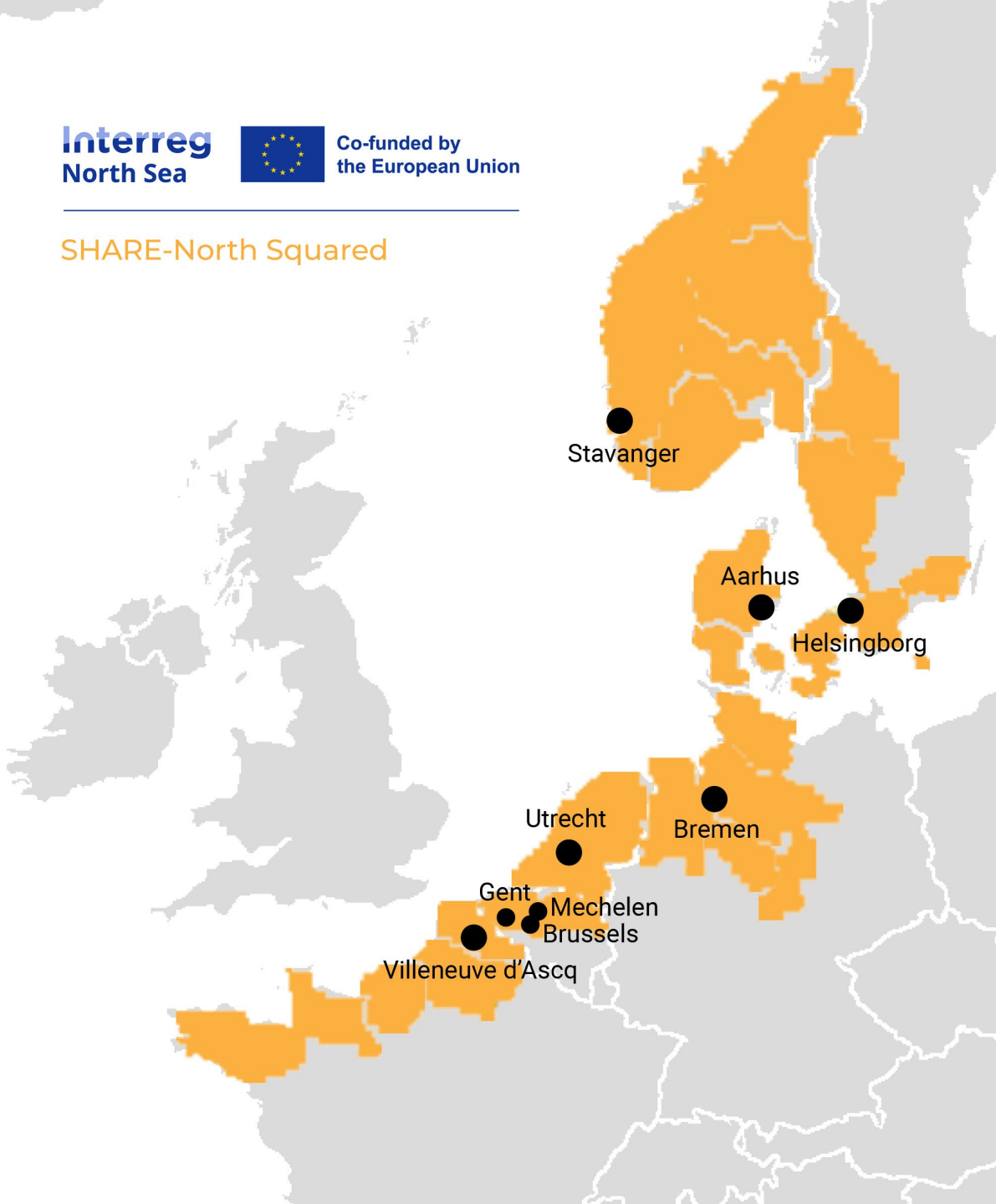


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Who are we?

16 Partners

7 Countries

6 Cities (with sub-partners)

3 NGOs

2 Universities

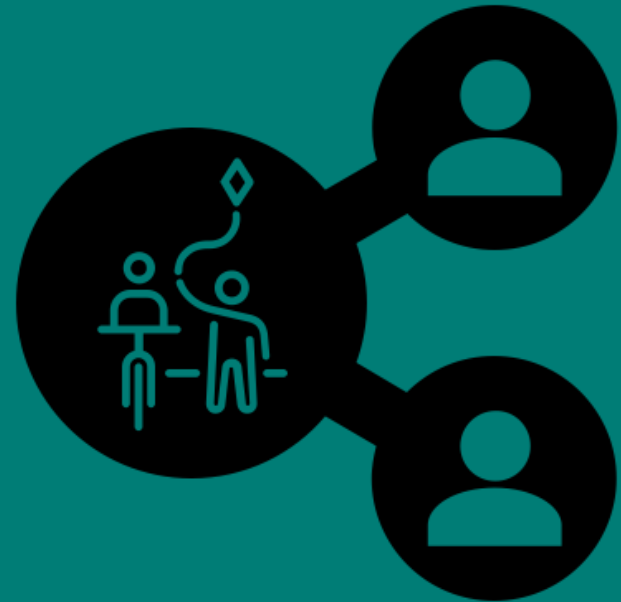
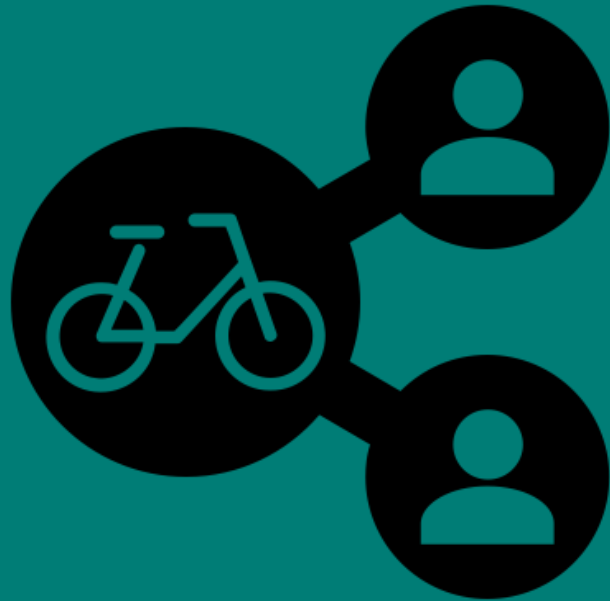
2023 – 2026

7,6 Mio €

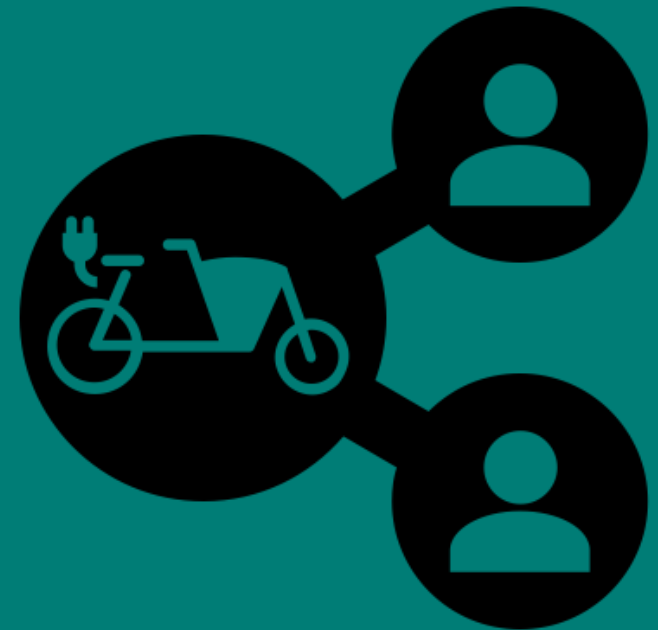
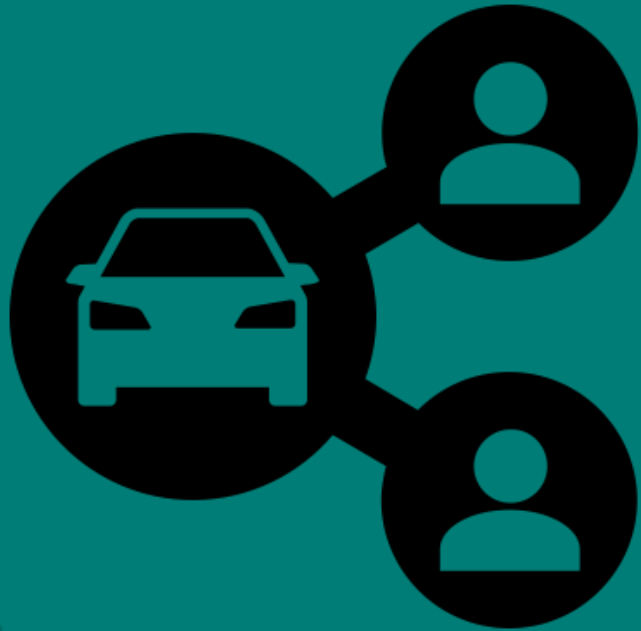
What do we want?

- ✓ **More sustainability, resource and spatial efficiency of real estate developments**
- ✓ **More affordable housing**
- ✓ **More use of shared mobility to support multimodal travel behaviour**
- ✓ **Less car ownership**
- ✓ **Less car dependency**
- ✓ **Less demand for parking**

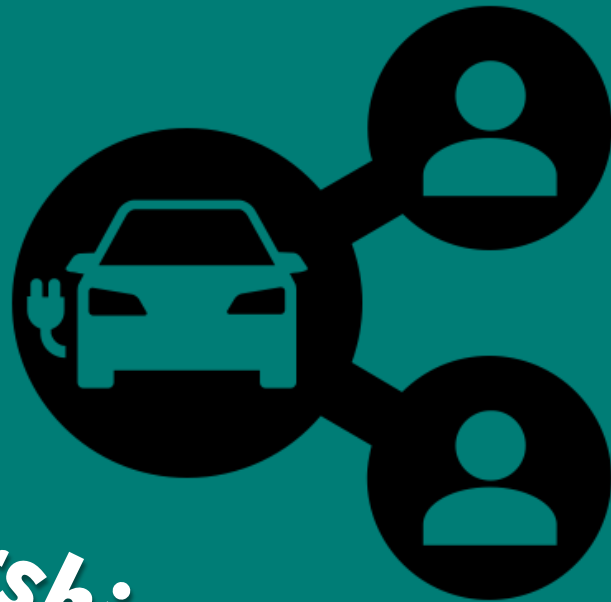
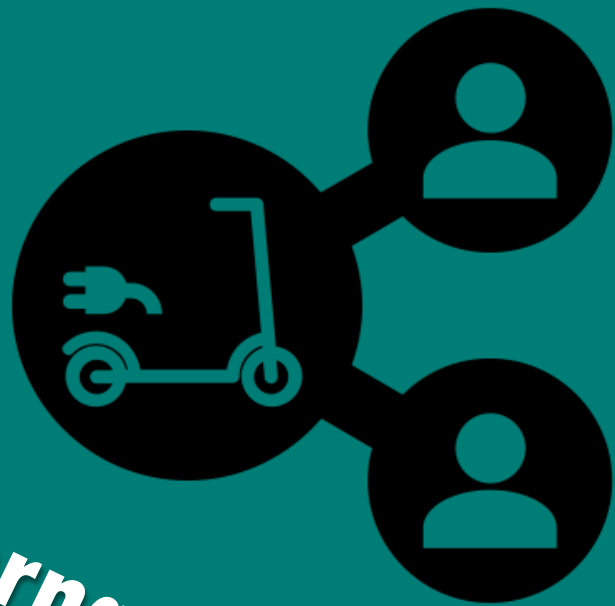
*That's why we need Shared Mobility
But what is Shared Mobility???*



**Shared Mobility is a strategy to make
better use of vehicles and space!**



Shared Mobility is seen as a transport mode itself!



It is an alternative to ownership, converting private modes of transport or trips to shared use!

Main Types of Shared Mobility

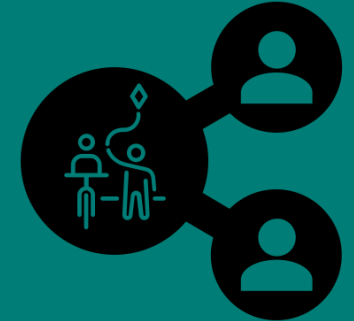
Vehicles



Rides



Space



But How Can Shared Mobility Help to Free Up Space?



Car Replacement Ratio of Carsharing

One Car Sharing Car can replace up to:

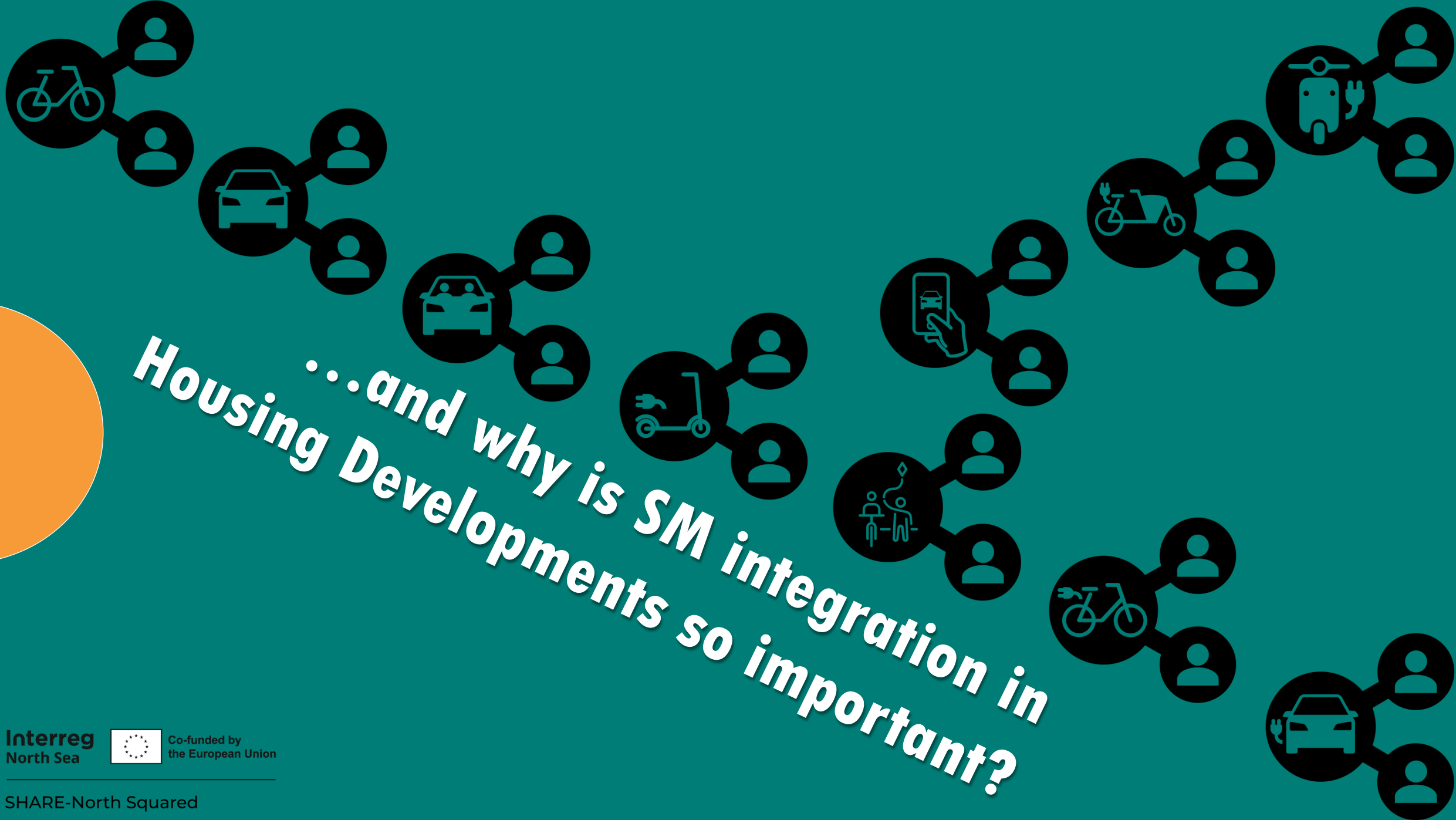
16 privately owned cars

Bremen

Source: [BCS](#)



*...and why is SM integration in
Housing Developments so important?*



**Cities are
already packed
With moving
and parked cars**

**Population growth
Densification**

**Societal Changes
Technical trends**

Space is limited

**New Developments CAN
be a unique chance
to redesign urban space
and mobility**

**Traditional parking
requirements
/planning is
a challenge**

**Infill instead of
Greenfield Developments**

12 m²

16 cars x 12m²
= 192 m²

**Building Car
Parking is very
expensive**



5.000 to 60.000 €

**It is not only
about NOT
building
parking...**

It more importantly
about integrating
**Mobility
Management**

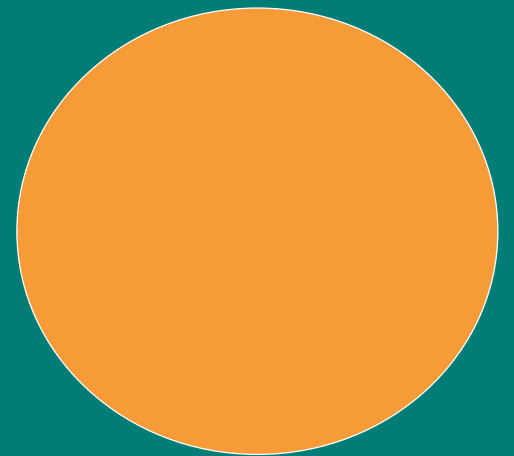
Main Advantages of Integrating SM in HD

- Increased attractiveness of the Property (and neighbourhood)
- Meet mobility needs and change mobility behaviour at the right time (when they are moving)
- Reduce building costs –
Contribution to more affordable housing
- Reduced financial risk for mobility providers



Questions?

**Stay tuned for
the other
speakers!**





Bedankt voor uw aandacht!