

Interreg
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AD
AUTODELEN.NET

Shared mobility in rural areas

focus on Car sharing
**HOW TO CREATE SUCCESS IN
YOUR MUNICIPALITY**

March 7th 2023
Jeffrey Matthijs





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



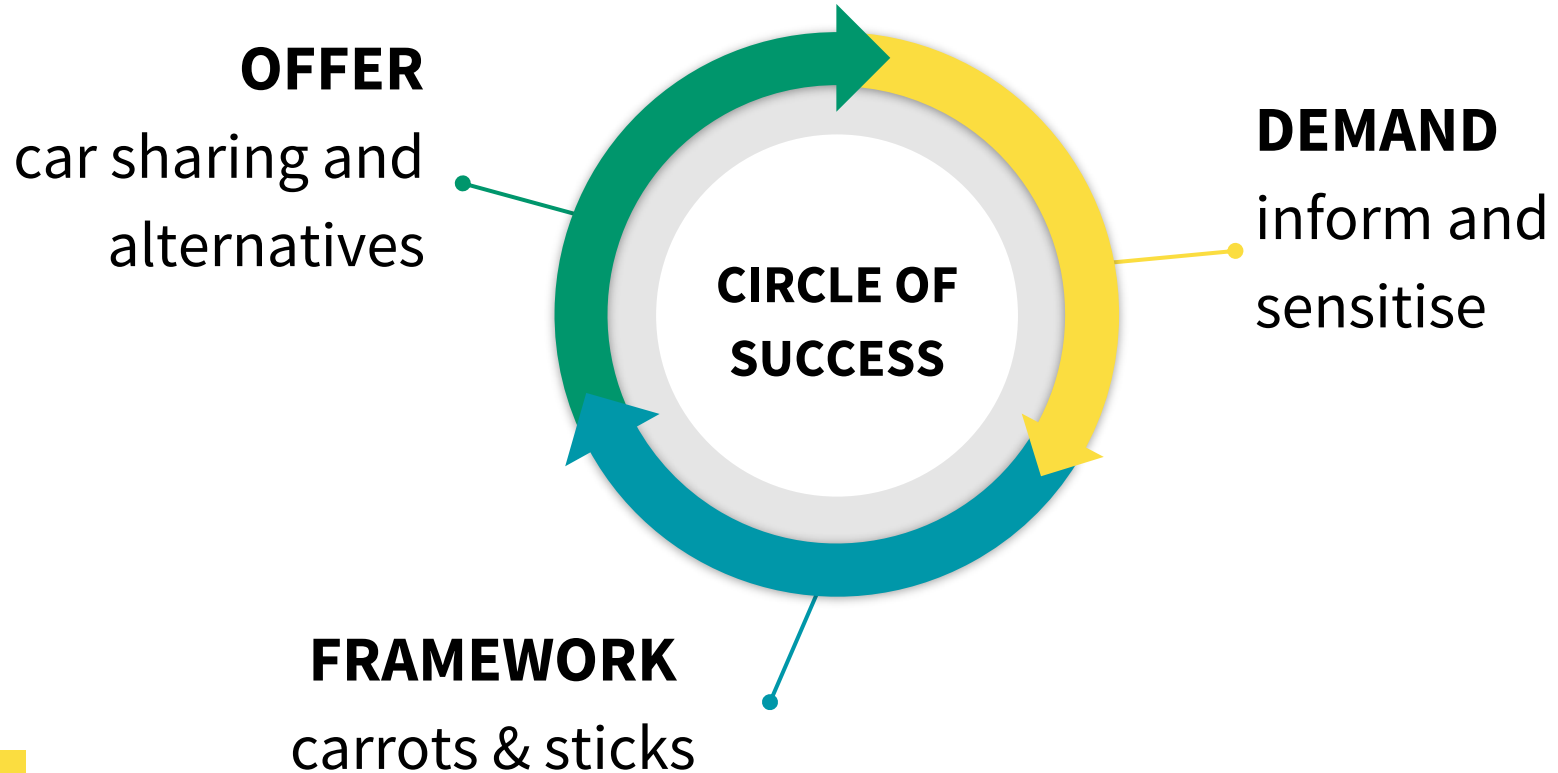
FREEFLOATING
autodelen
112.211
WAARVAN
34.889
ACTIEF IN 2021



GREEN DEAL
GEDEELDE
MOBILITEIT



**Making
carsharing
mainstream
in rural areas**



1

A good
framework

The base: Carsharing action plan

- Creating ambitious long term shared mobility goals!
- Minimum 5 years
- Annual concrete actions
- Don't forget about mobihubs

- In Flanders 50+ municipalities (less than 30k inhabitants) wrote an action plan!
- 2/3 of municipalities have at least one shared car

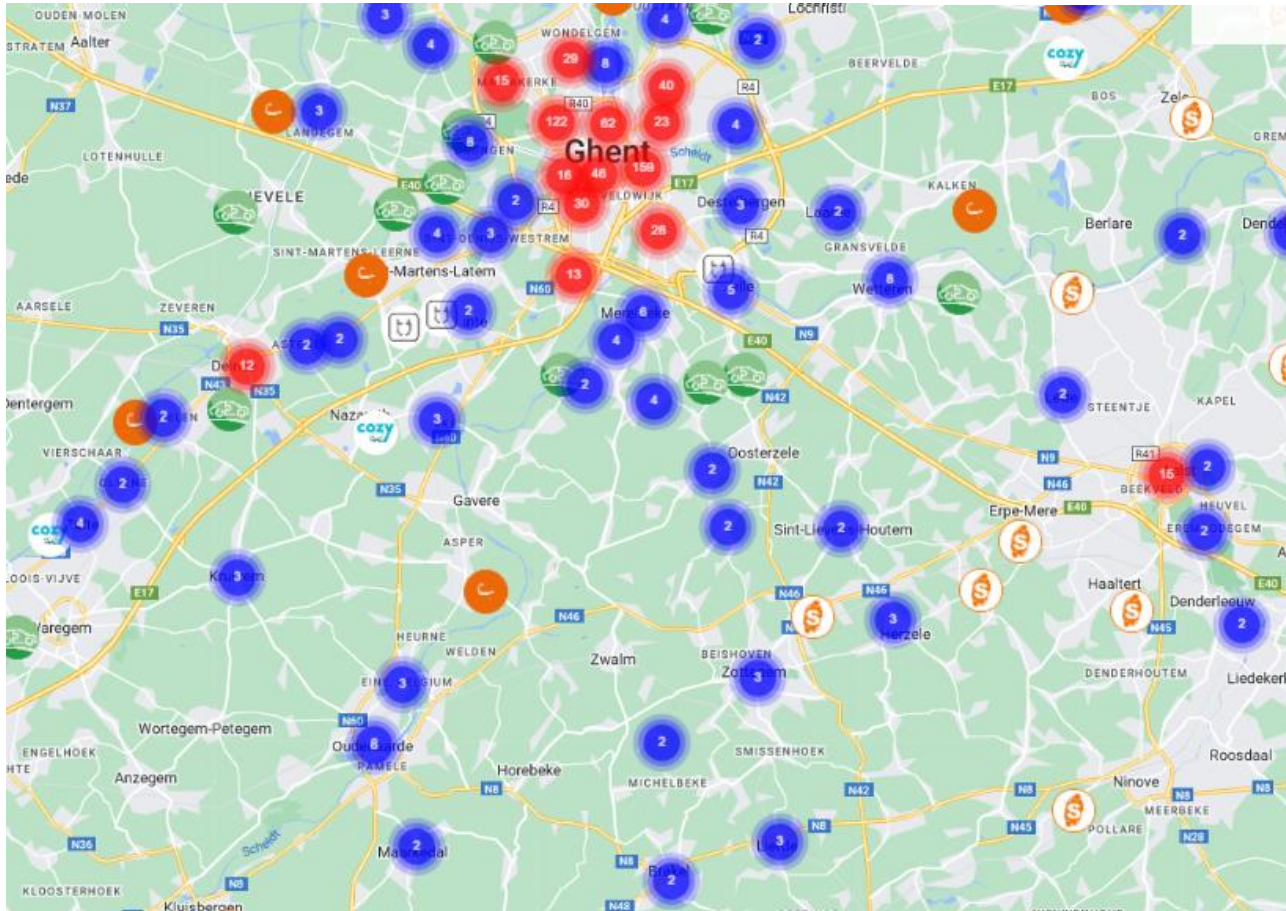


2

An offer you
can't refuse

Car sharing: only for big cities?

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Use the existing offer

- In rural areas private car ownership is huge
- Stimulate people to share their own car
- In rural areas in Flanders: 350 shared cars and ca. 1.500 users

In combination with the next
concept = perfect match



Use the existing offer (part 2)

- Start sharing your own fleet
 - Outside office hours
 - The ideal match!
- Smart partnerships: f.i with social housing companies
- Use purchase guarantee for providers to develop a business case



Schelle



Edgem



De Panne



Bilzen



Schoten



De Panne



Diksmuide



Wevelgem



Roeselare



Bornem



Neerpelt



Duffel



- **After 1 year**
 - 22 participants
 - Shared KM: ca. 21.000
 - Shared rides: 411
- **Evaluation: local government**
 - LG: no operational problems
 - Rather time consuming
 - A lot of interest, small but steady increase of users
- **Users: very positive but a pity only outside office hours**

Concrete case 1: Schoten (34k inhabitants)



Concrete case 2: Mesen and Hill Country

- It's not exactly a country...
- But yet a very smart partnership
 - Car sharing
 - Car sharing + driver
 - Weekly shopping service



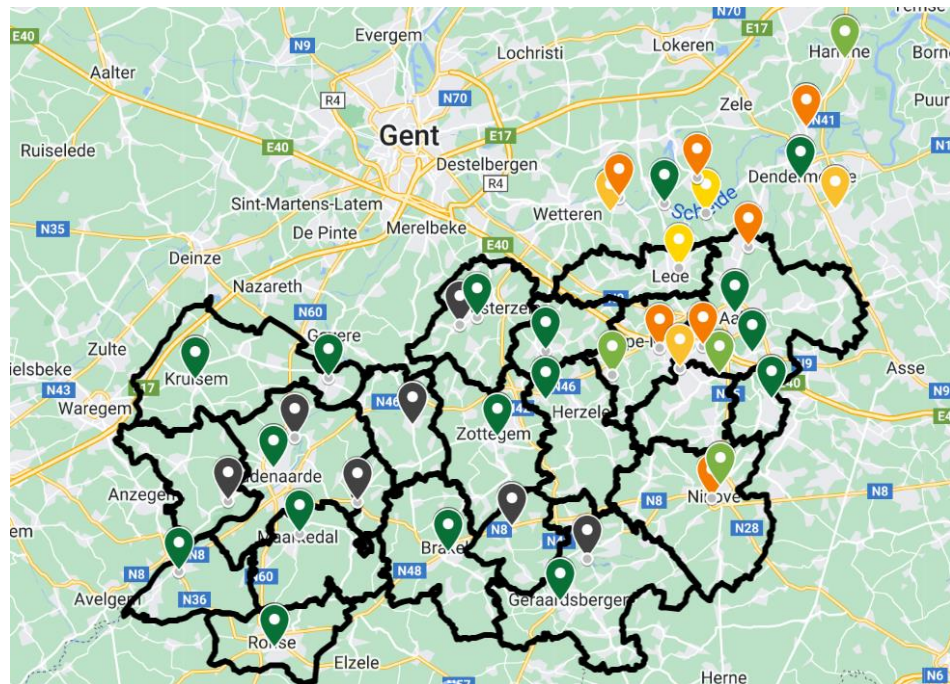
Very good practice Smart partnerships: Mesen and Hill Country

- 203 times in 1 year with assistent
- 144 times in year without assist.
- Weekly shopping service being used by ca. 6 people/week
 - Mainly users from the neighborhood of the shared car
 - This will be rolled out in other offices of the care organisation



Concrete case 3: An offer in rural South East Flanders

- 6 'cities' /15 rural municipalities
- Framework contract with 15 municipalities
- Cooperation with local car dealer



15 communities => 28 (electric) shared cars



3

Communication,
communication
and
communication...

Making car sharing visual in the streets

Case: South east Flanders



Focus on why users should start sharing cars

Case: South east Flanders

**AUTODELEN
NEEMT DE MILIEU-
VRIENDELIJKE
AFSLAG**

**Jij en autodelen?
Topkoppeling.**

De laatste technologie hebben we allemaal de draad in handen van moderne en duurzame oplossingen. Via de app reserveer je eenvoudig een elektrische Topkoppeling voor jou en je auto. Max. 13 maanden. Krijgt de auto's tot 12 jaar oud van de dealer.

so-iva.be/autodelen



**AUTODELEN GEEFT
VOORRANG
AAN COMFORT**

**Jij en autodelen?
Topkoppeling.**

Autodelen is een elektrische oplossing die beschikbaar is voor iedereen. En vooral zorgt over de kosten voor verzekering, verzekering en onderhoud. Reserveer je nu al dan gemakkelijk via de app. Een auto heeft je niet te wachten, om er het volle van te genieten.

so-iva.be/autodelen



**AUTODELEN IS
EEN FEEST VOOR
JE BUDGET**

**Jij en autodelen?
Topkoppeling.**

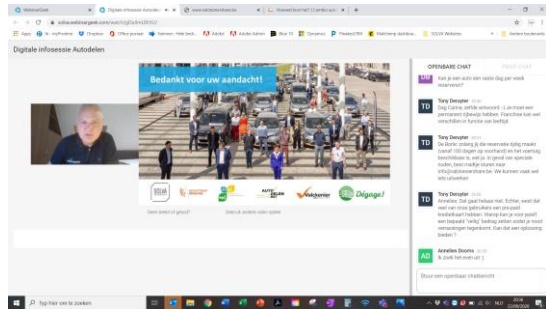
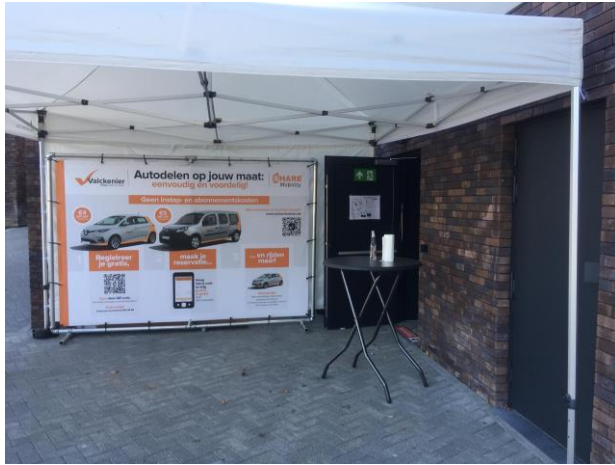
Wij, autodelen, heeft geen cost, is het goed voor de aan koop van een auto. Je hoeft niet de prijs die je moet betalen en rijdt met een elektrische Topkoppeling. Het is een eenvoudige en leuke manier om te rijden. Het is het beste van de 12 jaar oud van de dealer.

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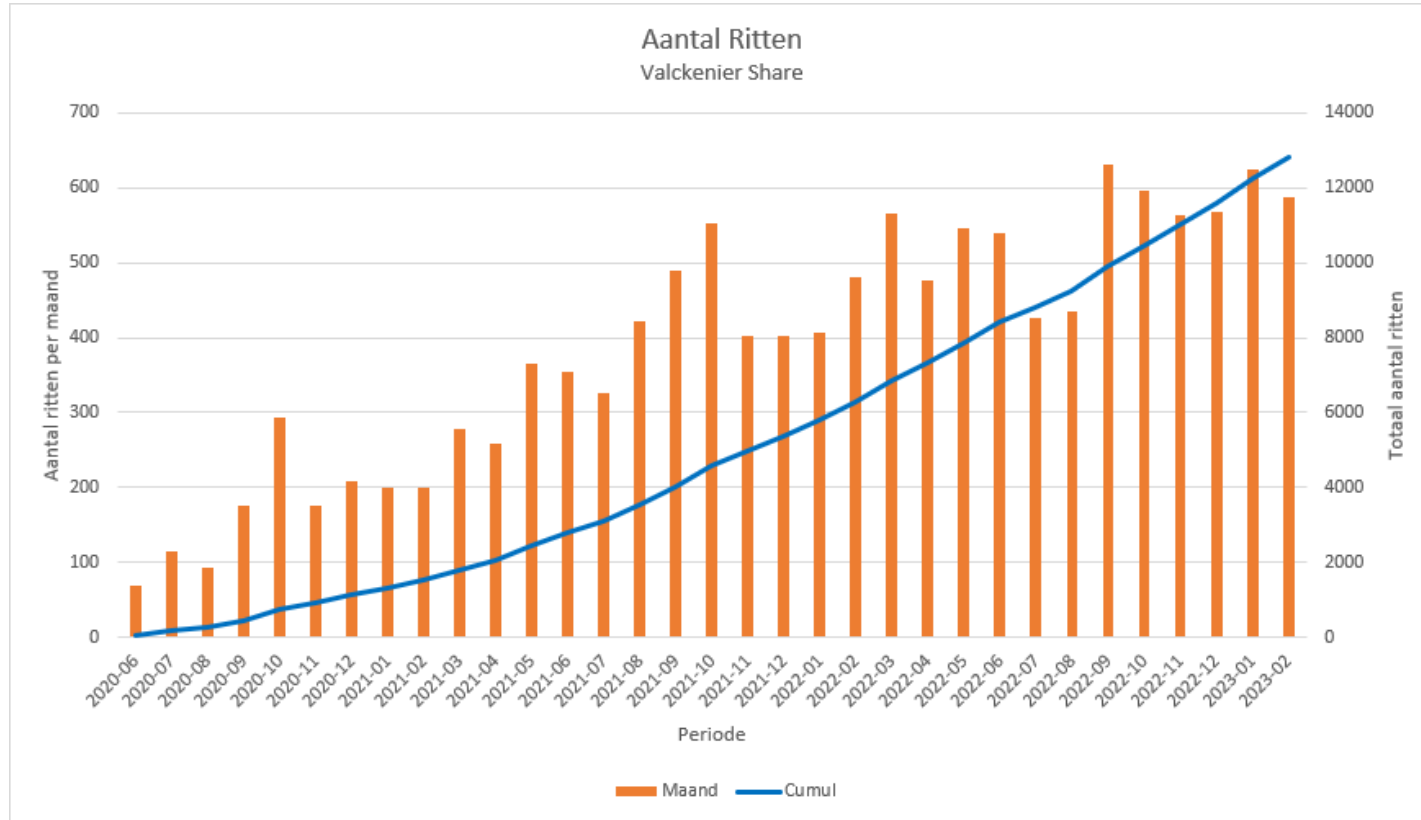
Local and digital Q&A sessions and free demonstrations

Case: South east Flanders



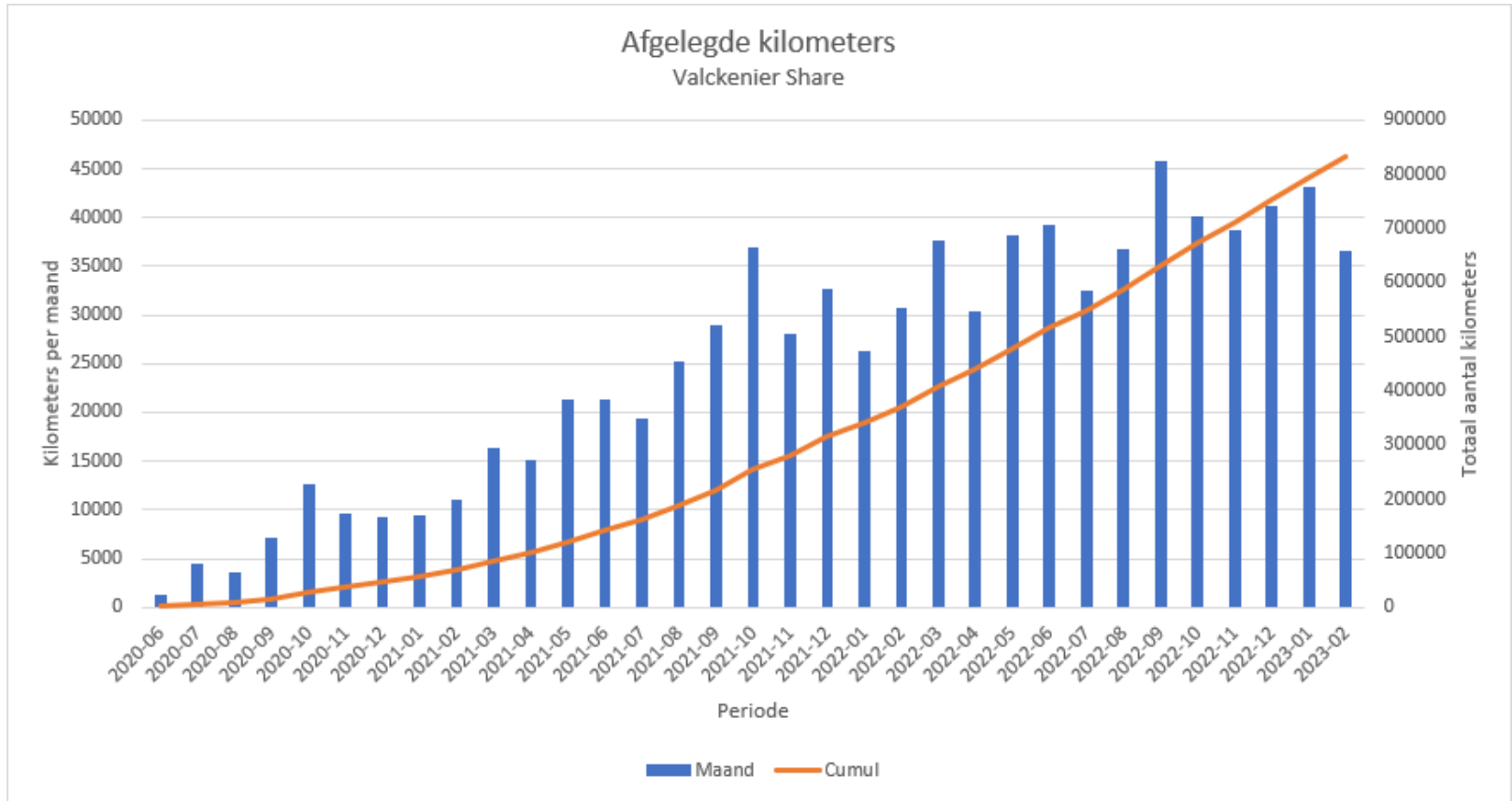
Trip results

Case: South east Flanders



Milage results

Case: South east Flanders

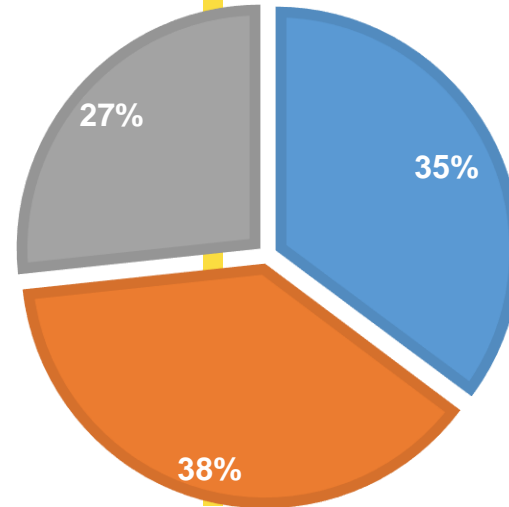


User types results

Case: South east Flanders

DISTRIBUTION OF RESERVATIONS BY TYPE OF USER

■ Public authorities ■ Private users ■ Private companies

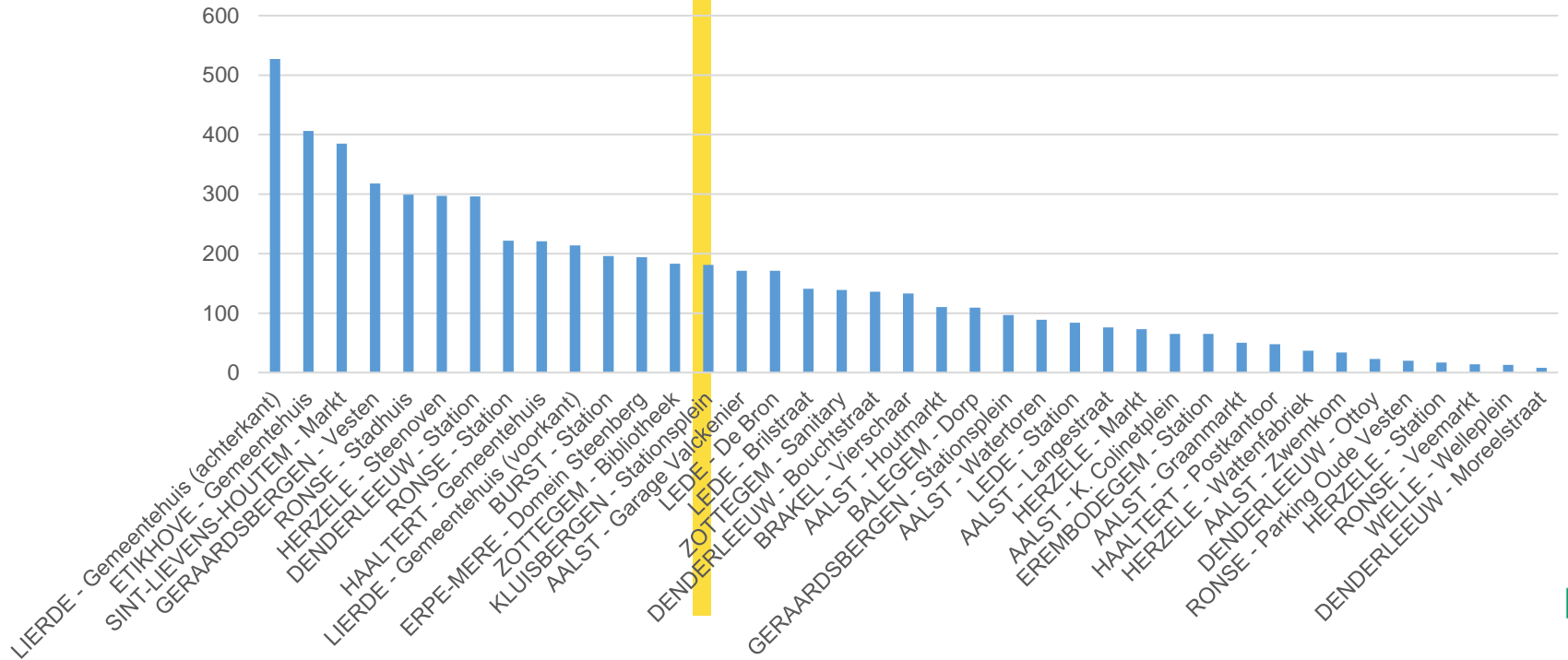


Difference between municipalities

Case: South east Flanders

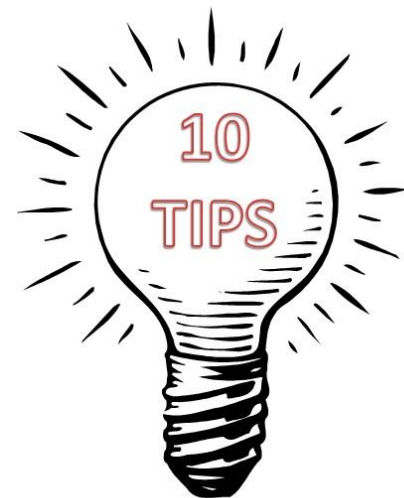
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Number of reservation by location



How to make car sharing really work in rural areas

- 1. Key player: Local authority**
- 2. Plan it! (think of ‘mobihubs’)**
- 3. Start with sharing own fleet**
- 4. Promote car sharing in general**
- 5. Permanent promotion on every level**
- 6. Don’t focus on the first car**
- 7. Cooperate! Find the right partners**
- 8. Be creative!**
- 9. Be patient!**



Thank you!

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We can Take it to the moon!



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