

Control Center for Smart Mobility, CEiiA, Portugal.

NEWSLETTER 7 | OCTOBER 2018

SHARING ECONOMY

The 7th Workshop of the European Project SMART-MR entitled "Sharing Economy" was organized by Porto Metropolitan Area on 9th and 10th of October 2018 at the Center for Excellence and Innovation in the Automobile Industry (CEIIA) in Matosinhos.

With this Workshop the SMART-MR project team had the intention to share different experiences and good practices in the field of the sharing economy in the transport sector between partners, experts, municipalities, enterprises and other relevant stakeholders. They worked to have a set of policy recommendations at European, national and local level on the role of public administrations related to the new forms of public passenger transport.

In the workshop, new ideas and systems in mobility were address, such as bike and carsharing and, by promoting these new forms of mobility, contribute to the behavioural change of inhabitants. For that, on top of the table were pertinent topics to be address, such as:

- What is the role of transport authorities in the planning management of new business models?
- Should Local Administration play an active role?
- What is the impact of these new business models on traditional public transport?
- What will be the impacts on territorial planning?
- Which solutions for sharing economy exist in legislation in the different metropolitan regions?



Participants of the Porto Workshop at Porto Cruise Terminal, October 2018.

SMART-MR
Interreg Europe



European Union
European Regional
Development Fund

SMART-MR (Sustainable measures for achieving resilient transportation in metropolitan regions) is an Interreg Europe project running from April 2016 until March 2021 with a total budget of approximately Euro 2,2 million.



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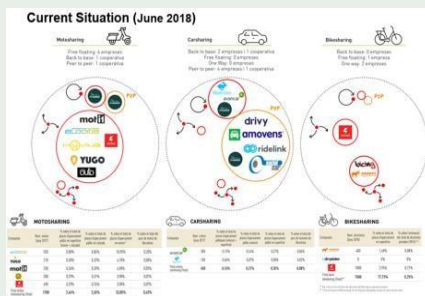
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Good practice in Barcelona

The municipal Government funds many different studies to get the most accurate information on the situation in Barcelona:

- Studies of the **current situation** of the city.
- Analysis and **Benchmarking** of the regulations of vehicle sharing in **other European cities** such as London, Milan, Amsterdam or Berlin.
- Analysis of the **objectives, risks and opportunities** of the **sharing system** in the city of Barcelona.
- Studies of the **capacity of vehicle parking** (bike sharing and motosharing) in the public space of the city of Barcelona.



Objectives of sharing regulation:

- Promote **more sustainable, more efficient** and **safe mobility** in the city.
- **Reduce the use of private vehicles and fleets of cars and motorbikes.**
- Provide **more flexible mobility** and safer speeds.
- **Reduce the number of accidents** and their severity.
- **Promote and watch over the transition between public transport,** and all the vehicle sharing systems.
- **Reduce local emissions, air pollution, noise** and visual impact of the **space occupied** by private vehicles.

Main stakeholders involved:

City Council of Barcelona, Metropolitan Area of Barcelona (AMB) and **sharing companies.**

Web links:

<https://www.barcelona.cat/mobilitat/ca/qui-som/organs-de-participacio/pacte-per-la-mobilitat/sessions>



Luisa Salgueiro, President of Matosinhos Municipality.

Sharing economy in Porto Metropolitan Area

The participants were welcomed by the President of Matosinhos Municipality and member of Porto Metropolitan Council, Luisa Salgueiro. She expounds that the subject of the sharing economy is very relevant for Porto Metropolitan Area and its municipalities and they have high expectations around the results of this workshop. She continues by referring that for Metropolitan Area of Porto the SMART-MR has been of great importance, all the participations in other Seminars, the involvement of regional stakeholders, all the analyses in subjects so important to us, like participatory transport planning, management of public transport and all the practices shared around land use plan and transportation.

She finalizes by saying that it's time to Porto Metropolitan Area put everything learned in an Action Plan, particularly the

implementation of the URBAN MOBILITY PLAN for Porto metropolitan region, that she hopes enables to reduce CO2 emissions and increase the quality of life and happiness of our citizens.

SMART-MR PROJECT

Following this intervention, the Project Manager of the SMART-MR, Janez Nared gave a welcome speech.



Janez Nared, SMART-MR Project Manager.

European Union's vision of the shared economy in transport sector

Pedro Barradas, DG MOVE



Pedro Barradas, DG MOVE

Pedro Barradas from DG MOVE addressed the challenges and opportunities inherent in the digitization of transport, he also had the opportunity to distinguish between 'funding' and 'financing' of initiatives in terms of the definition of transport policies, and made some clarifications in terms of what the Commission expects from Urban Areas, complementing what Urban Areas can expect from the Commission.

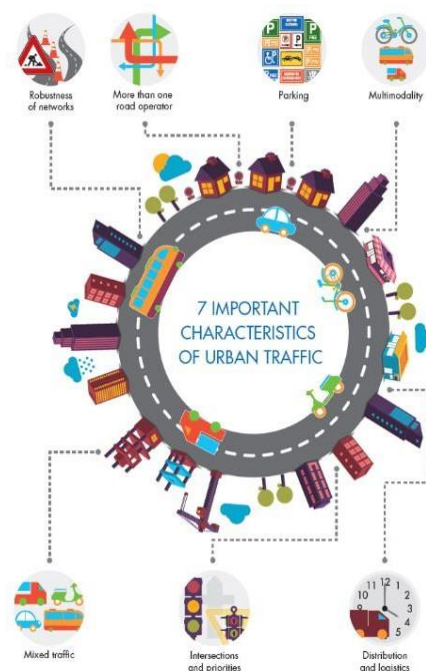
He explains that there are not less than 10 funding opportunities which can cover urban mobility projects. The most important ones in size are the European Structural and Investment Funds with €13.7 billion for urban mobility over this financial period, the Horizon 2020 Programme with roughly €200 million for urban mobility for this financial period and the TEN-T/CEF funds with roughly the same amount (200 million euro) for urban nodes. This funds are listed in the ELTIS portal – with links to the various dedicated webpages – such as INEA in the case of TEN-T/CEF and H2020.

Substantial increase of EU funding for sustainable urban mobility in 2014-2020: €12.4 billion earmarked for clean urban transport (i.e. 50% more than in 2007-2013), more EU co-financing also for walking and cycling infrastructure (€1.5 billion), multimodal transport (€2.2 billion) and ITS (€2 billion) – all mostly in urban areas.

Urban Innovative Action (UIA) calls for transport: €50 million/year (cycling among priorities, 2016 call being now assessed).

“Smart, Green and Integrated Transport” – numerous CIVITAS (and other) projects with focus on sustainable mobility including cycling. Since 2014, the call for "urban nodes" included cycling.

Talking about sustainable mobility planning, he underline the need for stronger cooperation between different policy levels and the big role for multimodal solutions of the Sustainable Urban Mobility Plans!



Good practice in Budapest

MOL Bubi public bike sharing scheme

The main aim of the bike sharing scheme is to increase the promotion of urban cycling and combined public transport. Bike sharing is an additional service to public transport.

Budapest's bike sharing scheme is aimed at public transport users, office workers, non-cyclists, students. The main target group is city users who haven't cycled before.

When the scheme started in September 2014 there were 76 stations and 1100 bikes. As of June 2018, this had increased to 126 stations, 1506 bikes and altogether appr. 60,000 registered users, an estimated 4000 continuous users / 2 million trips.

MOL BUBI has also used innovative solutions, including on-board computers and electronic locks on bicycles effectively eliminating the problems associated with docking stations being full.



Main stakeholders involved:

- Municipality of the City of Budapest
- BKK Centre for Budapest Transport Ltd.
- Közbringa Ltd.
- T-Systems Hungary
- Nextbike
- MOL – national petroleum Company (sponsor)
- Hungarian Cyclist Club

Web links:

- <https://molbubi.hu/>
- http://www.eltis.org/sites/default/files/b1_dalos_evolution_of_bubi_bike-sharing.pdf

Good practice in Gothenburg

Skjutsgruppen – digital matching travellers going the same way



Skjutsgruppen is providing a digital for matching travellers with the same destination. The participants owning a car gets help to split the cost for fuel.

Skjutsgruppen is a non-profit organisation that has grown organically for 10 years, without any budget for advertising. This is by itself a proof of its strength in terms of a business model. The platform is simply connecting people who are interested in making transactions. The business, or "movement" as the company calls itself, is still a marginal phenomenon and the future will tell whether it will ever have a considerable impact on the flows of traffic. Through financial support from Västra Götalandsregionen the app-version of Skjutsgruppen has just recently been launched, hopefully it will increase the usage of the service.

Main stakeholders involved:

Skjutsgruppen
Västra Götalandsregionen

Web link:

<https://web.skjutsgruppen.nu>

Experiences on business models from the Inventory

Carmo Tovar, SMART-MR Project Manager, Metropolitan Area of Porto



One of the objectives of SMART-MR project is to find new sustainable forms of mobility particularly the ones that help to support behavioral shift.

SMART-MR partners made an inventory aiming to discuss the issue of the BUSINESS MODELS IN MOBILITY that are of crucial importance for setting more sustainable mobility plans and services. Particularly, the business models in the sharing economy - also known as the "collaborative economy".

Accordingly to the European Commission, the "collaborative economy" or sharing economy – "refers to business models where activities are facilitated by collaborative platforms that create an open marketplace for the temporary usage of goods or services often provided by private individuals." The collaborative economy, as further defined by the Commission, includes three categories of actors:

- 1) service providers who share assets, resources, time and/or skills (private individuals offering services on an occasional basis – 'peers'– or professional services providers);
- 2) users of these services; and
- 3) 'collaborative platforms'.

Share transport

All 8 metropolitan regions show interesting measures in their mobility plans or other strategic documents to integrate the shared mobility, namely multimodal planner applications, parks to facilitate the change of transport modes, new developments of housing.

Collaborative platforms

All 8 regions have several collaborative platforms in their cities.

Crowdsourcing

Budapest has a contract with google that sends traffic data from Wase.

In Gothenburg, Google provide some public data - traffic flows, accidents, planned road work, travel times and CO2 emission for different modes of traffic is shared through the platform.

Technology for Smart and Sustainable Living

Frederico Custódio, CEiIA



CEiIA was created in 1999 with the goal of supporting the competitiveness of the Portuguese automotive industry. Since then, CEiIA enlarged the activity, and is now focused on aeronautics, urban mobility, automotive, ocean and space, always pushing the industry.

CEiIA VISION FOR FUTURE CITIES

A more agile and more collaborative smart cities market that dramatically increases the speed and scale at which we implement smart solutions across European cities. Society will engage in new ways causing them to play an active role in the transformation of their communities – delivering more vibrant, liveable, economically active, and resource efficient cities.

Development Cycle



Good practice in Gothenburg (2)

Smarta kartan (Smart maps)

The Smart Map aims to make it easier for the people of Gothenburg and visitors to the city to live sustainably by encouraging a sense of community, facilitating new ways of linking up, and promoting access rather than ownership. The Smart Map highlights current and upcoming activities and networks throughout the city. The map shows 'bike kitchens', where people can learn to fix their own bikes, as well as exchange groups and clothing exchange days, give-away shops, and digital platforms.



The practice show all initiatives in Gothenburg for its citizens and visitors. It even includes a toy library. Kids in Sweden has some 500 toys in their room. Even so they get bored and want a change. The toy library facilitate their needs. The app is also open source and is there for transferable to other cities or regions.

Main stakeholders involved

The Smart Map has been created as part of an innovative civil-public partnership between the association Collaborative Economy Gothenburg and the City of Gothenburg, Consumer and Citizen Services Administration.

Web link:

<http://smartakartan.se/about/>

Good practice in Helsinki

City bikes

Combined public investment, subscription and transaction fee and advertising support model

City bike sharing system is integrated to regional transport system serving citizen during summer time (April - October) in Helsinki and Espoo. It is a G2C business, which offers 2550 bikes in 150 stations of Helsinki and 105 stations in Espoo. Service is expanding. Service is funded by internationally owned City Bike Finland and cities of Helsinki and Espoo. Part of the yearly costs are covered by user fees and advertisements.

5,6 trips
a day per city bike



Helsinki City bikes 2017

City bike system as a part of regional transport system is a good way to increase the amount of sustainable mobility in modal split. Collaboration has been made widely, costs are allocated for many operators and there are incomes both from users and advertisements. Recent user analysis shows that cost-efficiency rate is 3,7 including health benefit.

Main authorities and stakeholders involved:

Helsinki City Transport (HKL) is responsible for the city bike system in Helsinki and Espoo Technical and Environment Services in Espoo. The system is administered by CityBike Finland, which is the consortium responsible for producing the system. HSL is responsible for marketing, the HSL.fi city bikes online service and for the city bikes as part of the HSL app and Reittiopas. Ad space is sold by Clear Channel and the main partner of the city bike service is HOK Elanto.

City Bike Finland has been responsible for the detailed bike station design, site construction works and installations. The Public bike service network has been designed together with the City Planning Department. Furthermore, CBF operates the service and provides the stations, bikes and payment terminals, and is responsible for the public bike system maintenance, administration and the customer service.

Web link: <https://kaupunkipyorat.hsl.fi/en>

Mobi.Cascais A smart case for tomorrow cities

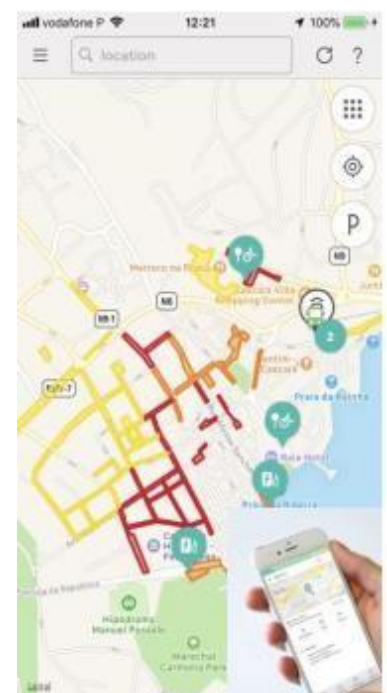
Vladimir Feliz, CEiiA



Cascais is a Portuguese municipality near Lisboa with 210,000 inhabitants. Vladimir Feliz from CEiiA showed to the participants, in real time using his mobile phone, what they could do with the Mobi.Cascais app. Mobi.Cascais is a partnership between Cascais Municipality, CEiiA and other local mobility stakeholders to develop an integrate and scalable strategy to create a sustainable mobility ecosystem on Cascais Village, based on mobi.me® technology developed by CEiiA.

Mobi.me® is a mobility management system for cities that connects all types of mobility devices in real-time, an integrator and agnostic by nature, mobi.me® allows the management and operation of several shared and on-demand mobility services (vehicles, bicycles, scooter's ...) in an integrated way with other services and with public transport, enabling seamless mobility environments for the citizens and real-time quantification of mobility CO2 emissions!

Mobi.Cascais also includes a bike parking & sharing system, developed by CEiiA engineering team and industrialized by Portuguese partners. The system consists of universal bicycle docking stations, with bicycle recharging points, which allow the parking of private bicycles, parking service and a scenario of multiple operators in the sharing service. This App is a management system for cities that connects all types of mobility devices in real-time, including the new bike share system that CEiiA was also responsible for the development.



Study visits



Visit to CEiiA

Centre for Enterprise and Innovation in the Automobile Industry

CEiiA is a Portuguese not-for-profit organization engaged in innovation and research. Its mission is to enhance the competitiveness and environmental impact of mobility and transport through international cooperation between universities and industry translating into market oriented products and solutions. The activities of CEiiA are focused in the automotive and aerospace industries, specialising in product development, structural analysis, aerodynamics, prototyping and intelligent systems. The participants divided in two groups had the opportunity to see and heard in first-hand what products are being developed and made contacts with the different developers.

The participants had the opportunity to visit CEiiA and they saw projects with innovative technological solutions in aeronautics, mobility, naval/offshore and automotive.

Visit to Porto de Leixões

The participants had a guided visit to the Porto Cruise Terminal. Porto Cruise Terminal is the largest project ever for the opening of the

Port of Leixões to the city and an important gateway of the region. It is situated at the South Mole of the Port of Leixões, just 3 Km from the city of Porto. Since April 2011, the new pier with 340 metres of length has received the biggest and the most glamorous cruise ships from the worldwide cruise fleet, boosting the cruise tourism in the North of Portugal region. With this new pier, the Port of Leixões became able to receive cruise ships of larger dimensions, up to 300 meters long. Since the opening of the new pier, the number of cruise ship calls and passengers at this port has been significantly increasing. Besides that, the main building also comprises the Science and Technology Park of the Sea of the University of Porto, which includes the Maritime Research Centre in the New Cruise Terminal Building (occupying the basement ground, 2nd and 3th floor). This Park of Science and Technology focused in the Resources of the Sea managed by the University of Porto and is integrated in a recognized Strategy for Collective Efficiency, with the Ocean XXI Association for Research and Maritime Economy and the Cluster of the Creative Industries.



Good practice in Ljubljana

Sopotniki (Cotravellers)

Sopotniki is an organization for intergenerational solidarity which was established to help elders get involved in active social life. The free transport service enables elders to attend cultural events, visit friends, go to the doctor, go shopping, etc. In this way they can run their errands independently and carefree as well as make new acquaintances and keep social contacts with the wider environment, which would otherwise be out of reach. They are volunteer drivers of different ages and occupations that have adapted their work and study obligations in such way that they can in turn provide the service six days a week, from morning and until the last passenger arrives home safely. This service covers small villages and towns outside Ljubljana urban region (in the municipalities of Hrpelje - Kozina, Divača, Sežana, Sevnica, Brežice, Postojna, Krško and Kočevje). The service is considered an innovative approach towards the mobility of rural elders which will soon expand to many other parts of Slovenia. Currently it's been financed from three sources: donations from supporters and satisfied users, corporate donations and by municipalities.



Main stakeholders involved:

Municipalities
Rural population
Elders

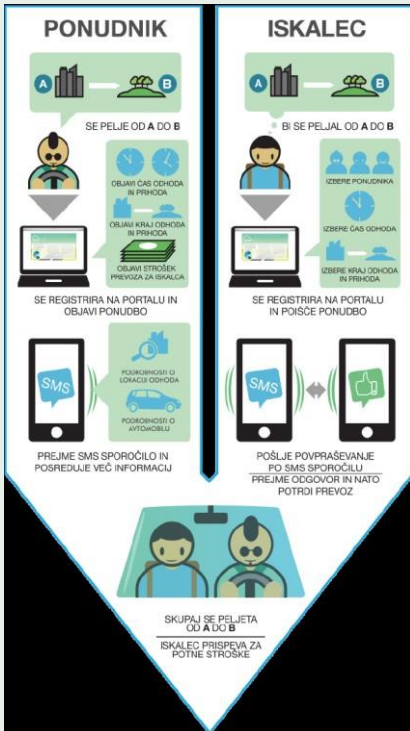
Web link:

<http://www.sopotniki.org/o-nas.html>

Good practice in Ljubljana (2)

prevoz.org – travelling together

Initially designed as a platform for students travelling from university cities to their home towns, it later became widely used as an alternative to public transport for Slovenians. In time, the platform moved from travel within Slovenia to travel across Europe.



This practice allows that people going in the same direction travel together and at same time saving money for fuel by sharing this cost. It's a simple platform where people who have space in the car, before leaving for a specific place, advertise an ad. The platform also allows people who are looking for a ride to advertise it.

Main authorities and stakeholders involved:

Drivers (car owners), passengers (who need a ride)

Web link:

<https://prevoz.org>

New business on mobility

Carsharing: Bookingdrive



Decrease personal car ownership, reduce vehicle distance travelled and improve urban land use and development.

“Carsharing it’s a way for car owners to earn extra income at the end of the month by renting their car. It’s a possibility to make private cars more profitable when owners are not using them”

The Project Manager, Augusta e Araújo, presented the BookingDrive. Bookingdrive.com is a marketplace for carsharing and car rental services.

Whether people will save money with carsharing is highly dependent on the usage. For some people, carsharing will be the cheapest option, for others it will be car rental.

Carsharing it’s a way for car owners to earn extra income at the end of the month by renting their car. It’s a possibility to make private cars more profitable when owners are not using them.

Accordingly with BookingDrive project manager, carsharing is designed for users in support of community transit and environmental goals. It provides access to vehicles for all constituencies and decreases dependence on fossil fuels while reducing the emission of greenhouse gases.

With this car rental service without driver, bookingdrive.com gives owners the possibility of making their vehicles more profitable when they do not use them.

The main focus of her presentation was the paradigm shift for the owner of the car to the user of the car.



The ANDA system in Porto region: A mobile ticket system

Good practice in Oslo/Akershus

Oslo City Bike

The most efficient way to get around Oslo is on a bike. City bikes are primarily used for short rides and as a supplement to public transport. In Oslo, there has been a scheme for bike sharing for 16 years. In 2016, a new system was introduced, and in the years to follow the scheme has been widely expanded. Now, the City Bike scheme contains 3000 bikes and 6000 locks divided on about 300 racks within Ring Road 3 in Oslo. In 2016, 2,150,646 trips were made with the Oslo City Bikes. In 2017, 2,653,477 trips were made. In April and June 2018, app. 1,200,000 trips have been made. City bikes in Oslo are more popular than ever. The municipality initiated tendering processes for contracts and set the standards (both physical and operational) for the systems. The ambition was a “future-proof” scheme, a scheme that utilized new technology, a scheme that served as a supplement to the existing mobility services in the city and contributed to solving the increased transport needs due to population growth, among other things. The ambition was to make the worlds best bike sharing scheme.



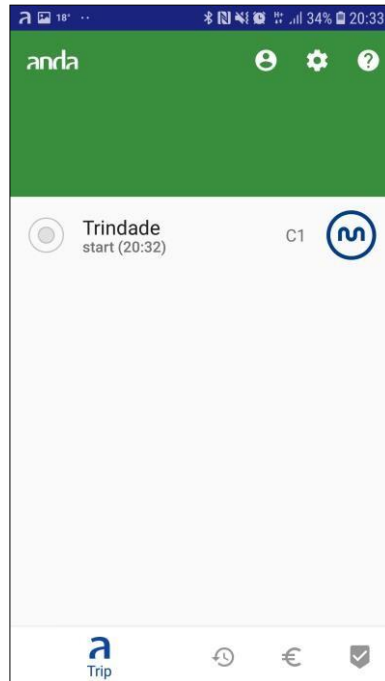
Main stakeholders involved

The contract between the Oslo Municipality and Clear Channel Norway is running from 1 May 2015 to 30 April 2028. The municipality makes public advertising space available and gets a city bike space in return.

The scheme is owned, managed and developed by Urban Infrastructure Partner, a subcontractor of the contracting party Clear Channel Norway AS. Share Bike AS is the provider of the equipment and subcontractor to Urban Infrastructure Partner. Urban Infrastructure Partner is responsible for all financing, operation, and development of the service. The scheme is financed by subscriptions.

Web link:

www.oslobysyssel.no/en



The ANDA was presented by João Marrana from TIP. TIP is a consortium of public transport companies with the following main activities:

- Ownership and Management of the Ticketing System Andante;
- Management of the Common Sales Network;
- Fare Revenue Split to the Operators;
- Marketing and Communication;
- Technical standards and development of new projects.

The metropolitan intermodal ticketing system Andante (card based):

- Common Fare (Rail, Metro and Bus);
- Contactless ticketing technology (1st metropolitan area);
- Common sells network (≈1100 points, plus ATM);
- All clients validate at the beginning of each trip;
- Monthly revenue splitting (dynamic, according to the number of passenger zones travelled by each passenger in each operator);
- Some complexity for non-regular clients.

APP Anda

Simplicity: Client doesn't need to know anything about tariffs or zones just need to validate in the beginning of each trip.

Account Based: Client just subscribes a Public Transport account.

Postpaid: client receives the bill at the end of the month.

Price optimization: Continuous optimization of rates applied system computes the minimum cost tariff for the trips made (month period).

First Results (September 2018)



- Available since the 29th June 2018;
- 18,000 downloads (initial registering);
- 5800 full-registered clients;
- 2100 trips per day ... ramping up !
- Expected to achieve 50,000/day, next year.

Some Difficulties

- Not available for iOS (Apple Operating System);
- Almost infinite number of smartphone brands, models and iOS versions;
- Card-Not-Present payment idiosyncrasies and commissions;
- People validating, for the first time, with smartphone instead of card.



Anda – Communication Campaign.

Good practice in Porto

PAVNEXT - The technological pavements company

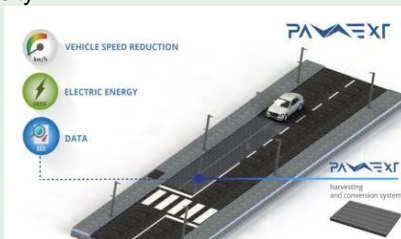
Road accidents are pointed by the World Health Organization as the eight leading cause of death in the world, causing more than 1.2 million deaths and 50 million serious injuries annually.

Pavnex has developed a solution to solve this problem more effectively, based on a device to implement in the road surface that is able to reduce the vehicles speed autonomously, without any driver action and without induce discomfort to the vehicle occupants, by harvesting kinetic energy from the vehicle. Then, this energy is converted into electricity, which is used to supply the road and cross walk illumination, maximizing road safety.

The energy produced can also be used to supply electric mobility, and since it uses a typically wasted energy (from the vehicles speed reduction), it is considered a clean and sustainable energy generation solution, promoting a sustainable electric mobility concept.

Finally, the same solution monitors traffic activity and energy production, allowing to optimize the energy consumption in real time and to provide traffic and energy efficiency reports.

The first real environment experiment of this technology is being developed and implemented in the city of Matosinhos, by applying this solution near one of the most dangerous crosswalks (with more fatal accidents registered over the last years) of the city.



With this solution, it will be possible to reduce considerably the road accidents involving pedestrians in the city (first measure), to produce clean electric energy that is used to supply electric mobility and to illuminate the crosswalk (second measure), and to provide traffic and energy efficiency reports (third measure), all of this using a single integrated solution.

Web links:

www.pavnex.com

<https://www.youtube.com/watch?v=8susjqPM-qY>

New business on mobility

Carpooling - ViaVerde Boleias

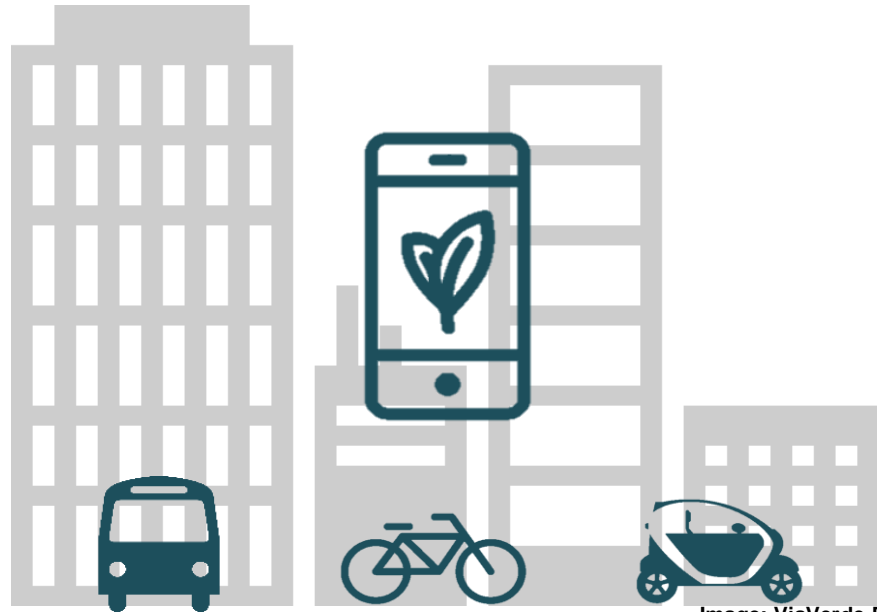


Image: ViaVerde Boleias.

Via Verde Boleias was present by Martin Bustorff from Brisa. Brisa is the entity responsible for this business model and it's the largest private operator of transport infrastructures in Portugal.

Via Verde Boleias is an online platform to share travel costs. Through a website or mobile application, drivers post the places available in their car, indicating the route and price per place. Passengers search for travel by entering the date and starting point and arrival. From the list of search results, the most convenient alternative is chosen according to the time, price and preferences indicated in the profile. The Via Verde Boleias can be used to make sporadic trips or for daily use, for short trips or long trips.

"Transport in general will be about door to door mobility, with new urban vehicles, more integrated modes of transport, and new business models."

This service has a group concept available, which allows you to create communities, with similar interests of trips to the same destination. You can create Public Groups or Private Groups. The Public Groups aim to organize the sharing of trips for large events depending on the type of trip and the type of client involved. This sharing allows users to reduce the cost and time associated with their daily commutes by lowering the carbon footprint, reducing parking needs and incurring expenses, while enhancing the spirit and culture of sharing within the organization.

Ridesharing solutions such as Via Verde Vans have significant environmental benefits, allowing a user to significantly reduce (up to 75%) the carbon emissions emitted with their journeys.

From the social point of view, this solution also brings benefits. In addition to improving access to cheaper transport alternatives, it is found that it encourages drivers to behave more responsibly, thus improving road safety.

"Our mobility will be controlled through apps that will manage all vehicles necessary for transportation, including ferries, buses, cars and bikes, creating a system that is smooth and coordinated"

The Mobility Revolution, Lukas Neckermann

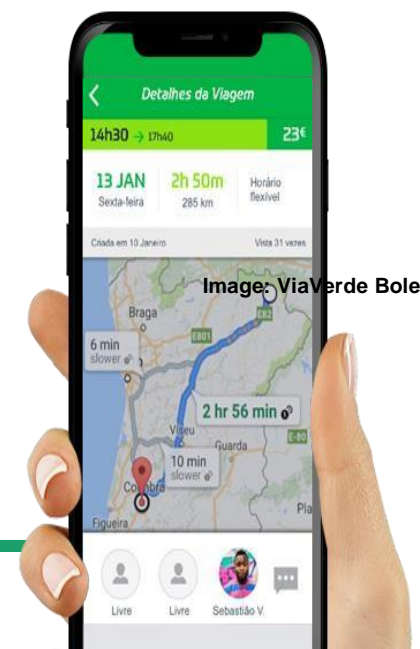


Image: ViaVerde Boleias.

Policy recommendations:

Workshop session – 9th October



The answers for following questions were discussed by groups with around 12 persons during the roundtable sessions.

Workshop session 1 - Regulations

- What do we think should be the role of public administration and of the market in this sector? Free market / Homologation – enabling (with what requirements?) / Concessions / Public companies? Why?
- Should the administration have an active role, how to apply this vision to an increasingly liberalized market?
- What consequences can be expected in the medium and long term if we do not act out? Is the emergence of autonomous vehicles taken into consideration? Are potential negative impacts on public transport systems being assessed?
- Solutions for sharing economy in legislation in other metropolitan regions?
- What regulations apply at municipalities/transport authorities regarding shared transport modes? Are there common platforms?
- Do you have any legislation to regulate Uber?

Workshop session 2 - Planning

- What do you think is the impact sharing economy, shared mobility, collaborative platform, etc. has on current situation?
- What happens to the economy on the local and regional scale? Impact on jobs, land use, transport of people, and goods.
- How will the planning instruments need to change in this new economy?
- Have the benefits / effects of the promotion of sharing services at the economic level been evaluated? (Reduction of parking needs / Reduction of the number of vehicles per person / Rationalisation of trips due to payment for use of service, etc.)?
- If these vectors are considered positive for society, how should we foster / promote their use (channels, target audience, methods, etc.)?
- How sharing economy have been taken into account in land use planning?
- How can a metropolitan region foster the sharing economy?

Good practice in Rome

Enjoy carsharing



Based

On free floating and free parking, it is simple, flexible, efficient, and excellent value for money. Other positive factors are accessibility, practicality, and environmentally friendly characteristics of the service.

The vehicles are allowed to circulate in the LTZ (limited traffic zone) in the city centres and can be parked free in regular paid public parking and residential parking.

Customer relations are automated with a user-friendly interface. The customer interface consists mainly of the website and mobile application, which provide all the necessary means for customers to help themselves on a self-service basis; a 24-hour operating call centre is also available for customer assistance

Main stakeholders involved: Rome municipality, ENI, Trenitalia, FCA, CartaSi, insurance companies, suppliers

Web link:











<https://www.enjoy.com/en-us/>

Policy Recommendations

The main conclusions allow the participants into agreeing in the following recommendations:

Territorial level	Policy recommendations
<p>EU and Interreg Europe programme level</p>	<p>A common European framework for sharing economy</p>
	<p>At European level should be established a common framework to regulate sharing economy accordingly with top-down logic, including a definition of sharing economy, roles for the access to the market and to the activity, among others. The common framework is important to activate similar national regulations in Europe. But we should prevent that the regulation doesn't limit the solutions of each country. A definition at European level of sharing economy services is necessary, given that there are at least three types: 1) services managed by companies that make profits; 2) services in which there is money exchange but with agreements between individuals; 3) non-profit volunteer services.</p>
	<p>Shared practices and learn with each other Evaluation of Good practices and bad practices.</p>
<p>National level</p>	<p>The European Union and Interreg Europe should provide good and bad practices examples that allow the different cities to learn with each other. The evaluation of the different systems is also important to allow a better transferability.</p>
	<p>Make regulations with conditions for sharing economy allowing open market for companies</p>
	<p>The national legislations should follow the common framework establish on European level, allowing the emergence of new business models, but making conditions for a more smarter and sustainable mobility. The public powers can't lose the control of the situation, for that they should establish rules that ensure the sustainable mobility and the wellbeing of the people and simultaneously allow and encourage new solutions and models.</p>
<p>Regional and local level</p>	<p>Taxation system of the different Sharing economy services</p>
	<p>Whereas there is no single tax system in Europe, when the general prerequisites are broken down, each state will be able to adopt tax systems for the various sharing economy services</p>
<p>Regional and local level</p>	<p>Planning and limitations (regulations)</p>
<p>Regional and local level</p>	<p>Local legislation should provide a regulation for the management of sharing economy services, primarily to ensure competition between operators (periodic calls for licenses), ensure the evaluation of the results achieved compared to those expected, obligation of some technical specifications related to sustainability (fleets only of electric or hybrid cars and motorcycle), definitions of drop-up zones.</p>



Metropolitan Region	Partner
Ljubljana	Research Centre of the Slovene Academy of Sciences and Arts 
	Regional Development Agency of Ljubljana Urban Region  RRA LUR regional development agency of ljubljana urban region
Oslo/Akershus	City of Oslo, The Agency of Urban Environment  City of Oslo Agency for Urban Environment
	Akershus County Council  AKERSHUS County Council
Göteborg	Göteborg Region Association of Local Authorities  GÖTEBORGS REGIONEN
Helsinki	Helsinki Region Environmental Services Authority  HSY
Budapest	BKK Centre for Budapest Transport  BUDAPESTI KÖZLEKEDÉSI KÖZPONT
Rome	Metropolitan City of Capital Rome  Città metropolitana di Roma Capitale
Porto	Porto Metropolitan Area  AMPORTO
Barcelona	Barcelona Metropolitan Area  AMB Àrea Metropolitana de Barcelona

Interreg Europe project SMART-MR (Sustainable measures for achieving resilient transportation in metropolitan regions) supports local and regional authorities in eight European metropolitan regions to improve mobility policies. It also aims to provide sustainable measures for achieving resilient low-carbon transportation and mobility in metropolitan regions of Barcelona, Budapest, Göteborg, Helsinki, Ljubljana, Oslo/Akershus, Porto and Rome. Project will be running from April 2016 until March 2021 and coordinated by the Research Centre of the Slovene Academy of Sciences and Arts and funded by European Regional Development Fund.

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