

PROJECT

LOCARP4EU

potential analysis of Ecov's short-distance real-time carpooling stations relying on roadside connected hardware

Funding: European (Horizon 2020)

Duration: Mar 2017 - Aug 2017

Status: Complete

Total project cost: €71,429

EU contribution: €50,000



[CORDIS RCN : 207988](#)

Objectives:

Cities' outskirts generally have less developed public transport networks. Thus, in these areas the most frequently used means of transport is still the car.

Ecov aims at tackling this lack of affordable and flexible mobility solution outside of city centres. Its concept is based on connected carpooling stations that match drivers in their local car use with passengers looking for a flexible and cost-saving journey.

Existing carpooling solutions have not addressed the problem properly, since they either require users to possess a smartphone, ask drivers to put in time and efforts to participate (not the case for short distance trips) or need a "critical mass" of users to actually work.

Ecov avoids these issues: drivers do not need to register, nor do they need to commit to a particular itinerary or schedule. The innovation lies in the communication between street terminals, road signs, and the IT system managing payment between passengers and drivers. Currently, it is estimated that 5% of the total passenger-kilometres (pkm) could be carpoled locally. This means that the market potential is around 133b pkm in France, Germany, Spain, and the United Kingdom combined (monetisation at €0.02/km yields a market worth €2.7b).

To tap into this potential, Ecov has conceived an innovative business model that includes partnerships with local governments and private companies willing to install carpooling stations. The former are looking for disruptive cost-effective public transport solutions for their remote fringes, and the latter face difficulties attracting jobseekers and clients with mobility issues.

LOCARP4EU will identify the most promising EU countries that have the most potential for Ecov's concept and will adjust the business model to national conditions. The proposal meets European objectives by proposing a mobility solution that will contribute to making transport cleaner and more sustainable, and will participate in mitigating CO2 emission.

Parent Programmes:

[H2020-EU.3.4. - Horizon 2020: Smart, Green and Integrated Transport](#)

Institute type: Public institution

Institute name: European Commission

Funding type: Public (EU)

Lead Organisation:

Ecov

Address:

45 RUE DE BUZENVAL
75020 PARIS
France

EU Contribution: €50,000

Technologies:

Unclassified
Non-technology

Development phase: Demonstration/prototyping/Pilot Production

STRIA Roadmaps: Smart mobility and services

Transport mode: Road transport

Transport sectors: Passenger transport

Transport policies: Environmental/Emissions aspects, Digitalisation

Geo-spatial type: Urban