

momo

more options for energy efficient
mobility through Car-Sharing

sharing smart solutions - across Europe





> Welcome to the momo project

Imagine what European cities would look like if we required 500,000 fewer parking spaces than we currently have - without restricting citizens' personal mobility. Imagine how the 2,500 kilometres of reclaimed urban street space could be used if it weren't needed for car parking.

Car-Sharing can play a key role in improving the efficiency of Public Transport, reducing transport costs, improving urban liveability, and enhancing people's access to their daily needs. It supplements the sustainable transport modes of walking, cycling and Public Transport and is a convenient, cost effective, reliable alternative to car ownership.

Given the current economic crisis, our limited oil supplies, and Europe's commitments to the environment, the need for solutions such as Car-Sharing has never been greater. For this reason, the **momo** consortium welcomes the opportunity for European cooperation and appreciates the support of the European Agency for Competitiveness and Innovation within the STEER programme.

The **momo** project will serve as an important element in fulfilling European policy objectives in the field of transport, energy supply and CO₂ emission reduction by helping to cut emissions at both the local and global levels and reducing the consumption of energy and urban space.

Although Car-Sharing is already well established in some European cities, it is still far from exploiting its full potential. The **momo** project will help to extend the quality and quantity of service in the "experienced" cities and transfer that experience to cities interested in getting started.

The **momo** consortium brings together municipal authorities, energy agencies, Car-Sharing and Public Transport operators and research organisations from eight EU member states. We look forward to sharing our experience, and welcome any and all enquiries.



On behalf of the **momo** project consortium:

Michael Glotz-Richter
momo project coordinator,
City of Bremen

greetings

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> goals

momo Car-Sharing wants

- to increase the awareness of Car-Sharing in Europe
- to increase the number of Car-Sharers considerably
- to establish new services in locations without Car-Sharing
- to increase the energy-efficiency within existing Car-Sharing operations
- to make recommendations on how to develop and establish eco-efficient Car-Sharing

A mobility culture which is based on using various transport options instead of car-ownership shall be established. The beneficial effects of Car-Sharing have been pointed out in the Green Paper on Urban Mobility. As a market-based service, transport can be organised more rationally.

momo Car-Sharing has the potential and key objective of contributing significantly to sustainable mobility patterns.

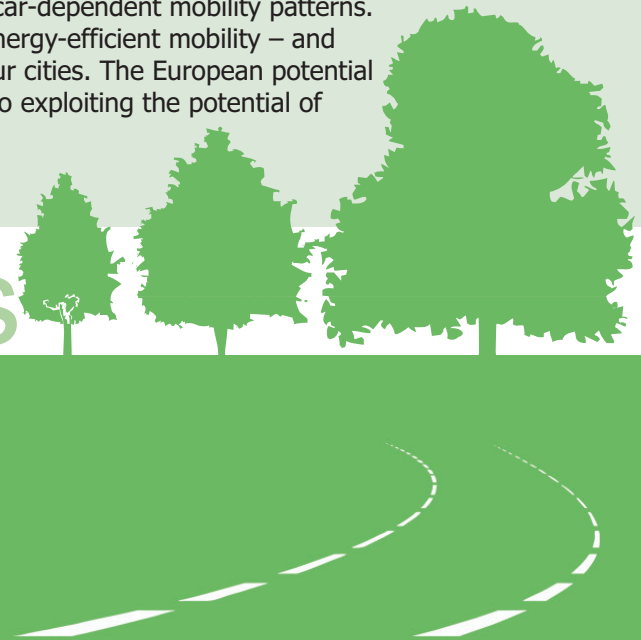
The service of Car-Sharing supports less car-dependent mobility patterns. It has highlighted the options for more energy-efficient mobility – and also for reducing the amount of cars in our cities. The European potential

is immense but far from being fully exploited. The existing obstacles to exploiting the potential of Car-Sharing for European cities can be overcome.

goals



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Need a car? Just book it! – online or by phone, in advance or at the last minute, for an hour or for a week. You can reserve anything from a Smart car to a large transporter at one of the many conveniently located Car-Sharing stations.

2



The process is easy: 1. Go to the Car-Sharing station to pick up your reserved car.



2. Use your smart card and PIN to get the car keys from the key locker at the station or in the car.

4



3. Start your journey – with a car that fits your needs ...



... use it

5

6



...and return it to a reserved parking space



7

No need to worry about maintenance, petrol, insurance costs and the like!

Extending or changing reservation, billing, and even car seats for the kids are no problem either; everything is looked after and organized by your Car-Sharing provider. Just get in touch and they can give you the details.

Also note, many Car-Sharing companies co-operate with their local public transport operator, making it even easier for you to get around.

Car-Sharing is dead easy

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> actions and results

momo Car-Sharing has set itself ambitious targets. Over its lifetime momo wants:

- more than **20,000 additional Car-Sharers** at the partners involved,
- **reductions in energy consumption of about 58,000 GJ p.a. and CO₂ emissions of 6,000 t p.a.** and
- to replace **3,500 private cars** and regain urban space through parking spaces that are not needed anymore.

Furthermore, **momo** wants to pave the way for Car-Sharing in areas where no such service is offered at present. Special focus is on Ireland, where Car-Sharing has just started on a pilot basis, and on the Czech Republic and Greece – both countries which do not yet have Car-Sharing at all. There will also be an approach to establish Car-Sharing in Luxembourg as part of a joint offer with Brussels for EU mobility concepts.

In order to exploit the European potential of Car-Sharing, the lack of awareness is a key obstacle. A focus is on raising awareness among key stakeholders. The active involvement of UITP allows broad awareness raising amongst Public Transport operators as key partners for co-modality. All **momo** Car-Sharing partners will carry out intensive awareness raising work to overcome the low level of awareness. The project will also focus on integration with urban development including urban regeneration.

Moreover by supporting mobility patterns related to shopping in city centres and local neighbourhoods **momo** contributes to the sustainable development of the urban economy and local employment.

On top of extending the Car-Sharing services, it is planned to increase energy-efficiency within the Car-Sharing services. Key elements are related to eco-driving and more precise monitoring of the specific fuel (energy) consumption. As a result, **momo** Car-Sharing will develop some guidelines for operators to assist in negotiations with car manufacturers, e.g. with the procurement of vehicles.



actions & results



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> across Europe

Belgium

Taxistop en Bond Beter Leefmilieu startten beiden enkele jaren geleden een project over autodelen in België. Hun bijdrage bestaat vooral uit nieuwe diensten van autodelen en specifieke bewustmakingscampagnes. Verder zijn ze betrokken bij de datacontributie, het opstellen van een gids met tips en richtlijnen, innovatie op basis van nieuwe technologie en eco-drivingtrainingen. Autodelen zal ook in Luxemburg opgestart worden, met een specifieke focus op EU-ambtenaren.

Taxistop et Bond Beter Leefmilieu ont lancé depuis quelques années déjà un projet d'autopartage en Belgique. Leur collaboration a contribué principalement à la création de nouveaux services d'autopartage et en la mise en place de campagnes de sensibilisation spécifiques. De plus, ils se sont concentrés sur un recueil de données, sur la mise en place d'un guide avec des tuyaux et des règles à suivre et sur des innovations basées sur les nouvelles technologies ou encore via des entraînements en éco-conduite. L'autopartage va être mis en marche pour commencer au Luxembourg avec comme public cible les fonctionnaires de l'union européenne.

Czech Republic

Ústav pro ekopolitiku, česká obecne prospěšná společnost, pracuje v rámci projektu momo car-sharing na tématech:

- Analýza bariér a překážek bránícím zavádění car-sharingu v České republice,
- zvyšování povědomí o pozitivním vlivu car-sharingu na životní prostředí a veřejná prostranství a zajištění publicity pro systémy sdílení vozidel,
- získání politické podpory ze strany státu a měst,
- prenos know-how, výzkum možností importu nebo rozšíření zahraničních služeb car-sharingu do České republiky,
- uspořádání jednoho místního pracovního setkání a jedné konference na národní úrovni.

Finland

momo-hankkeen tavoitteena on lisätä tietoisuutta autojen yhteiskäytöstä ja kasvattaa käyttäjämääriä erityisesti Helsingin seudulla, jossa City Car Club on tarjonnut palveluita liki 10 vuotta.

Yhteistyötä joukkoliikenteen kanssa kehitetään edelleen ja pyritään luomaan uusia kumppanuuksia ja palveluja; yhteiskäyttöautoja kauppojen ja hotellien asiakkaille sekä asunnonostajille joukkoliikenteen ja autojen yhteiskäytön paketteja.

City Car Clubin henkilökunnalle ja asiakkaille tarjotaan koulutusta autojen energiatehokkaasta käytöstä. momo-hankkeessa selvitetään myös edellytyksiä yhteiskäyttöpalvelujen tuottamiseksi muissakin kaupungeissa, erityisesti Tampereella ja Turussa.

Germany

Im Projekt **momo** Car-Sharing arbeiten als deutsche Partner die Freie Hansestadt Bremen, der Car-Sharing-Dienstleister cambio sowie der Bundesverband Car-Sharing (bcs) an der Weiterentwicklung der Mobilitätsdienstleistung Car-Sharing.

Aus städtischer Sicht steht die Entlastung der städtischen Quartiere im Mittelpunkt des Interesses, denn jedes Car-Sharing-Fahrzeug ersetzt zwischen 4-8 private Pkw. Car-Sharing ermöglicht es, den Parkdruck zu vermindern und Straßenraum für Begrünung oder zur Förderung des Fuß- und Radverkehrs zurückzugewinnen. Im **momo**-Projekt sollen die Dienstleistungsqualität und der Bekanntheitsgrad von Car-Sharing weiter verbessert werden. Insgesamt kann damit ein wesentlicher Schritt zur Effizienzsteigerung urbaner Mobilität gemacht werden.

Bremen ist ausgewählt worden, Car-Sharing als best-practice-Beispiel nachhaltiger Mobilität auf der EXPO 2010 in Shanghai („Better City – Better Life“) zu präsentieren. Dieses veranschaulicht die internationale Wahrnehmung von Car-Sharing und die Rolle für die Lösung von städtischen Verkehrsproblemen.



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Greece

Το Κέντρο Ανανεώσιμων Πηγών και Εξοικονόμησης Ενέργειας, ΚΑΠΕ, που είναι το εθνικό ενεργειακό κέντρο συμμετέχει στο έργο **momo** Car-Sharing. Το Ευρωπαϊκό έργο **momo** Car-Sharing στοχεύει να κάνει γνωστό το Car-Sharing και να βελτιώσει τις υπηρεσίες και την ενεργειακή αποδοτικότητα των ήδη υφιστάμενων επιχειρήσεων Car-Sharing. Το ΚΑΠΕ συμμετέχει ως εταιρός με σκοπό να μεταφέρει την τεχνογνωσία στην Ελλάδα και να οργανώσει το πρώτο σχήμα Car-Sharing στη χώρα μας.

Ireland

Mendes GoCar work in **momo** Car-Sharing is concerned with the preparation of business plans for setting up Car-Sharing in Dublin and elsewhere (building on our pilot service in Cork and Cloughjordan) and the feasibility of Car-Sharing vehicles being powered by alternative fuels, including biofuels and electricity from local sources. We are also the leader for the work package on transferability and will host a project partner meeting, national workshop and conference in Ireland.

Italy

Il Ministero dell'Ambiente e della Tutela del Territorio e del Mare e l'ENEA sono i partners del progetto **momo** in Italia. Il Ministero, con il supporto dell'Iniziativa dei Comuni per il Car Sharing (ICS), sarà impegnato in attività di ricerca finalizzate alla creazione di servizi innovativi di Car-Sharing. L'ENEA sarà impegnata principalmente nelle attività di monitoraggio e valutazione degli impatti energetici ed ambientali dei servizi di Car-Sharing.

Spain

La fundació mobilitat sostenible i segura va ser creada el 2004 per impulsar la mobilitat sostenible; una de les actuacions més destacades és la creació d'AVANCAR, fins al moment, l'únic operador espanyol de Car-Sharing. La fundació vol aportar en aquest projecte la seva experiència en creació de serveis de Car-Sharing i els seus coneixements en mobilitat sostenible per tal que es puguin integrar aquest serveis en polítiques actives de mobilitat sostenible.

La fundación movilidad sostenible y segura se fundó en 2004 para impulsar la movilidad sostenible; una de las actuaciones más destacadas es la constitución de AVANCAR, hasta el momento el único operador de Car-Sharing en España. La fundación quiere aportar a este proyecto su experiencia en la creación de servicios de Car-Sharing y sus conocimientos en movilidad sostenible de modo que se puedan integrar estos servicios en políticas activas de movilidad sostenible.



UITP

The International Association for Public Transport - UITP will help **momo** throughout the project lifetime to organise several events such as a Workshop at its World Congress in Vienna in June 2009, the round table with various stakeholders and a training programme. UITP's major responsibilities within **momo** are to contribute to the various reports and communicate the results of the **momo** project among the public transport sector Europe-wide.

Europe



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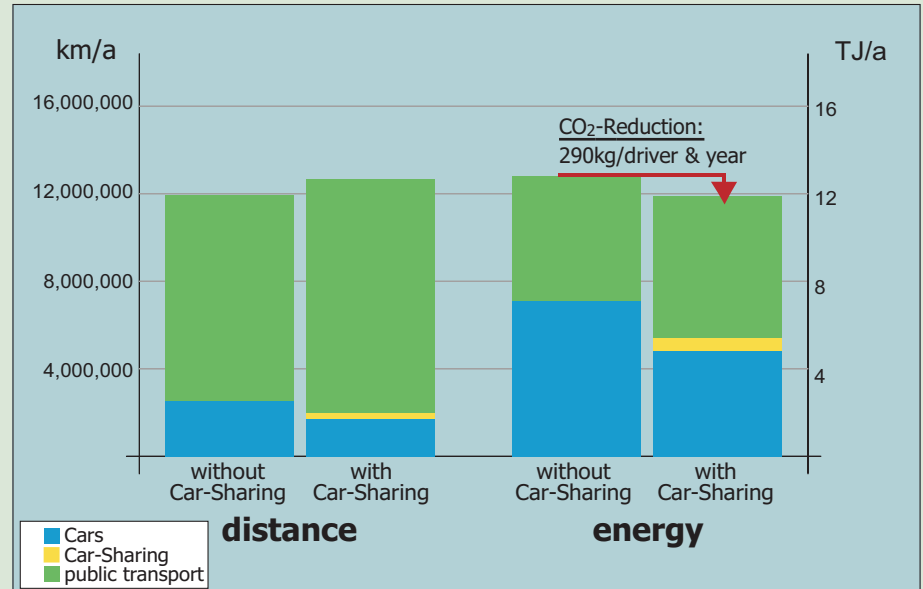


exemplary effects of Car-Sharing

Recent studies (such as from the Swiss Federal Agency for Energy 2006) show the impacts of Car-Sharing on energy consumption and CO₂-emissions of individual mobility.

Car-Sharing with its 'pay-as-you-drive' principle gives an incentive to save money by reducing car mileage - with a shift towards more energy efficient modes like cycling, Public Transport and rail transport.

In addition, Car-Sharing vehicles are of latest standards - more efficient than the fleet average. You also have more choice of cars - with some downsizing to smaller, more efficient cars when travelling alone or with just one passenger. This all leads to a remarkable reduction in energy consumption and CO₂-emissions of individual mobility.



Result of a Swiss INTERFACE/INFRAS survey of 520 households over a use period of one calendar year.
Source: Evaluation Car-Sharing / Bundesamt für Energie BFE, Bern (Switzerland), 2006



> structure

To reach its goals **momo** Car-Sharing has developed a comprehensive approach and has embedded a multitude of related activities in a well-designed work package (WP) structure. **momo** Car-Sharing is divided into ten work packages. Four of them are horizontal WPs and cover Project Management (WP1), Awareness raising (WP5) and Dissemination (WP9 and WP10). The other six WPs are covering market and operational aspects and are the parts of the project where most of the output will be generated. The flow chart shows all WPs and how they are interlinked. As indicated in the flow chart the work packages are grouped in a way that allows efficient co-operation, avoids duplication of work and ensures that the objectives of **momo** Car-Sharing are met.

You can find a detailed description of the project structure and its work packages on the **momo** website at www.momo-cs.eu

structure



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Key elements of the operational work packages are...

WP 2 – State of the art of Car-Sharing:

- an overview of the Car-Sharing situation in Europe
- a market potential assessment
- summarising and interpreting the findings in a comparable way

WP 3 – Interoperability and co-modality:

- increasing the co-operation between Car-Sharing and other means of transport
- identifying market barriers together with key-actors and to develop guidelines and practical approaches to overcome the barriers
- approving guidelines concerning technological and commercial issues
- strengthening the co-modality regarding public transport (e.g. e-Ticketing) and other potential mobility services such as bike, taxi, rent-a-car

WP 4 – New services of Car-Sharing:

- establishing more efficient co-operation with service providers
- introducing short term rentals, sub-lease and Car-Sharing as a key service in new housing developments

WP 5 – Awareness campaigns:

- increasing the awareness of Car-Sharing as a mobility mode and to make the different target groups aware of the benefits of Car-Sharing
- increasing the number of Car-Sharers
- addressing target groups like businesses, governments and municipalities and private persons directly

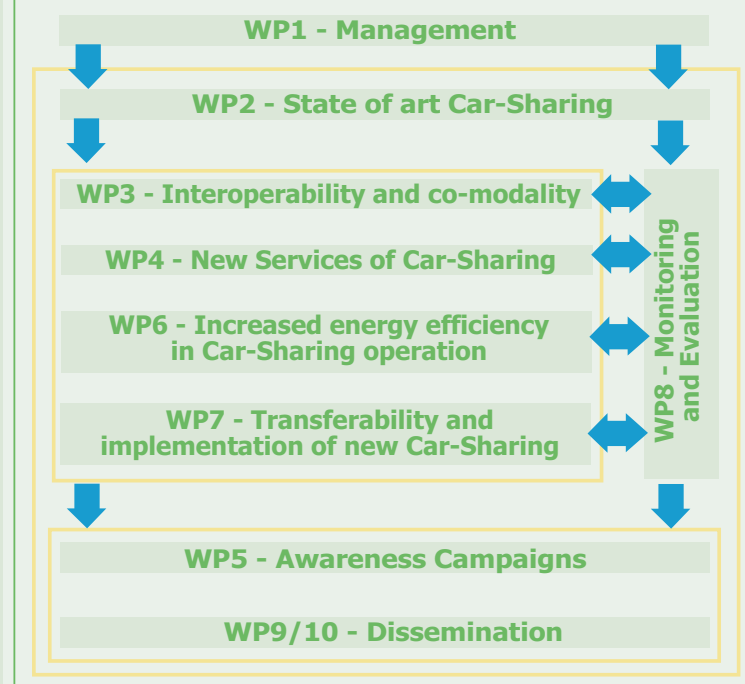
WP 6 – Increased energy efficiency in Car-Sharing operation:

- increasing the efficiency of existing and future Car-Sharing operations
- running staff training
- organising eco-driving
- integrating results from other IEE projects

WP 7 – Transferability and implementation of new Car-Sharing Services:

- developing Car-Sharing in cities, where a Car-Sharing system does not yet exist or where an existing Car-Sharing system wishes to implement new services and/or target new types of user
- producing business plans
- working with relevant local authorities
- demonstrating how to transfer existing Car-Sharing experience to new cities and other countries in an efficient way

momo work packages



Belgium

Bond Beter Leefmilieu



Wouter Florizoone: wouter.florizoone@bbbv.be
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WP 5 Leader - Awareness Campaigns

- New Car-Sharing Services
- Awareness campaigns

Taxistop



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WP 4 Leader - New Services of Car-Sharing

- New Car-Sharing Services
- Awareness campaigns

International Association for Public Transport



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- Co-modality with public transport operators

Czech Republic

Institute for Environmental Policy



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- Transferability of Car-Sharing services
- Stakeholder meetings
- Promotion

Finland

Motiva



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- Awareness campaigns
- New Car-Sharing services
- Transferability of Car-Sharing Services

Germany

The Senator for Environment, Construction, Transport and European Affairs

Der Senator für Umwelt,
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Hansestadt
Bremen

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WP 1 Leader - Project Management and Coordination

WP 9 Leader - Communication and Dissemination

WP 10 Leader - Common dissemination activities

- Management, communication and co-ordination

Cambio Mobilitätsservice GmbH & Co.KG



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Roy Traue: roy.traue@t-online.de
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WP 6 Leader - Increasing Energy Efficiency in Car-Sharing operation

- New Car-Sharing Services
- Energy efficient fleets
- Transfer of good practice

Bundesverband CarSharing e.V.



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WP 2 Leader - State-of-the-art Car-Sharing

- State-of-the-art activities

consortium



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Greece

Center for Renewable Energy Sources



Efi Tritopoulou: etrito@cres.gr
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- Transferability of Car-Sharing services
- Stakeholder meetings
- Workshops
- Promotion

Ireland

Mendes GoCar Limited & GoCar CarSharing



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www.gocar.ie

- WP7 Leader - Transferability and implementation of new Car-Sharing services
- Transferability of Car-Sharing Services
 - Promotion



Italy

Italian Ministry of Environment, Land and Sea (IME)



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- Promotion of Car-Sharing on national level
- Best practice transfer

Italian Board for New Technologies Energy and Environment (ENEA)



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- WP 8 Leader - Monitoring and Evaluation of Car-Sharing operation
- Monitoring and evaluation of energy efficiency impact of Car-Sharing in the project

Spain

Sustainable and Save Mobility Foundation (FMSS)



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- WP3 Leader - Interoperability and co-modality
- Transferability of energy efficient mobility chains
 - Promoting options for co-modality
 - Best practice transfer

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> momo Car-Sharing

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