Innovative collective mobility solutions – the Norwegian carsharing case

Vibeke Nenseth
Institute of Transport Economics-
Norwegian Centre for Transport Research
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Project: "Innovative collective mobility solutions – towards a deprivatisation of car ownership"

- map the presuppositions for innovative collective mobility solutions, like carsharing, organised and communicated electronically, could have a particular potential in the Norwegian context
- a state of the art, literature review to collect Norwegian and international ’best practices’
Why focus on carsharing – just now?

- Carsharing has since long been (solely) a small-scale niche product
  - started in Switzerland early after WWII, mainly economically motivated (car access to more people); in Norway as a member-based NGO since 1995
- Now – some new expectations, new requirements and new questions:
  - What are required for carsharing to ’take off’ and being a clear alternative to use of private cars?
  - How can carsharing contribute in reducing traffic and emissions?
  - What is the role of innovative collective mobility services – while we are waiting for the investments and constructions of public transport infrastructure?
  - What is the role of carsharing as a deprivatisation of mobility – from car as a product to car as a service?
Societal driving forces behind growth in carsharing:

- **Digitalisation** og ”self service society” – new web-based solutions that connect cars and car users by means of applications on the cell phone – for ordering, tracing, opening, and paying

- **Urbanisation** – reduces car dependence, bring on shorter and more environmentally friendly travel, shorter distances to ’shared cars’ and pick-up stations

- **A transport policy shift**: the pressure for phasing out fossil fuels and search for alternatives to private cars in the cities
  - followed up nationally *(National Transport Plan, National Climate policy papers. e.g.): all growth in cities will be met by environmentally friendly transport*

- **Socio-cultural shift** – new thoughts and practices – from ownership to sharing; from commodities to tenkemåter på gang (fra eie til dele; fra varer til services – **reduced car dependence** among young people, urban people, in the population?
Carsharing now addressed – from many perspectives

- Carsharing in EEAs (European Environmental Agency) TERM (transport and environment – reporting mechanism) — report (2011): expects large annual growth

- EU/IEE (Intelligent Energy Europe) -prosjekt (2008-10) on ’The state of European car-sharing’

- (Even) the car industry emphasises carsharing as a central solution in urban transport: ’Managing growth while navigating uncharted routes’ (KPMG 2012)
New concepts emerging

- from B2C (business-to-consumer) or B2B (business-to-business) solutions to P2P- peer-to-peer-solutions – also for carsharing
- private persons, individual consumers share commodities, services, knowledge, and skills
- reassembles the point of departure for carsharing – the ’self-drive’taxi’
- belongs to the ’collaborative consumption’ trend – with the evolvement of new exchange markets, mainly web-based: airbnb, coach surfing, timesharing, tripadvisor, wikipedia, e.g.
P2P-carsharing, some conditions:

- new social media and web-platforms
- space scarcity, shortage of saving capacity, in dense urban structures – which hampers people to have/own all their material products themselves
- the increasing collaborative consumption trend
- increased environmental/climate awareness towards innovative ways of dematerialise consumption patterns
  - from having car as a commodity to streaming car as a service
Swedish project: "Hire your neighbour’s car"

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Potential for casharing in Europa (TERM 2011)

Exemption from road pricing taxes based on vehicle miles travelled and EU wide carsharing integration with public transportation to make carsharing an attractive option for the consumers.

Government sponsored initiatives are expected to spur membership rates.

- Optimistic scenario (CAGR: 52.8%)
- Frost & Sullivan scenario (CAGR: 41.7%)
- Conservative scenario (CAGR: 19%)

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vibeke.nenseth@toi.no
Swiss growth in carsharing

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vibeke.nenseth@toi.no
Carsharing in Norway – growth and potential

- Jevn vekst (300 nye/år)
- Jevn vekstrate (33 %)
- S-kurve

Chart showing growth and potential for carsharing in Norway from 1998 to 2026.
Car sharing – environmentally friendly?

- if *complementary*, not competitive to other alternatives to car use
- if car sharing develops **from the small-scale** (niche product) to a large-scale mobility service
Thanks?
Questions?
Comments?
vibeke.nenseth@toi.no