



Co-mobility startups

How to achieve low-carbon mobility?

@GhislainDelabie

Mobility connector @OuiShare



AGENDA

1 – Towards low-carbon mobility

2 – Startups & co-mobility

1

Towards low-carbon mobility

Energy transition & climate change

A forward-looking study: 2050 landscape for mobility

TOWARDS LOW-CARBON MOBILITY

Producer



Sociological study of mobility patterns and needs



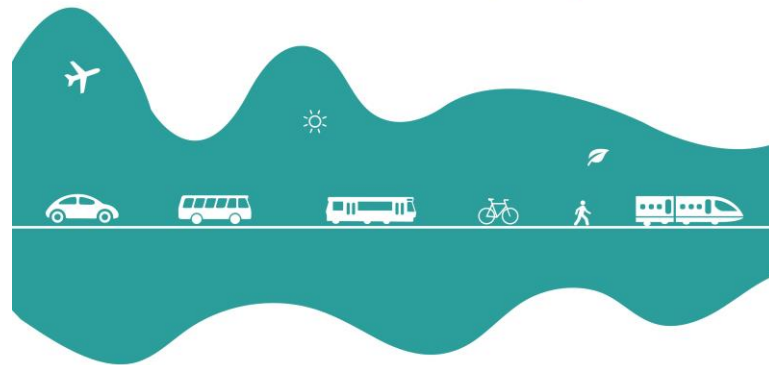
Collaborative mobility & energy transition



Economic modeling



A chance to improve
quality of life?

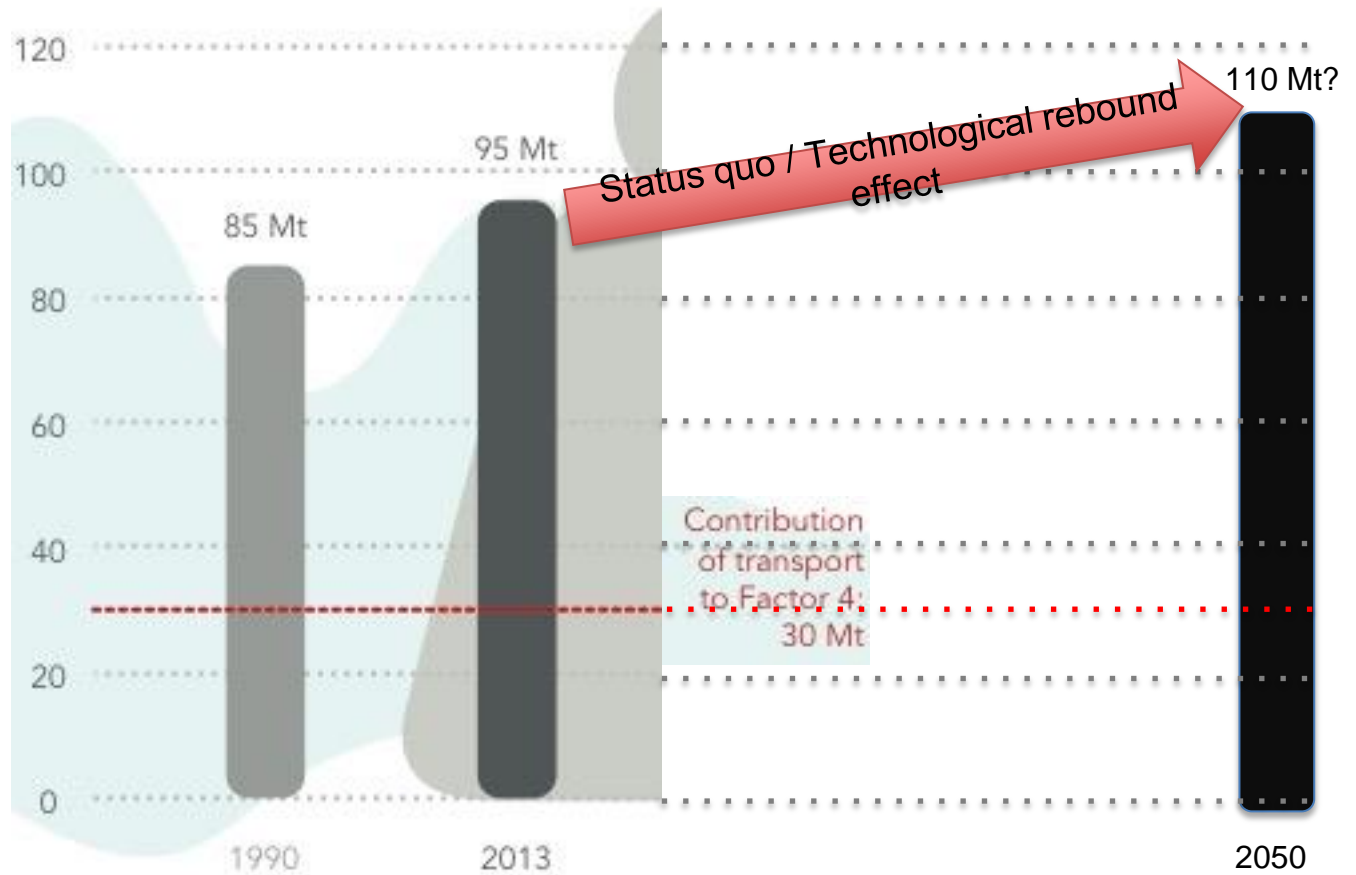


WIDE-RANGING INSIGHT TO GUIDE CHOICES FOR SOCIETY IN
PASSENGER TRAVEL IN FRANCE

SUMMARY

CO₂ emissions (million tons : Mt)

How bad is the s

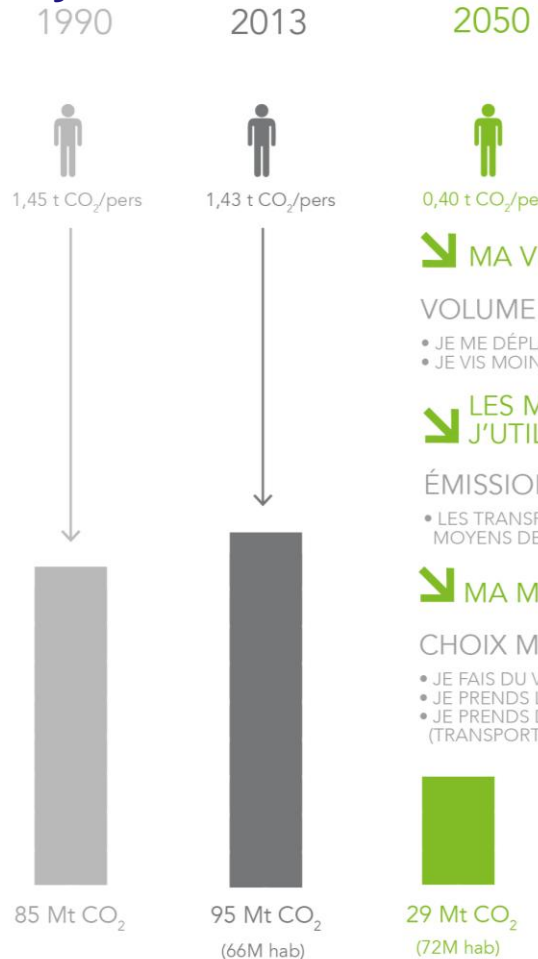


Masquer au début les projections

Comparing 3 scenarios

	Ultramobility	Altermobility	Proximobility
Values	Move fast and far still dominant	Move differently Car less attractive and less present in public space	Lifestyle values the quality of local life Time has some qualitative value
Urbanism	Urban sprawl prevalent: aspirations to quiet and peaceful homes outside cities	Urban sprawl is contained & cities become more quiet and attractive	Stop urban sprawl & moderate densification of empty areas
Daily commute	High increase	Low increase	High decrease
Long distance trips	High increase	High increase	Low increase
Mobility landscape	Car-centered mobility system Biking/walking still dangerous Public transport focused on peak-demand	Biking/walking secure & easy in cities & suburbs Fully multimodal transportation system incl. co-mobility	Biking/walking secure & easy in cities & suburbs Fully multimodal transportation system incl. co-mobility

How proximobility looks like in 2050



MA VIE A CHANGÉ

VOLUME -25%

- JE ME DÉPLACE MOINS (ACHATS INTERNET, TELETRAVAIL)
- JE VIS MOINS LOIN (VIE DE PROXIMITÉ)

LES MODES DE TRANSPORT QUE J'UTILISE SONT PLUS EFFICACES

ÉMISSIONS -50%

- LES TRANSPORTEURS ET LES CONSTRUCTEURS PROPOSENT DES MOYENS DE TRANSPORT PLUS EFFICACE (ENVIRONNEMENT / ÉNERGIE)

MA MOBILITÉ A CHANGÉ

CHOIX MODAL -25%

- JE FAIS DU VÉLO COMME LES DANOIS
- JE PRENDS LE TRAIN COMME LES JAPONAIS OU LES SUISSES
- JE PRENDS DEUX FOIS PLUS LES MODES PARTAGÉS (TRANSPORT URBAIN, CAR, TRAIN, COVOITURAGE...)

Lifestyle

Technology

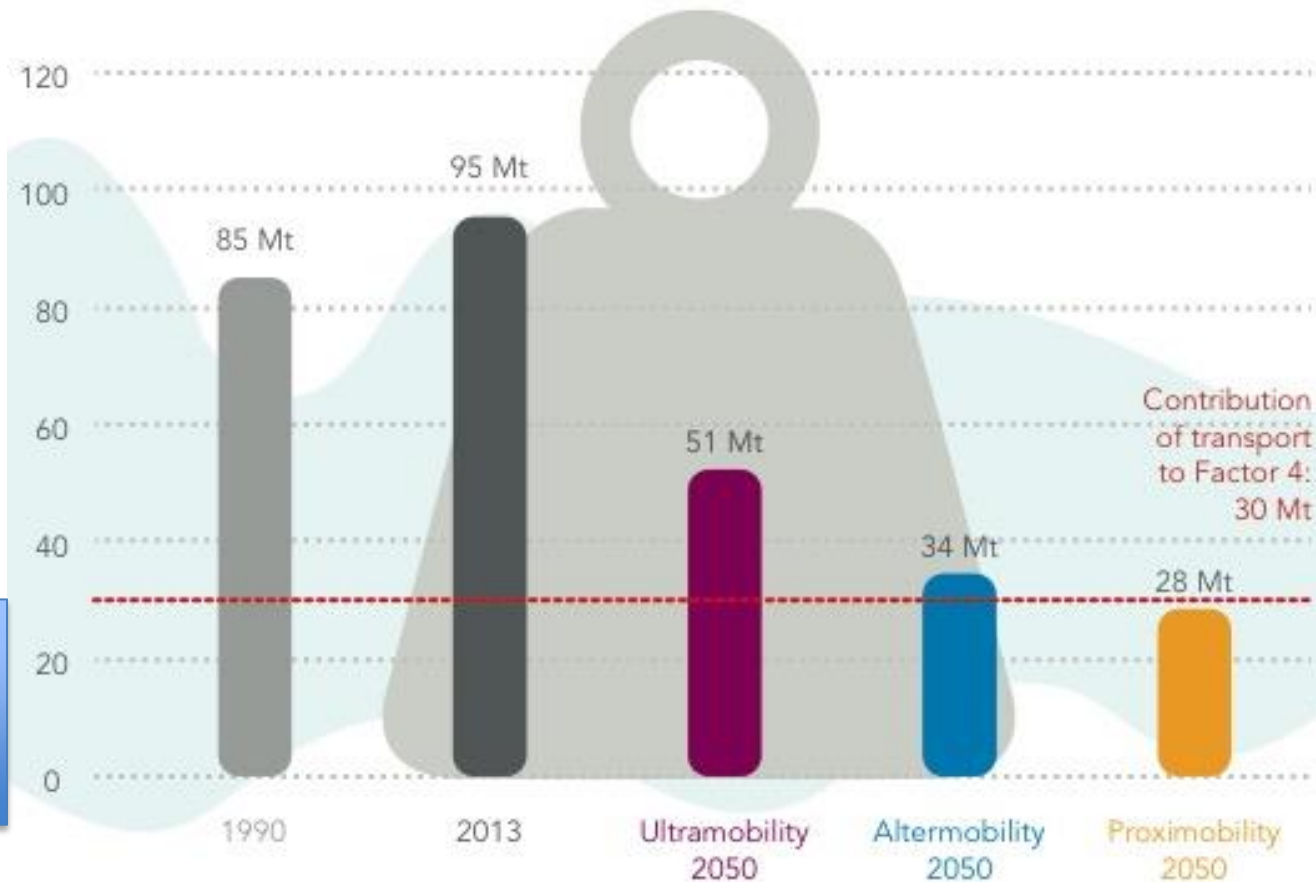
Mobility ecosystem

Each of these scenarios may only come true as a result of political choices, decisions by economic agents and initiatives by individuals – which might or might not happen.



Transport is key to energy transition: how to achieve it?

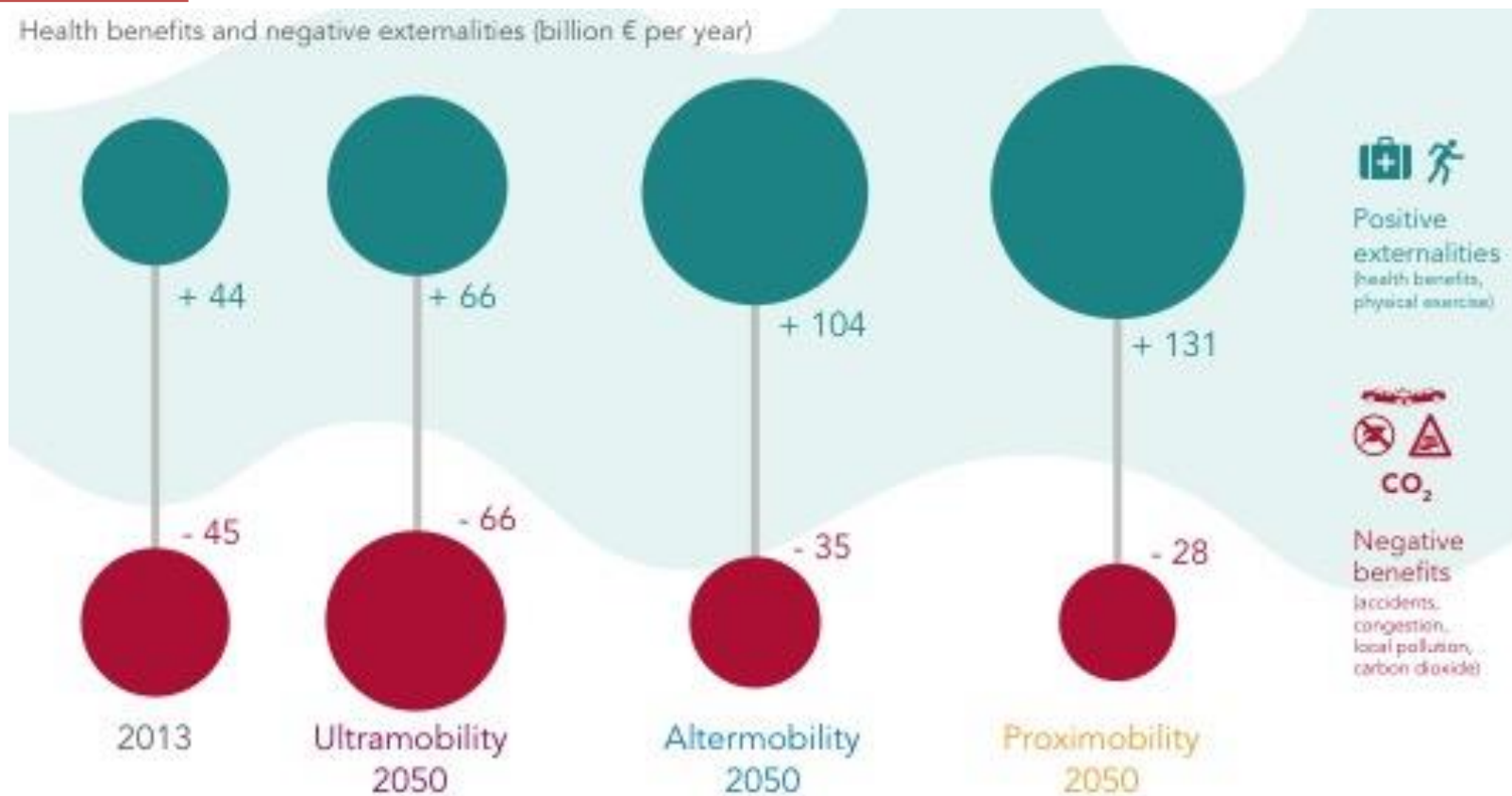
CO₂ emissions (million tons : Mt)



3 main drivers to energy transition : technology, mobility ecosystem, lifestyle & values

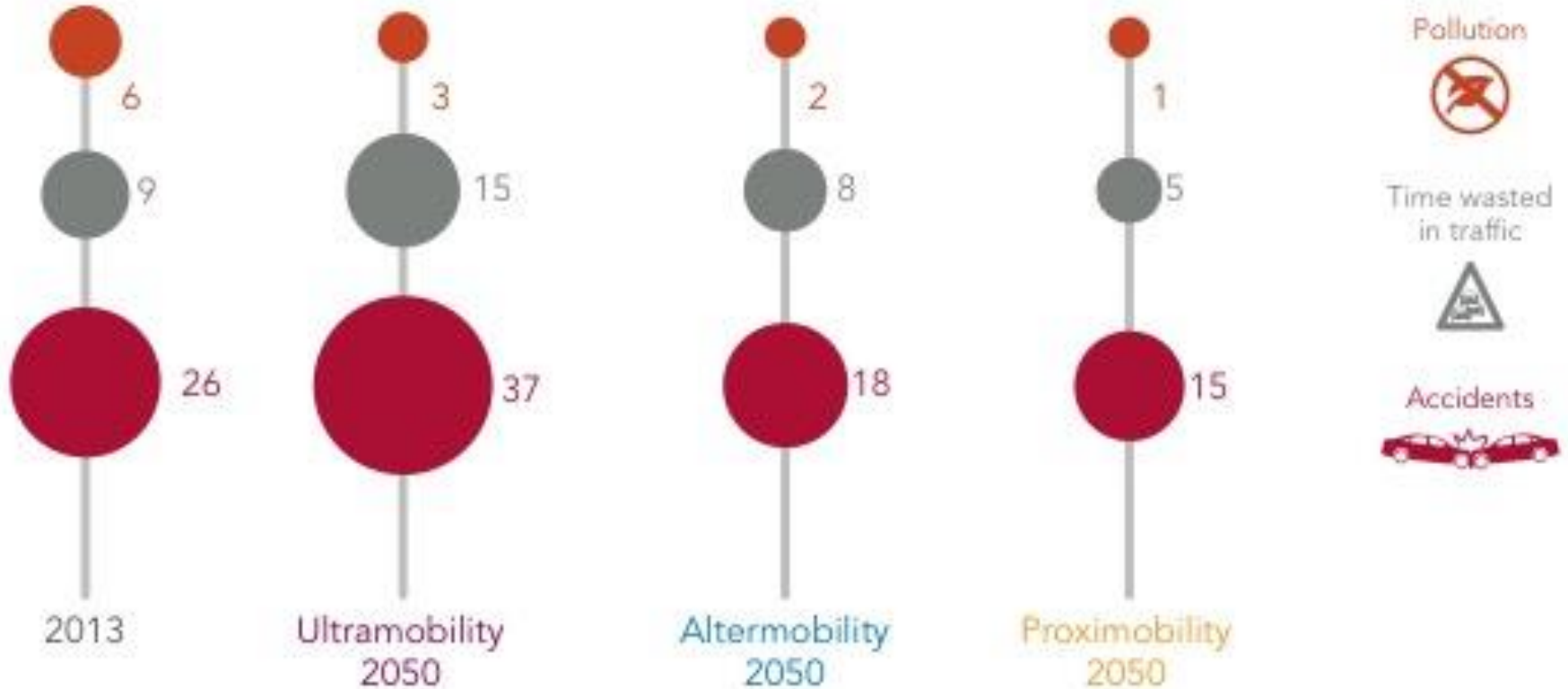
It all comes down to societal choices, lifestyle & economic policy (1/2)

Health benefits and negative externalities (billion € per year)



It all comes down to societal choices, lifestyle & economic policy (1/2)

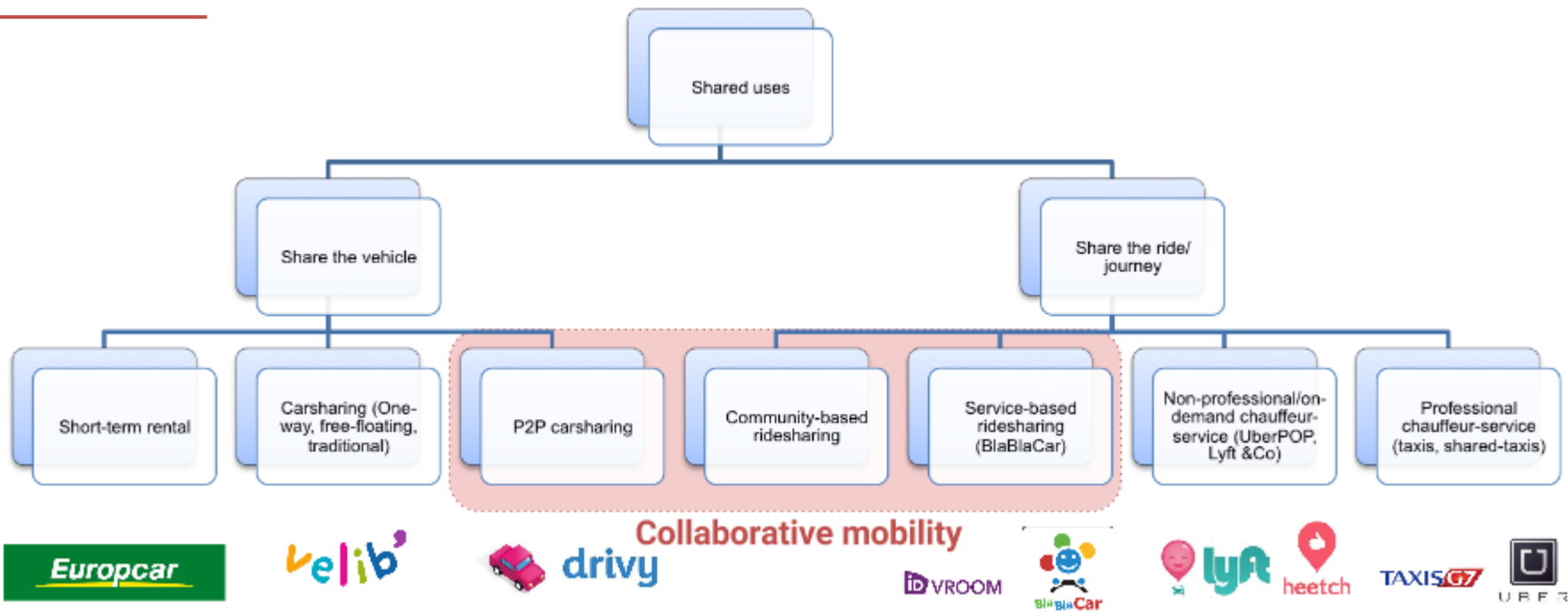
Externalities (billion € per year)



2

Co-mobility Towards a revolution

Co-mobility layers

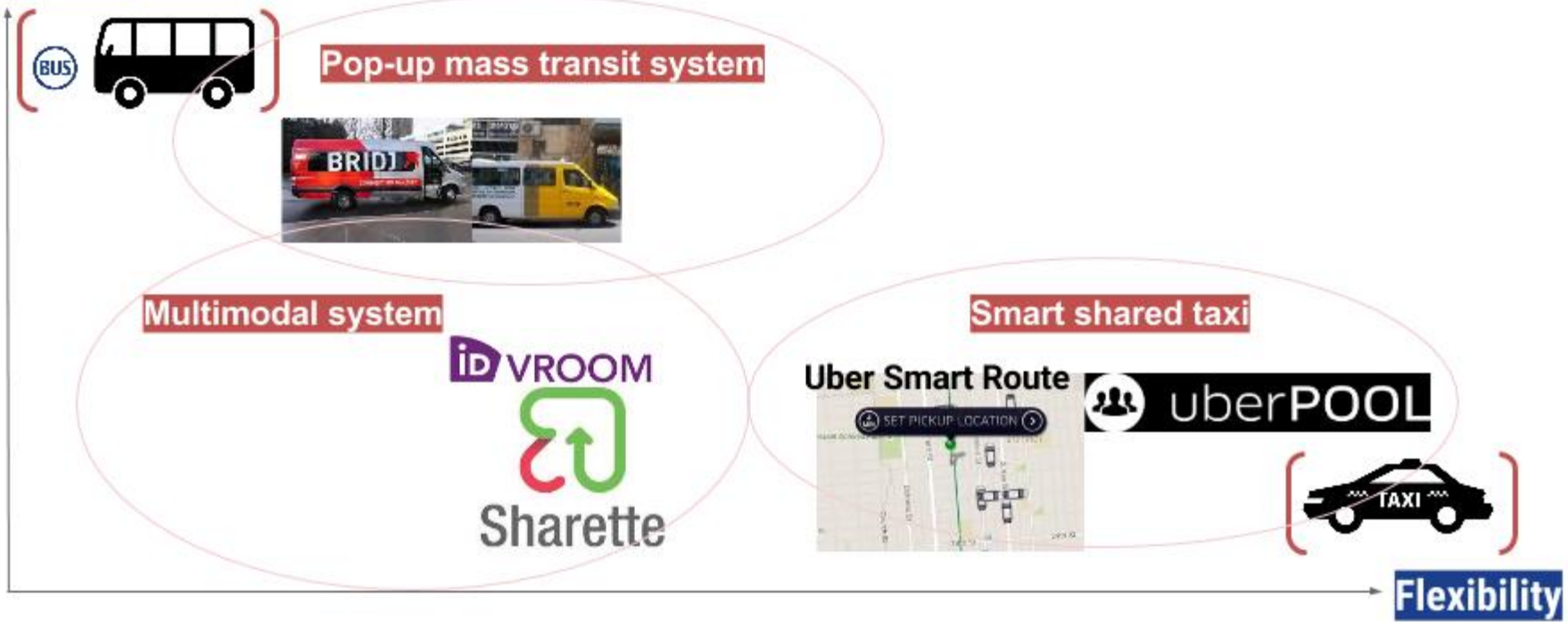


Automated/autonomous vehicles = convergence

Real-time multimodal apps (Moovit, CityMapper), platforms, BlockChain

From personal to public transport modes

Common/public



BUS



Pop-up mass transit system



Multimodal system

iD VROOM



Sharette

Smart shared taxi

Uber Smart Route



uberPOOL



Flexibility


Thank you

Rendez-vous au OuiShare Fest – 18-20 mai 2016 au Cabaret Sauvage

<http://ouisharefest.com>



<http://ouishare.net>

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