



Shared Mobility Solutions for a Liveable  
and Low-Carbon North Sea Region

# Sharing Cities & Towns





**“Sharing** is the joint use of a resource or space.”  
(Source: Wikipedia)





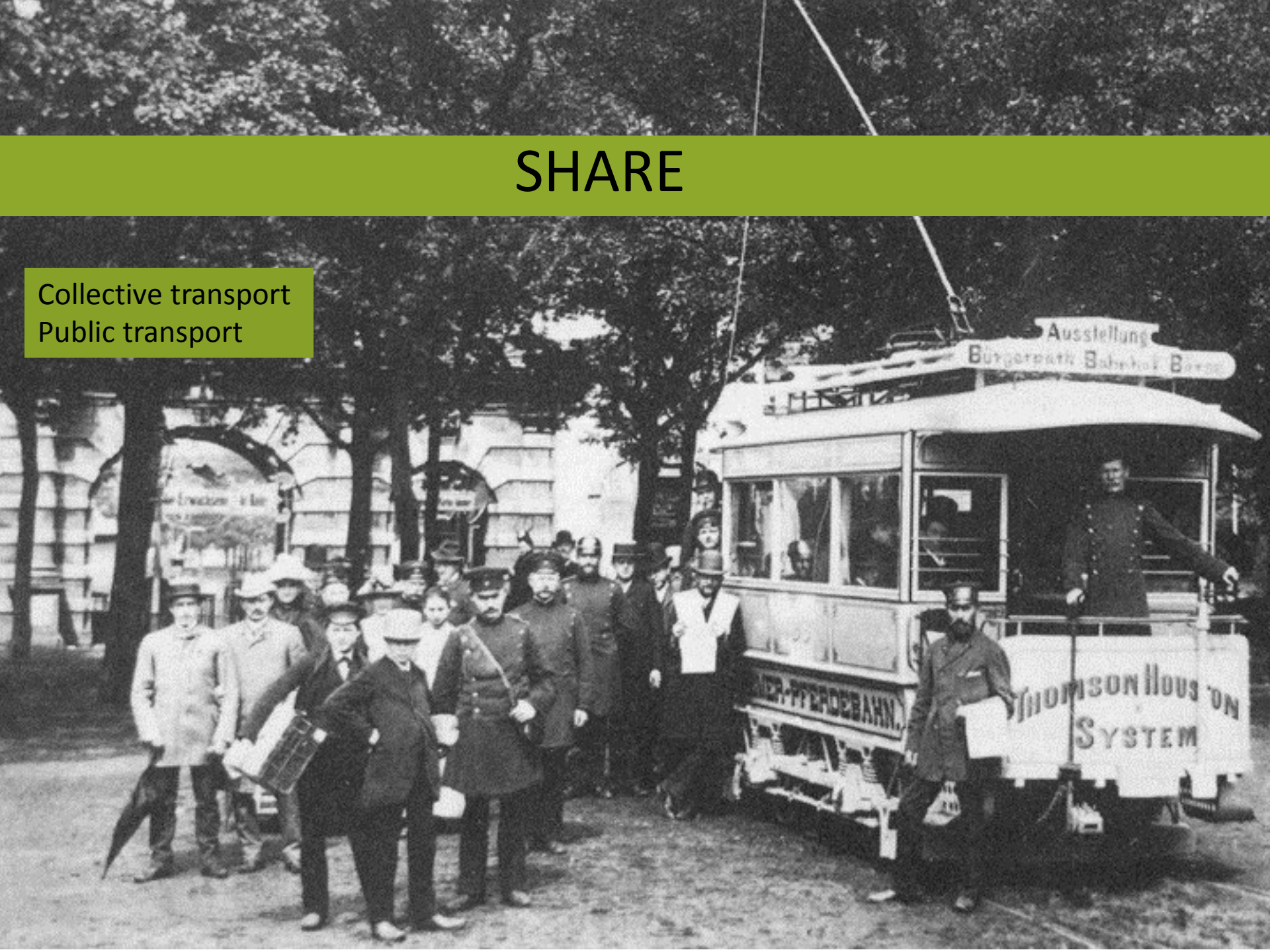
# SHARE

Transport infrastructure



# SHARE

Collective transport  
Public transport



# SHARE

Collective transport  
Public transport





SHARE

Neither fair nor smart

# SHAREd space



Somewhat fair share / shared space

PASMANTERIA  
GALANTERIA

# SHAREd space





# SHAREd space

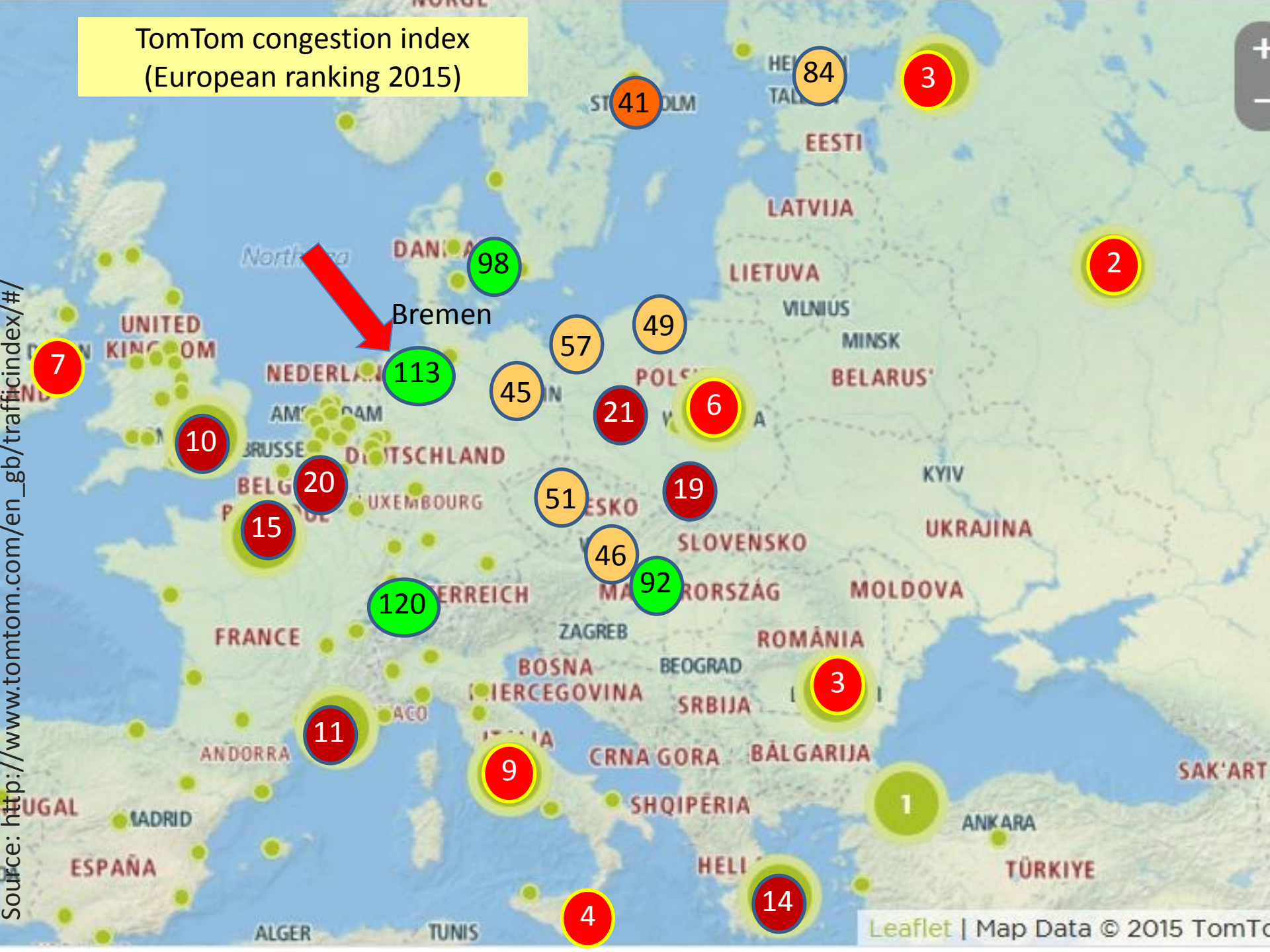




# How to SHARE space



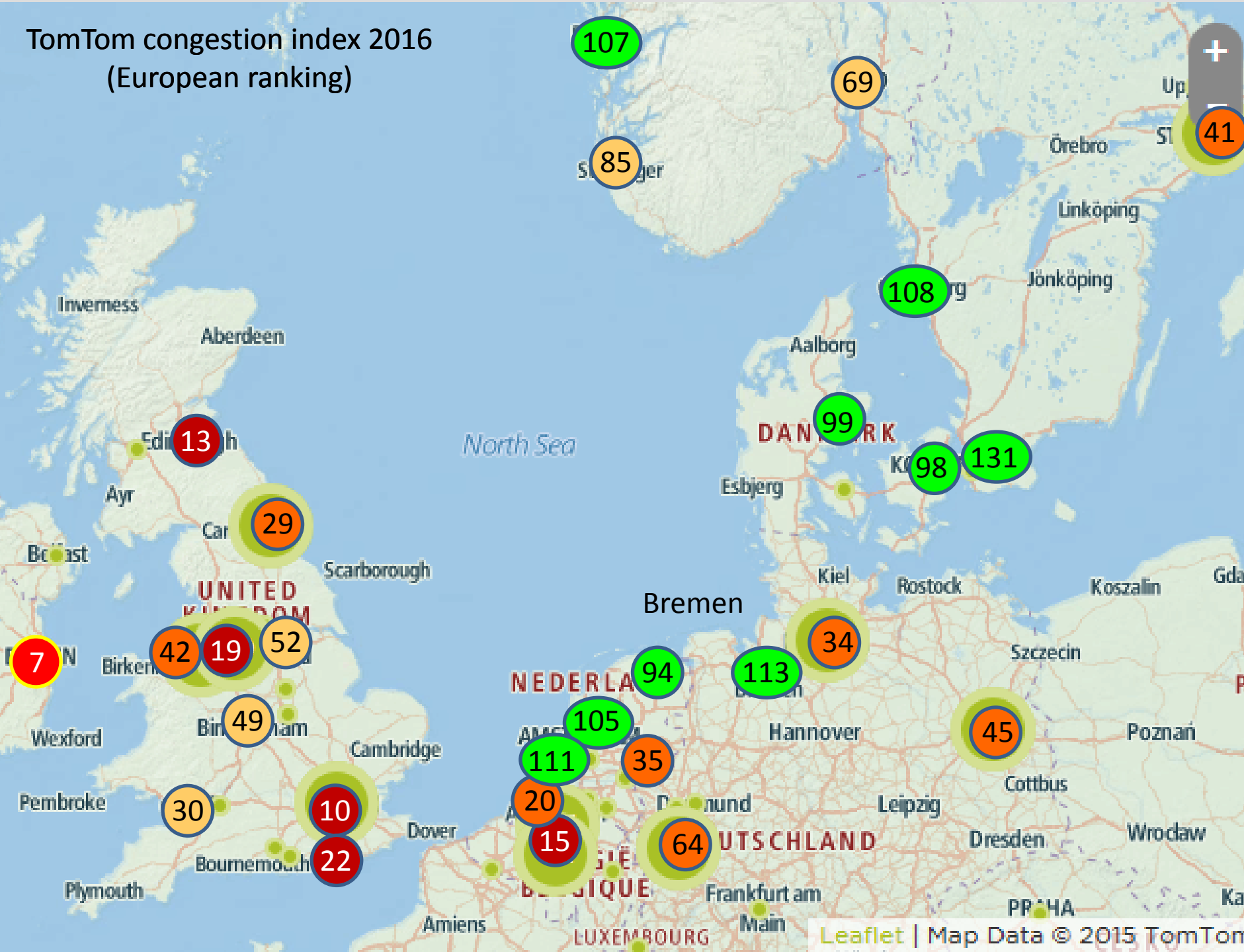
TomTom congestion index  
(European ranking 2015)



Source: [http://www.tomtom.com/en\\_gb/trafficindex/#/](http://www.tomtom.com/en_gb/trafficindex/#/)

# TomTom congestion index 2016 (European ranking)

Source: [http://www.tomtom.com/en\\_gb/trafficindex/#/](http://www.tomtom.com/en_gb/trafficindex/#/)





# Ride SHARE



# car SHARE



Self-sustaining



# bike SHARE





# SHARE digital

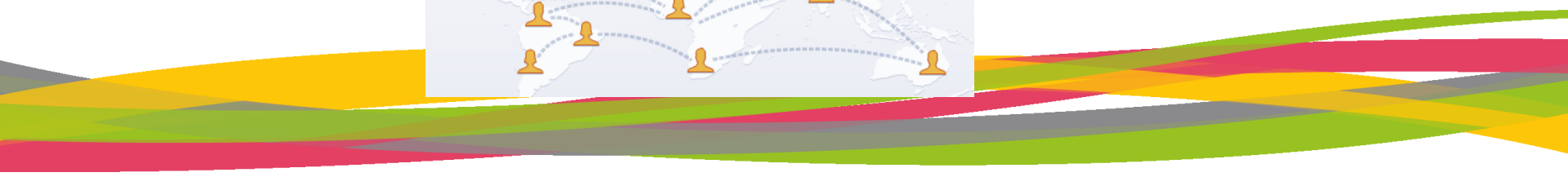


WIKIPEDIA

**facebook**

Facebook ermöglicht es dir, mit den Menschen in deinem Leben in Verbindung zu treten und Inhalte mit diesen zu teilen.

**UBER**







## Fleet based (service) scenario

Reduction number of cars

Increase of kilometres driven

## Individual car ownership

Increase of kilometres driven

No reduction number of cars

# SHARE Earth





**SHARE**  
 North

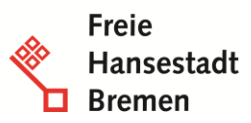



LUND UNIVERSITY  
 Campus Helsingborg



CITY OF BERGEN

Der Senator für Umwelt,  
 Bau und Verkehr



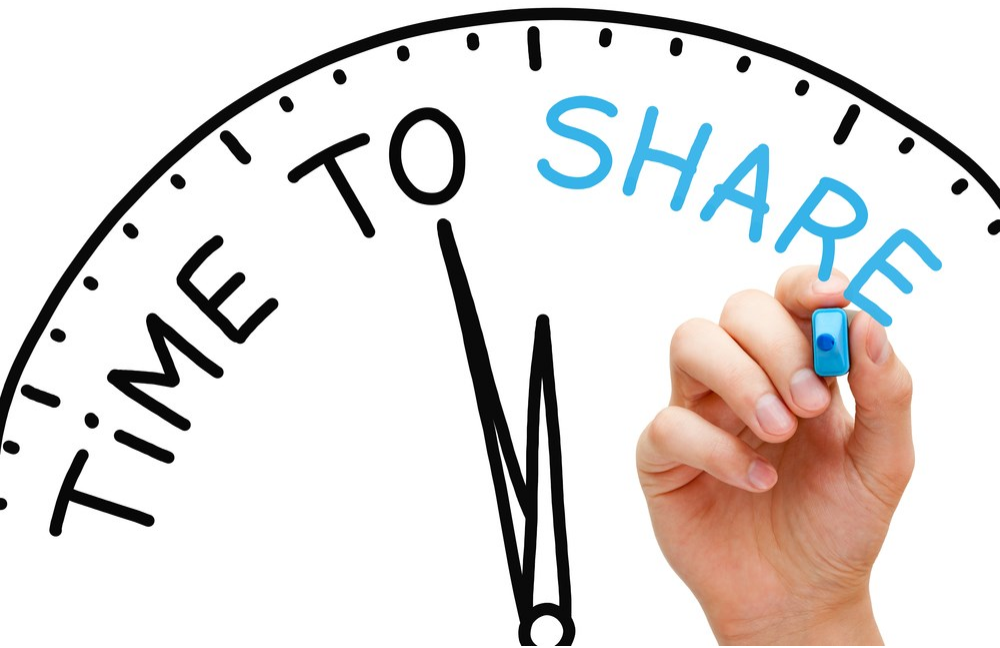
January 2016 to July 2019







# Living Labs

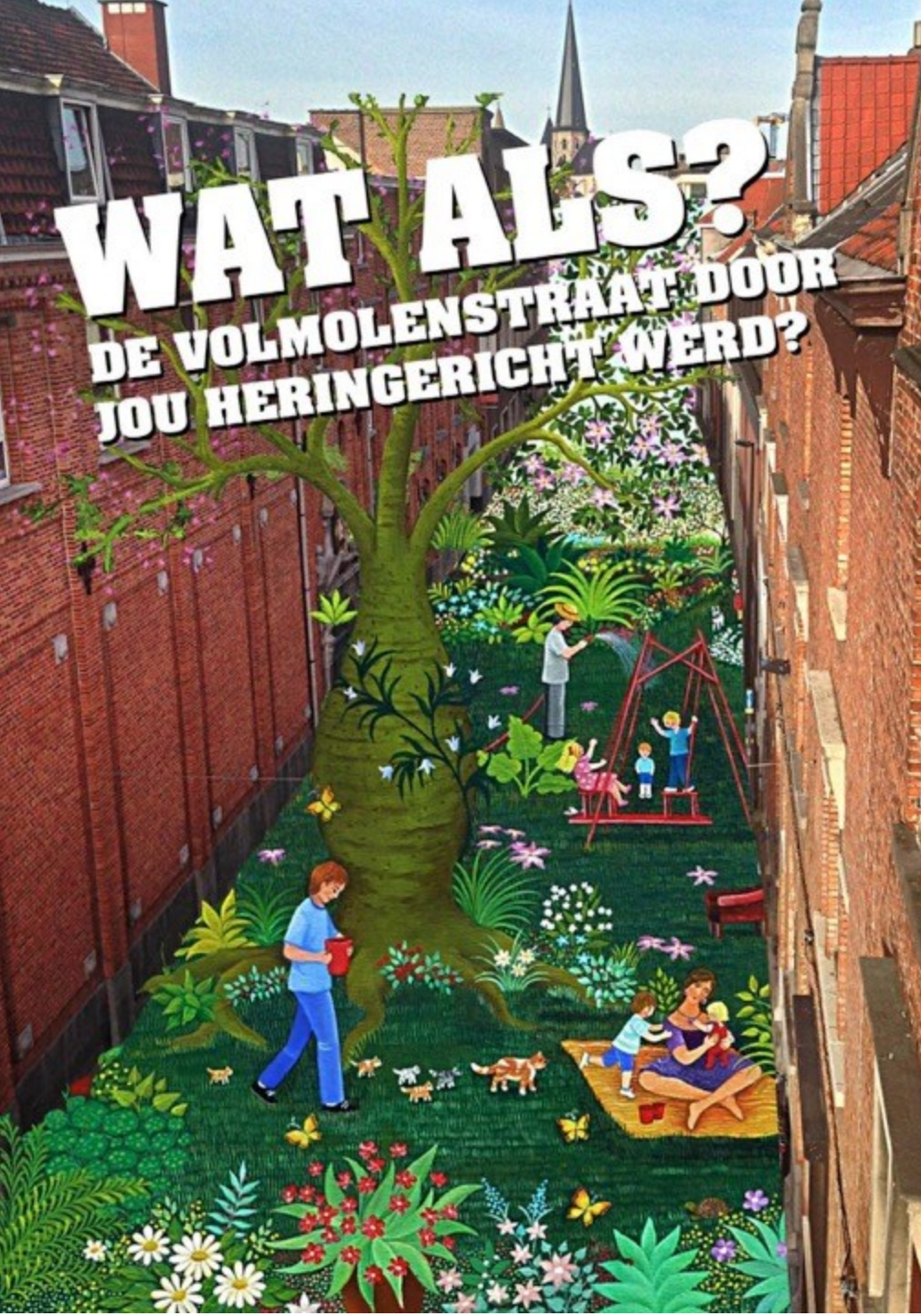




## The power of “*What If*”

08/09/2016 – WOCOMOCO Warsaw - @angelo\_meuleman

# WAT ALS? DE VOLMOLENSTRAAT DOOR JOU HERINGERICHT WERD?



# “What if?”

## DE VOLMOLENSTRAAT ER HELEMAAL ANDERS UITZAG?

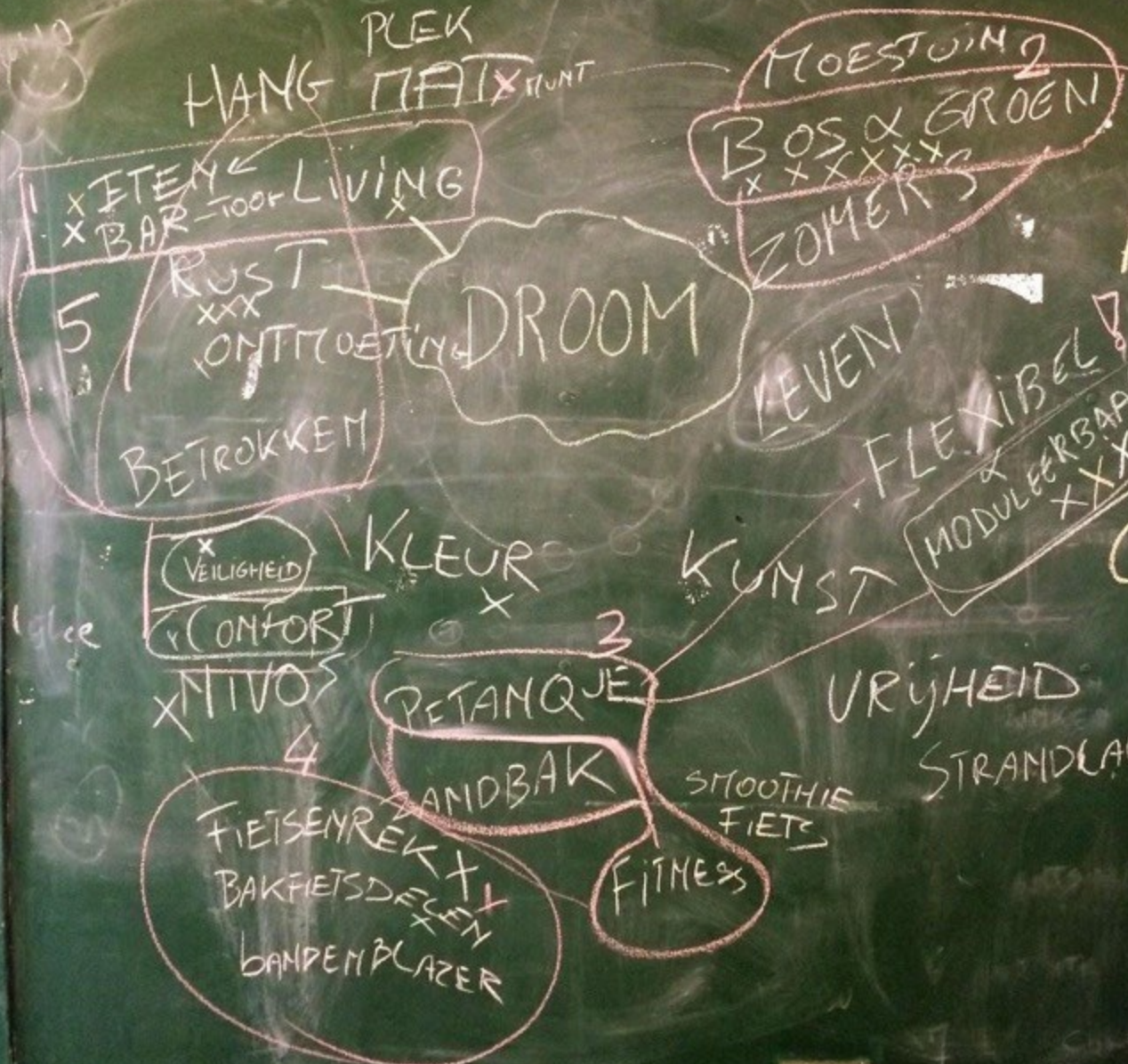
Als het aan jou lag, hoe zag de Volmolenstraat er dan uit? Zou je gaan voor meer veiligheid? Wil je meer parkeerplaats? Zou groen een plaats kunnen krijgen in onze straat? Ben je tevreden over de kasseien of juist niet? Kunnen we beter samenwerken met de school? Willen we meer contact met onze burens, of hoeft dat niet? Ben je bereid om je auto buiten de straat te parkeren? Welke dromen zijn mogelijk, wat is haalbaar?

Enkele buurtbewoners sloegen alvast aan het denken, en willen graag meedoen aan het Experiment “Leefstraat”. Daarbij wordt de straat gedurende twee maand heroverd door de bewoners, om eens te proberen wat het geeft om de straat en het verkeer anders in te richten.

Zin om mee te denken? Nu donderdag 27/2 om 20:00 overleggen we graag ook met jullie. Omdat vergaderen met dit winterweer nog niet op straat kan, gaat het door in de Volmolenstraat 29.

Wil je graag meewerken? Bel dan Jorim op 0485 630 512 of Emma op 0473 69 69 16. Neem alvast een kijkje op [www.leefstraat.be](http://www.leefstraat.be) en laat je inspireren. Tot snel!

Truuk?

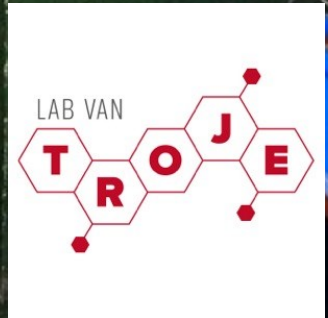


VOORAF

(1+5)

(2+5)

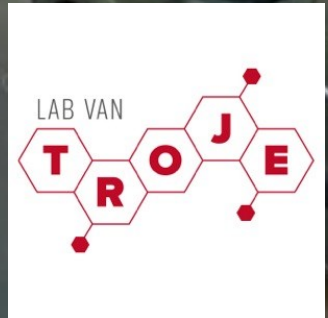
(3+4)



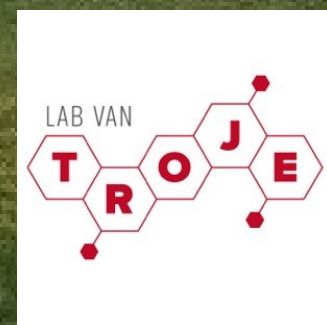


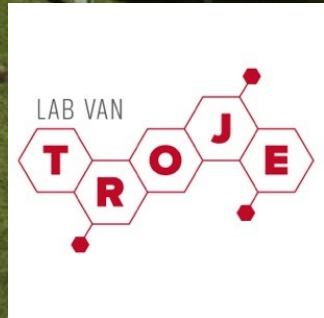


Google

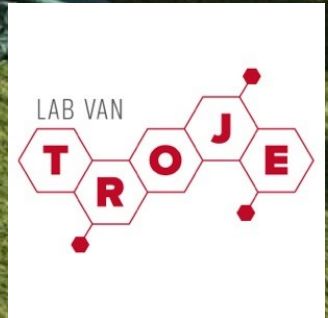




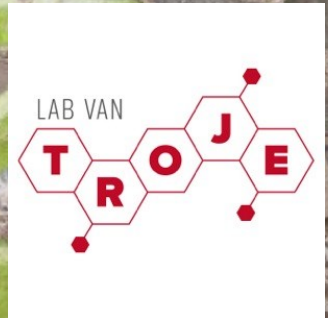








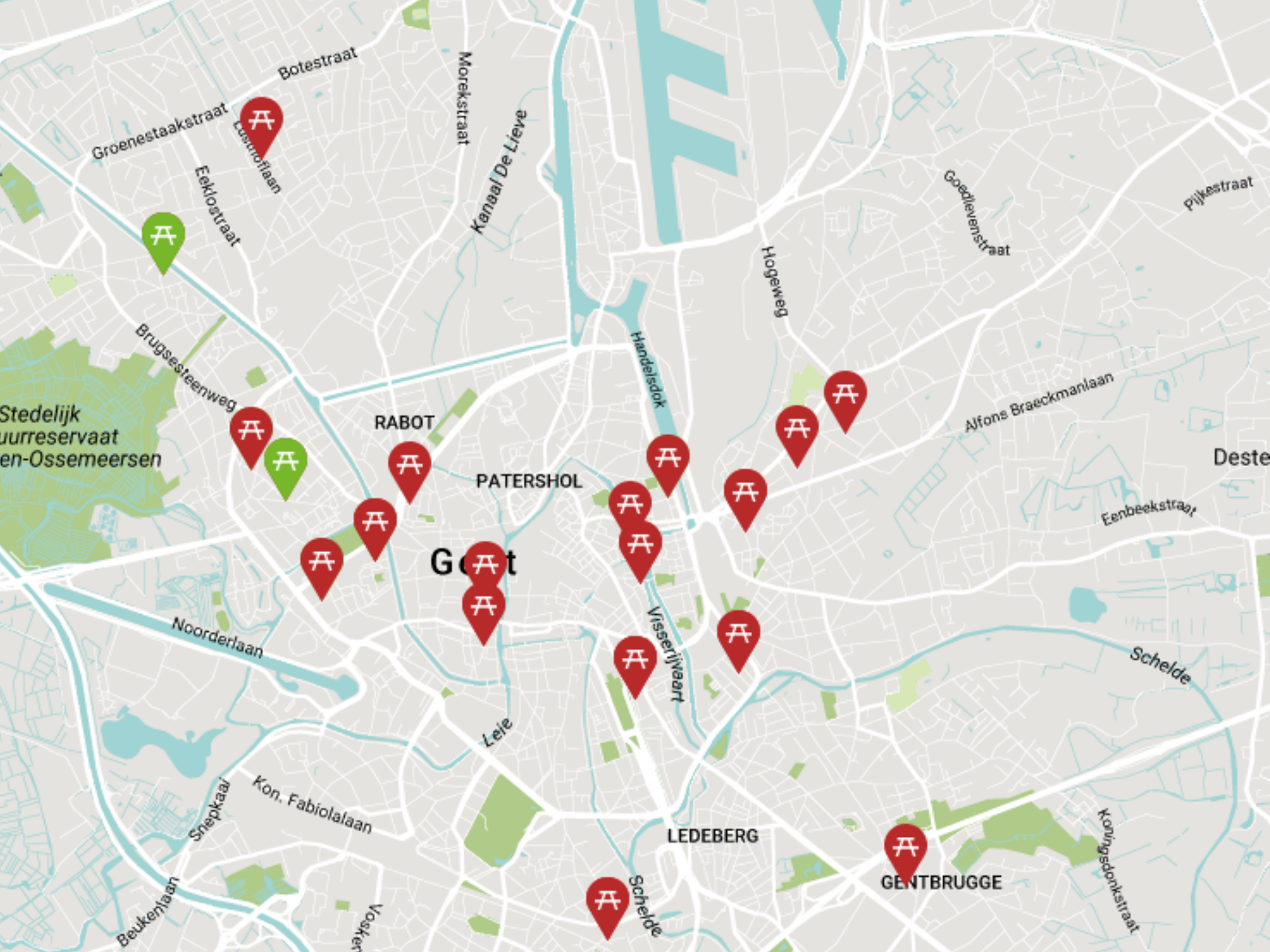












Gent

RABOT

PATERSHOL

LEDEBERG

GENTBRUGGE

Botestraat  
Groenestaakstraat  
Eekhoutstraat  
Lusrofflaan

Morekestraat  
Kanaal De Lieve

Goedlievenstraat

Pijkestraat

Brugsesteenweg

Stedelijk uurreservaat en-Ossemeersen

Alfons Braeckmanlaan

Deste

Eenbeekstraat

Noorderlaan

Leje

Schelde

Kon. Fabiolalaan  
Sneyckaert

Visserijlaan

Beukenlaan

Vosken

Koningsdonkstraat

Schelde

Handelsdok

Hogeweg

# **A Laboratory towards a sustainable society**

# Threefold objectives

- ✔ Experiment with sustainable mobility
- ✔ New approach to urban space
- ✔ Reinforce social links



# Living lab: Sharing neighborhood

## Sharing neighborhood

- ✔ New on-street meeting spots
- ✔ New slower traffic circulation
- ✔ Distance clustered parking
- ✔ Car-sharing trial
- ✔ Ride-sharing experiments



# Experimenting with the city of tomorrow





@angelo\_meuleman

[www.leefstraat.be](http://www.leefstraat.be) – [www.taxistop.be](http://www.taxistop.be)



**AUTO  
DELEN  
.NET**

CARSHARE  
BELGIUM

# Rural living labs

*Jeffrey Matthijs*

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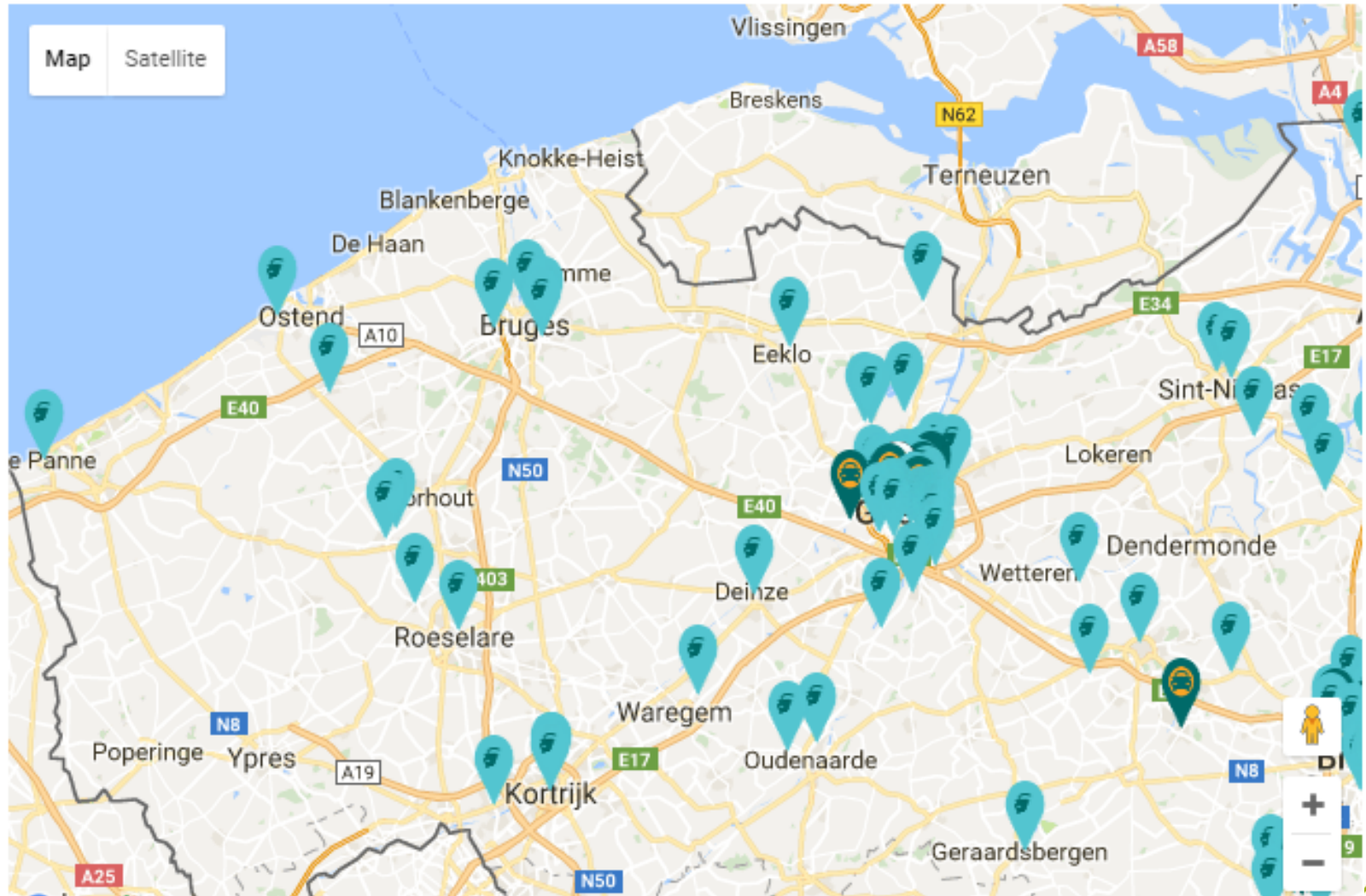
WOCOMOCO-conference  
08/09/2016

**Interreg**  
North Sea Region  
SHARE-North  
European Regional Development Fund





# Carsharing: only in big cities?



# AUTO

CARSHARE  
BELGIUM



Schelle



Edegem



Deinze



Bilzen



Schoten



De Panne



Diksmuide



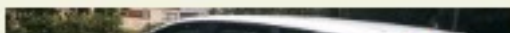
Wevelgem



Roeselare



Bornem



Neerpelt



Duffel



# AUTO

CARSHARE  
BELGIUM



## Case “Mesen-Heuvelland”: The rosseta stone



If it works here...



# Not only a unique cooperation...



Autodelen.net



Care organisation

Partago

Local government





# ... but a total concept

## Contacteer de mobiliteitsassistenten

Ze staan helemaal voor je klaar



Bel ons

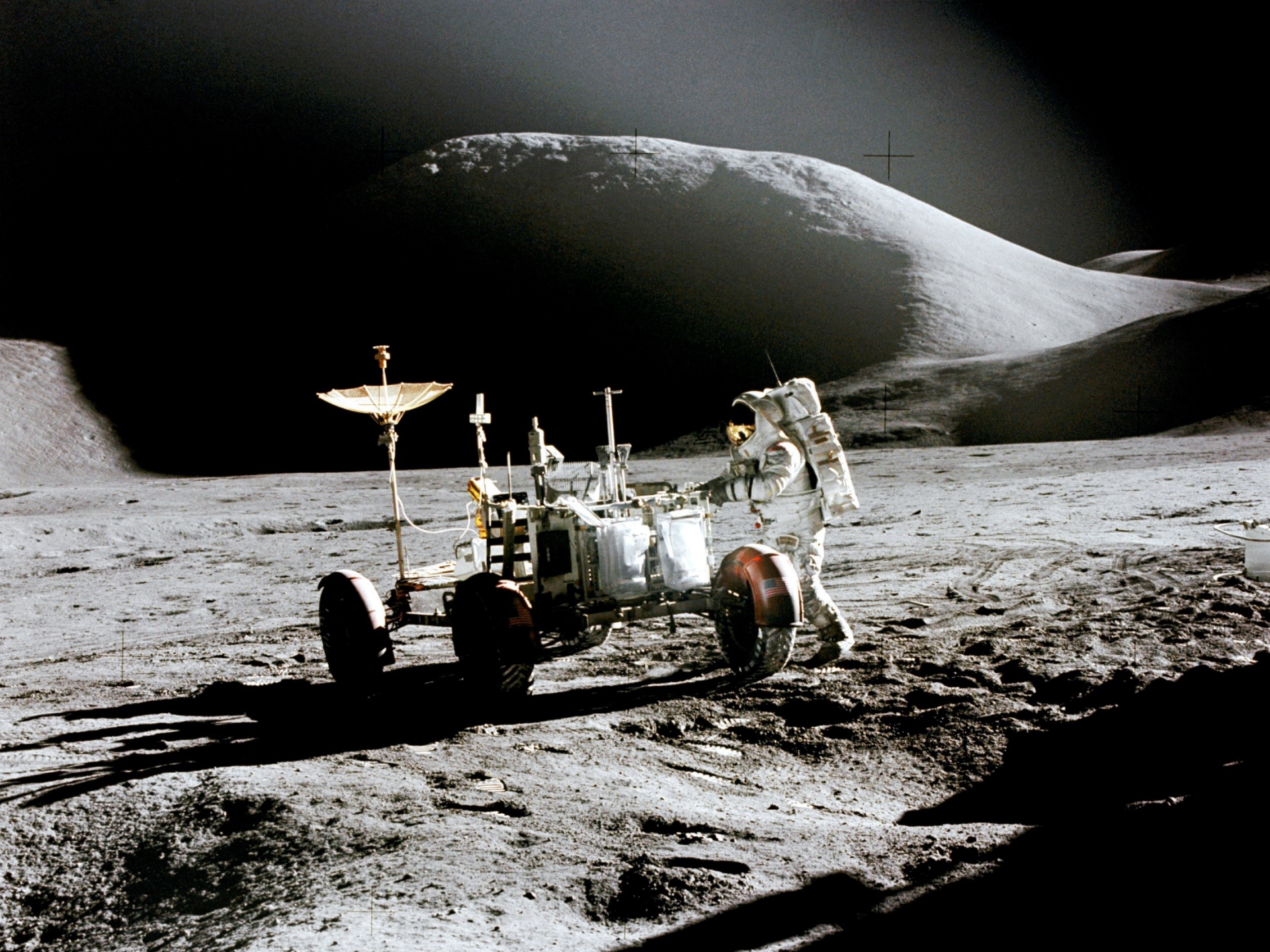
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56 21 70

# How to make car sharing work in

Key

- P
- Sta
- Pro
- Pern
- Don't
- Coope





# Want to know more

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<https://be.linkedin.com/in/jeffreymatthijs>



**AUTO**  
CARSHARE  
BELGIUM

**DELEN**  
/

**.NET**

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**ADVIER**  
MOBILISEERT

# B2B and B2G Living Labs

Minze Walvius  
Warsaw,  
8 September 2016

**wocomoco**  
shaping comobility



**Interreg**   
North Sea Region  
SHARE-North  
European Regional Development Fund



# Starting point

- Developments like MaaS, eMobility, Sharing, smart Cities and smart Buildings interact
- Need to improve: a change in mind-set of all the actors in the force field.  
*Spatial planners, travellers, employers, real estate owners/landlords, politicians, cities, PTA's, service providers etc.*
- Advier is an SME and also partner in start-ups. Within Share-North we look from an SME point of view: looking for opportunities as an entrepreneur/service provider/consultant in the public domain. => *Creating Living Labs in the real world*



# The real world

Hotel Europa\*\*\* Chivasso ... x +

https://www.google.nl/maps/dir/Hotel+Europa\*\*\*+Chivasso,+Chivasso,+Turijn,+Italië/Juventus+Stadium,+Corso+ Zoeken

Inloggen

Hotel Europa\*\*\* Chivasso, Via Lungo Pi...

Juventus Stadium, Corso Gaetano Scire...

Nu vertrekken OPTIES

Routebeschrijving verzenden naar uw telefoon

via A4/E64 22 min. 26,5 km  
21 min. zonder verkeer 26,5 km  
⚠ Gedurende deze route moet u tol betalen.

DETAILS

via A4 30 min. 26,4 km  
27 min. zonder verkeer 26,4 km

22 min. 26,5 km

30 min. 26,4 km

Earth

watts on empowering location

Google for Work Partner Premier

www.watts-on.eu



# Trends

- We see a change from location bound static information to personalized dynamic information: What does this mean for service providers?
- Shared transport means (shared bikes, public transport, etc.) are owned / managed by government. Uber, shared bike systems, autonomous driving can function without government management and only need infrastructure





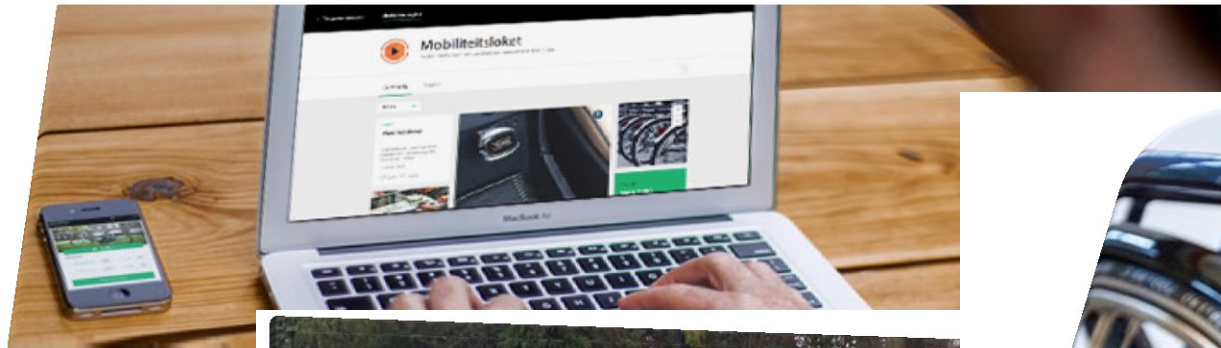
# Some challenges to be solved in the B2B living labs

- How to come to a robust business case
  - What will happen if the parking service **and income** disappear in public and private domain?
  - What is the effect on spatial planning and are we ready to deal with it?
- Are we willing to accept changes in the public-public, private-private, private-public force field?
  - who is leading in travel information and mobility services; (shared) bikes, (shared) cars, public transport, insurance companies, etc.



# Work in progress

## Campus shared bike rental system



[www.brainportpark.nl](http://www.brainportpark.nl)  
<http://mobiliteitsloket.nl/project-flexfietsen-op-landgoed-de-grote-beek/>





# Plug-in connected Mobility

## Result from Living Labs:

- Track & trace
- Drivers registration
- Paying service (parking)
- Pay per use
- Fair insurances





# Our strategy to come to a living lab

- We aim for projects from an economic approach
- Our project partners in the Living Labs must invest and have the possibility to gain (economic) benefit
- The project starts at the end of the EU-funding
  - so the EU funding is max 20% of the projects costs
- The EU funding is only to invest in community management to get things going (not in services, innovation etc.)



# Living Lab opportunity

## **feasibility study: Transfer of a military airport to an innovation campus**

- Will minimal car infrastructure create a market for innovation in freight and personal transport
- Are the real estate owners willing to become part of the business case of mobility service providers to add value to their bricks
- What transport is needed from the catchment area to the campus
- How to deal with competition from government
- How to deal with resistance from conventional parties
- How to keep the innovation going



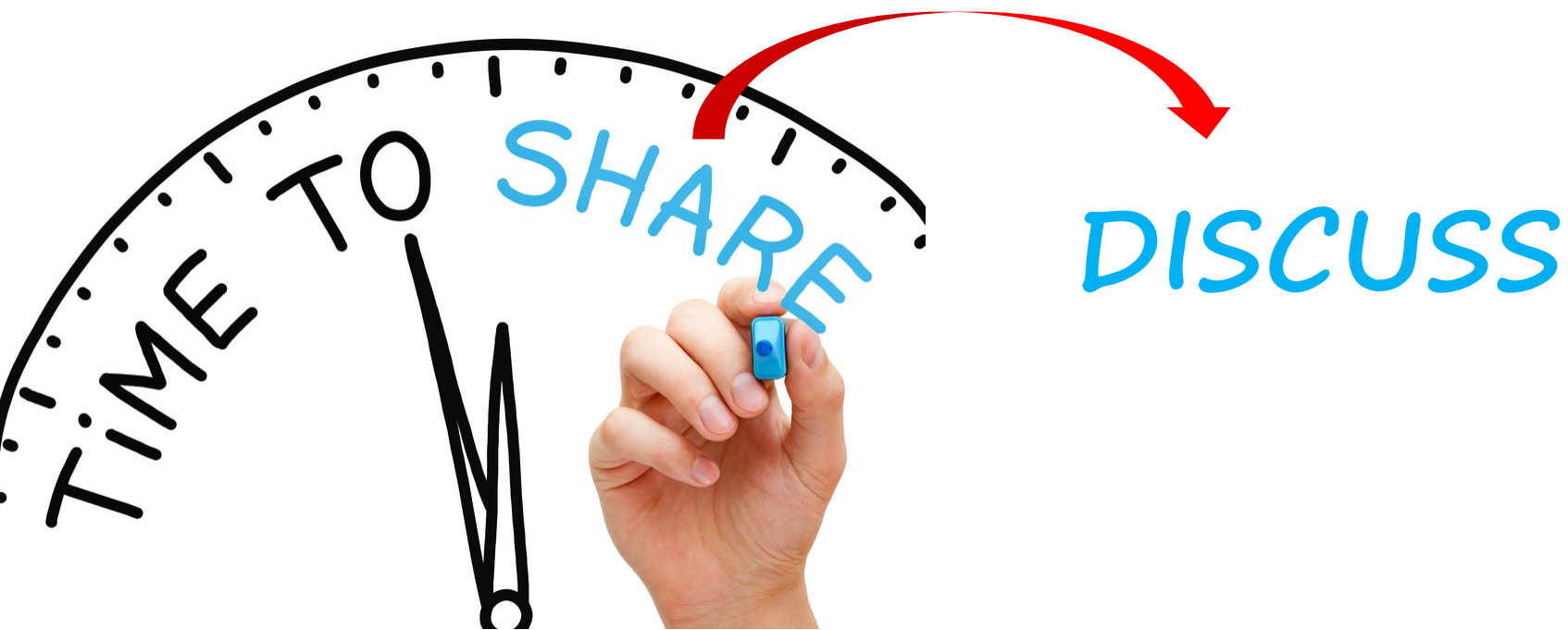
# Opportunities for you?



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Follow the project here:

[www.share-north.eu](http://www.share-north.eu)

Or contact us:

[share-  
north@umwelt.bremen.de](mailto:share-north@umwelt.bremen.de)

**Thanks and see you next year!**

