



The new actors of sharing mobility
From promises to issues for public authorities

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About IDDRI and the research project

- Institute for Sustainable Development and International Relations
 - Non-profit research institute based in Paris
 - About 40 people, among which 25 research fellows

- The Research Project
 - May 2015 – May 2016
 - In partnership with private and public actors of mobility
 - Based on literature review and 55 interviews of experts and different kind of actors of mobility

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POLICY BRIEF

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Collaborative mobility: from promises to challenges for public authorities

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Blablacar, OutHop¹, Karos, WayzUp, Drivy, Koolicar... Carpooling (lift sharing between a non-professional driver and one or more passengers) and P2P car sharing (car rental between individuals) start-ups have multiplied in recent years. These “collaborative mobility” actors are helping to revitalize the shared use of the car, which has been developing since the 2000s with the first generation of actors supported by the public authorities: professional car sharing (Communauto, Autolib², Citiz, etc.) and carpooling companies (La Roue Verte, Ecolutis, Covivo). While this first generation of solutions is struggling to extend beyond certain types of territory and certain population groups, can collaborative mobility actors broaden the development of the shared car and build sustainable business models? *The Policy Brief explores the development challenges of these new*

The context of the project

Sharing mobility : carpooling and carsharing





> 2000 B2B/B2G operators of carpooling
& B2C carsharing
More or less integrated in public policies

> 2010 new actors of carpooling & P2P
carsharing
Not integrated in public policies

Research questions

1. What are the **contributions** of these new actors to **sustainable mobility** ?
2. What are their **issues of development**, especially for short journeys and lower-density areas (suburban and rural) ?
3. What **is the role of the local authorities** in charge of transport and how can they **benefit from** these new actors ?

Contribution of carpooling and carsharing to sustainable mobility

- The theoretical promises
 - Carpooling can **reduce congestion and the emissions** of CO₂ and air pollutants
 - Carsharing incite people to **optimize the use of car** for the benefit of other modes of transport.
 - Both can **reduce mobility costs** and **improve access to mobility**
- Main results of the literature review
 -  **Long journeys (>80 km)**
Some **competition** with collective transport
Occasional trips : **no influence on global mobility habits**
 -  **Short journeys (<80 km)**
Little **competition** with collective transport
Carsharing **supports changes of mobility habits** in urban centers
- Limited expansion
 - Carsharing is used in **urban centers** by **upper-middle classes**
 - Carpooling mainly used by **financially-constrained population**

Do the new actors increase the diffusion potential of sharing mobility (for short distance) ?

- **Carsharing**
 - P2P carsharing alleviates upfront costs and thus is **more economically consistent with lower-density neighborhoods** than is traditional carsharing...
 - ... yet it can develop **only if people have access to other modes of transport** to do their most frequent trips
- **Carpooling**
 - New actors **lower organizational costs**, and reduce the “**couple relationship**” **constraint**...
 - ... yet **financial gain is moderate and time-dispersed** (unless the driver gives up his car)
- **For both**
 - Platform system induces a “**network effect**” and the constraint of the “**critical mass**”
 - Difficulties to develop in areas **where flows are small**

Facing these constraints, should local authorities support these new actors?

- **Good reasons to answer “yes”**
 - Contribution to sustainable mobility
 - Difficulties to develop by themselves for short journeys
 - Necessity to **build the articulation** between collaborative mobility and other modes of transport
- **Yet there is still a long way from it**
 - Local authorities are **cautious...**
 - Positioning of start up lacks of **clarity**



6 axis to better integrate the new actors in public mobility policies

Communication	Critical issue for reaching the critical mass of users , yet there is the argument of competition distortion .
Taxation	Clarify revenues from P2P carsharing and create financial incentive for carpooling .
Street infrastructure	Make sharing mobility visible, encourage sharing mobility, facilitate inter and multimodality (licensed car parking spaces for P2P carsharing?)
Experimentation	Gain knowledge about the demand of mobility and evaluate the relevance of mobility solutions.
Governance	Better articulation between the different actors of mobility to ensure the balance between the different modes of transport and territories.
Public funding	Should the local authorities fund the new actors of sharing mobility ?

Thank you for your attention !

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Our publications (downloadable at <http://www.iddri.org/Projets/Mobilite-collaborative-des-promesses-aux-enjeux-pour-les-pouvoirs-publics>)

- Brimont, L., Demailly, D., Saujot, M., Sartor, O. (2016) Sharing mobility: from promises to issues for public authorities. *Issue Brief*, Iddri.
- Brimont, L., Demailly, D., Saujot, M., Sartor, O. (2016) Les nouveaux acteurs de la mobilité collaborative : des promesses aux enjeux pour les pouvoirs publics. *Studies*, Iddri.