



MOBILITY SERVICES FOR URBAN SUSTAINABILITY

Legal, political and fiscal incentives and barriers for car-sharing

Horizontal issues report WP 6

***moses* deliverable D6.3**

version 1.1

October 29th 2004

Authors: Christian Rydén, Trivector Traffic, Sweden
Emma Morin, Trivector Traffic, Sweden



Table of contents

1 Introduction	1
1.1 Overview of the <i>moses</i> project.....	1
1.2 Overview of WP 6 and this report.....	1
2 Legal issues	3
2.1 Legal definition of car-sharing.....	3
2.2 Reserved on-street parking bays	5
2.3 Common road-sign	6
2.4 Taxation of benefits for corporate members	8
2.5 Development approach	10
2.6 Congestion charges	11
2.7 Insurance.....	12
2.8 Other legal obstacles and/or incentives.....	13
3 Political support	15
3.1 Policy papers and statements	15
3.2 Political awareness	16
4 Financial support.....	19
4.1 Provided financial support	19
4.2 Type of support wanted	21
5 Partners and co operation	23
5.1 public transport authorities and operators	23
5.2 Developers	26
5.3 Other companies and organisations.....	28
5.4 Enviromental quality standards	29

Annex 1. Swedish definition

Annex 2. Criteria for the German Eco-label "Blue Angel"

Annex 3. Belgium draft definition

1 Introduction

1.1 Overview of the *moses* project

Moses - mobility services for urban sustainability – is a European project that will develop mobility services to reduce dependence on the private car on a European scale - without restricting mobility. The existing small-scale system of car-sharing is to be improved significantly, with better service, integrated innovative technologies, intermodal co-operation with other mobility services (e.g. public transport, taxi, cycling etc.) and integration of these innovative services into strategies of urban revitalization and new developments to increase urban efficiency.

The *moses* project is practice orientated and will examine the demonstrator sites (London, Stockholm, Genoa, Palermo, Turin, the Walloon Region, Bremen and Bucharest) under real-life conditions. Moses will achieve sizeable impacts on the environment and traffic.

1.2 Overview of WP 6 and this report

The evaluation process of moses is to a great extent handled in work package no. 6 (WP 6) called *Monitoring and Assessment*.

The environmental aspects of WP 6 is handled in delivery 6.2, where impacts of car-sharing on space consumption, energy consumption, emissions etc will be assessed. The results are mainly based on questionnaires to users and operators.

This report (delivery 6.3) deals with the prerequisites of car-sharing in terms of legal, political, fiscal framework, as these horizontal issues may influence the expansion and development of car-sharing quite severely. The report is based on each demonstrator site in the project who has given their own view on a number of issues asked in a questionnaire. The results are presented country by country for each topic, mainly in their own words, and then concluded by the authors of this report.

In this report, the terms car-sharing and car-sharing organization will at times be abbreviated with CS and CSO respectively, in order to give the reader a text that is shorter and easier to read.

When this report refers to the UK, the term car club is sometimes used, which is the British term for car-sharing.

2 Legal issues

Car-sharing has in most countries developed under legal conditions with no special arrangements made to fit the car-sharing concept. This proves that car-sharing can run totally on its own merits. But since car-sharing brings positive effects to society and individuals, there is good reason to adjust the legal framework to stimulate car-sharing and thereby increase the benefits to society even more. There are a number of areas where this can be done, for example introducing a legal definition of car-sharing, the use of a common road sign and reserving on-street parking bays. Other legal issues that affect car-sharing can be the taxation of benefits for corporate members using cars off duty, and conditions for the so called development approach and congestion charging.

2.1 Legal definition of car-sharing

Sweden

There is no legally valid definition in Sweden at this time. The National Road Administration proposed a definition and accompanying quality standards in 2003 (see annex 1), as well did the City of Gothenburg. The definition is not legally valid on the national level, and can therefore not be used to implement road signage for car-sharing. The main reason for creating the definition was to reach a common understanding for what car-sharing really is, and to establish a common standard of a (lowest acceptable) quality for car-sharing organizations. This can prepare a basis for provision of public support and benefits for car-sharing schemes, and for procurement of car-sharing for municipalities and companies.

Germany

In Germany there is no legally valid definition of car-sharing so far. However, by establishing respective rules for the German eco-label "Blauer Engel" the car-sharing lobby and the federal authority for ecology managed to set up a basis for such recognition (see annex 2). In fact, complying with the "Blue Angel" makes it easier to e.g. enter negotiations with municipalities on granting on-street parking in the framework of a pilot project (cf. Bremen "Mobilpunkt"). Unfortunately, the conditions established by the German eco-label proved to be maybe too severe so that lots of German car-sharing companies cannot comply with it although they are obviously supplying car-sharing (e.g. CO2 emission standard).

Great Britain

There is currently no legally valid or consistent definition of car-sharing or car clubs in the UK. The borough of Sutton (London) has defined car clubs in their Supplementary Planning Guidance PG and the borough of Southwark have defined them in their planning conditions but these are not recognized as national definitions.

There has been a recent move by Transport for London (TfL) to focus funding internally on car clubs rather than on funding the direct set up. This will hopefully provide a good definition of car clubs for the London market but not cover the UK.

It is very important for the definition of car-sharing or car clubs to become clear for the UK market to develop. There is currently significant confusion in the market as to what car clubs and or car-sharing relate to. This is affecting operators, poten-

tial operators, local authorities and potential customers. It is also difficult to legislate towards or about something that has not been defined in policy.

However there is a national sign for car-sharing approved by the Department for Transport (see chapter 2.2 below). But it is up to each borough, by its own standards, to approve each car-sharing operator applying for parking bays marked with the national sign.

Italy

There is no legal definition of car-sharing in Italy even if some modifications to the "Codice della strada" (Highway Code) have been foreseen in accordance with the ministries of environment and infrastructure. These integrations should allow the definition of car-sharing as a complementary service to public transport.

Nevertheless this particular situation, through the direct involvement of the central authorities and many local authorities, operational and administrative procedures for the start up of car-sharing services have been defined and approved by ICS.

They are based on an agreement among the different public authorities (municipalities, ministries, etc.), but without any precise national reference framework. In spite of this, and thanks to the involvement of local departments, important results have been reached, such as the possibility to locate parking places for the car-sharing vehicles on public soil and the right of free access to car parks, limited traffic zones, etc.

Belgium

A legal definition of car-sharing is in the making. A ministerial decree has been drafted on the federal level, after negotiations among the regions (Walloon, Flemish and Brussels). The decree defines car-sharing and the conditions to be recognized as a car-sharing operator, as well as a label to be displayed on all vehicles of recognized operators. This will allow police to enforce reserved parking bays. The decree is awaiting approval by the minister (see annex 3).

Car-sharing has also been recently included in the new "highway code", making it possible to use the notion on signage for reserved parking bays.

Bucharest

Being a new mobility concept and applied as an experiment in Bucharest and in Romania as well, there is no legal definition of car-sharing at this time.

Conclusion

There is no nationwide legally valid definition of car-sharing at this time in any European country. Belgium may be the first European country to introduce this though, since legal definition of car-sharing is in the making, which for example will allow police to enforce reserved parking bays. Car-sharing has also recently been included in the new Belgian "highway code", making it possible to use the notion on signage for reserved parking bays.

Some organizations in other countries have tried to establish standards for what car-sharing is, but without legal status (for instance the German eco-label "Blauer Engel", the definition proposed by the Swedish National Road Administration, the definition by ICS in Italy etc). These standards might help to improve common understanding of the car-sharing concept, and increase the knowledge of its environmental benefits. They can also, to different extents in different countries, pre-

pare a basis for provision of public support and benefits for car-sharing schemes such as on-street parking.

The ratification of a legally valid definition of car-sharing is probably the most important legal issue in order to lever the introduction and expansion of car-sharing. This can in turn pave the way for on-street parking bays and a common road-sign.

A legal definition valid in all of EU would be of great importance. This would reduce the work needed in each separate country to establish a definition, and it would also increase the understanding of car-sharing as a natural part of the transport system.

See annex 1-3 for proposed definitions for Belgium and Sweden, and the German "Blue Angel" eco-label for car-sharing.

2.2 Reserved on-street parking bays

On-street parking bays have numerous positive impacts for the concept of car-sharing as well as for its users and operators. The impact is probably large in terms of marketing effects, especially if the parking bays are located in central locations or at places where a lot of people pass by. If placed next to taxis, public transport and bicycle parking it can also have an essential role for an integration of car-sharing to other green modes of transport. Such parking can be seen as a subsidy of great importance to the car-sharing operator (and in turn also to the users) – both financially and as free advertisement – with a minimum amount of tax money being spent.

Sweden

There are no legal opportunities at this time to allocate street space for car-share parking, partly because car-sharing does not have a legally valid definition in the Highway Code. Discussions on this matter are presently (2004) taking place between the national road administration and the Ministry of Industry, Employment and Communications, which hopefully can lead to a change in the near future.

In spite of this, some local administrations (Stockholm and Göteborg) have in a few cases provided car-sharing organizations with on-street parking, having in mind that parking is an important factor to boost car-sharing (and the fact that the spaces needed at this time is very few, so it is not too controversial)

Germany

In Germany on-street parking have been carried out so far only in legal niches, either in rededication of road space to non-public use or in the framework of special use such as for demonstration/pilot project purposes. In Bremen for instance, this has been done through the concept of "Mobilpunkt", an area including public transport stop, car-sharing and taxi-station, bicycle parking and a digital information desk.

Great Britain

In the UK, the Department for Transport has in 2003 approved a law that makes on-street parking possible for car-sharing vehicles. A national sign is used which means that the bay is reserved for one specific vehicle, which is controlled by a permit that must be present in the car, with a permit number referring to the number on the sign. The sign is put up by the local boroughs by a so called Traffic

Management Order. There is however no national definition of what car-sharing is, so it is up to each borough, by its own standards, to approve each car-sharing operator applying for parking bays marked with the national sign.

Italy

In Italy some modification has been made to the national traffic regulations, which allows car-sharing to be considered as a complementary service to public transport. This modification together with the positive approach by local administrations has made it possible to reserve on street parking for car-sharing – as well as free access to car parks and restricted traffic zones etc.



On-street parking in Turin, Italy.

Belgium

Belgium has worked out a draft decree for a legal definition for car-sharing, which after ratification will allow the use of on-street parking and a uniform signage. At present, on-street parking is still provided by some local authorities, but the enforcement of the use of the bays can cause problems since car-sharing is not yet legally defined.

Conclusion

The examples above show that on-street parking can be arranged, in different ways, but the legal framework often causes many difficulties. The complexity of the issue mainly stem from the lack of a clear definition of car-sharing. The fact that most national traffic regulations are very rigid systems and not easily changed also complicates the situation.

2.3 Common road-sign

By establishing a national road sign, the concept of car-sharing can be further recognized as an important element of the transportation system. It can probably also speed up the process of giving certain benefits to car-sharing, for example reserved parking bays etc.

Sweden

Due to the legal problems with arranging on-street parking, the issue of a common road sign has not been focused on so far. But in Stockholm where semi-legal parking is present in Hammarby Sjöstad, a general parking reservation sign has been adapted for car-sharing purposes. When a definition of car-sharing has been adopted to the national highway code, this sign would be adequate.



Road sign for on-street parking in Stockholm, Sweden.

Germany

On-street parking for car-sharing is not possible in Germany except for in "legal niches" like rededication of road space to non-public use or in the framework of special use such as for demonstration/pilot project purposes. Therefore a legally acceptable road sign has not so far been relevant to develop.

Great Britain

The Department for Transport has approved a law that makes on-street parking possible for car-sharing vehicles, and the department also authorized a road sign to be used for reservation of a specific car-sharing vehicle (controlled by a permit that must be present in the car, with a permit number referring to it). The sign is put up by the local boroughs by a so called Traffic Management Order.



Road sign for on-street parking in London, UK (Borough of Islington).

Italy

Thanks to the ICS a general standard for parking signs has been developed, even though some differences can be noted between different cities. The basis is a sign with parking prohibited with the exception of car-sharing cars.

Belgium

There exists a legally valid, national sign which is being used. But the decree that should define what a car-sharing operator is and thus who is allowed to use those parking bays is still not signed, which means that strictly speaking police cannot enforce the use of those parking bays. In practice, the sign is being used and parking is controlled by physical barriers, which are opened and closed with a key in the car.

Conclusion

Great Britain and Belgium are the only countries within the moose consortium who have a national, legally valid sign for on-street parking. Italy has a general standard for parking signs, even though some differences can be noted between different cities. There are also a few countries outside the moose consortium that have national signs that can be used, such as Finland and the Netherlands.

A common sign (or just an icon referring to car-sharing, that can be used on various signs) for all of EU could be of importance here, mainly because such a sign makes it easier for different countries/authorities to know what sign to use. It might also be useful for car-sharing members when using cars in other countries; even though the majority of car-sharing trips are made locally, we now see that car-sharing operators are starting to cooperate more across borders.

2.4 Taxation of benefits for corporate members

Many companies and organizations have a fleet of cars that are shared by their employees for on-duty trips, a concept called "in-company car-sharing". In some countries, for instance Sweden and the UK, efforts have been made to let employees rent those cars during evenings and weekends so that the cars can be used more efficiently. This is by some tax authorities considered a benefit to the employees, which means that extra tax is put on such use, even if the employees pay for the usage. This situation can be viewed in two perspectives, and the perspectives vary between the different countries.

Sweden

In-company car-sharing cannot be open for employees during evenings and weekends without being taxed for the "benefit", even if the employees pay for the usage. A change of the law would mean an important boost for car-sharing. A formal discussion is being performed with local tax authorities as well as with the (national) ministry of finance. Hopefully this will lead to the law being changed.

Germany

This tax problem is not too much of an issue in Germany. Two comments should be mentioned however:

The renting of a corporate car by an employee to a much (!) lower price would probably be considered as a so-called "money worth advantage" and thus submitted to additional taxation. However, cases like these are rather known from employees of car manufacturers who can purchase the cars at much lower price.

Companies and freelancers that use their corporate cars also for private purposes often tend to integrate all car costs into their corporate expenses. Tax authorities are quite aware of this matter and oblige companies to either withdraw a lump percentage of the costs or to log every trip in a book indicating precisely the purpose of each trip, so that the exact share of private trips can be identified. Car-sharing is often considered as being a relieve in this framework, since private and corporate trips can be allocated to different customer numbers, bills and accounts.

Great Britain

The UK has similar tax laws as Sweden relating to private use of company pool cars. There is doubt about whether a removal of this tax would benefit the development of car-sharing though. A removal of the tax might discourage employees as private persons to join car-sharing schemes, as there are no fixed costs associated with the company pool cars. The tax can therefore be regarded as an incentive for the growth of car share schemes, but an obstacle for a further utilization of the work fleet.

Italy

The Italian situation is not different from the Swedish one; the use of the car-sharing service for personal purposes can be considered a benefit even if the employees pay for the usage. The employee can access a service without paying the entry fee and the annual subscription paid by the company; this can be configured as a benefit and has to be taxed. Up to now no special measures have been performed or foreseen in order to modify this "state of the art" situation.

Belgium

The situation and the problem is quite different in Belgium. Company cars are largely seen as an "extra-legal benefit", an alternative to a salary raise, financially cheaper for employer and employee. Employees receive a personal car to be used freely after hours. For employers, these cars are tax-deductible. Employees should, in principle, distinguish business use from private use in their tax declaration, but in practice a rather low lump sum is used. So, many employees simply get free use of a car as part of their pay package, often negotiated when applying for a new job – even when it is a "desk job". Transport specialists see this as a major incentive to car use and a major obstacle to the use of alternatives, such as public transport as well as car-sharing. Calls to make this practice less attractive are strongly opposed by employers' organisations, who feel that business is already being taxed excessively.

Bucharest

In Romania according to the law in force, the employee who uses a car belonging to the company car fleet is considered as an income and taxed accordingly. This law – The Fiscal Code – is a national law and it was released in December 2003.

Conclusion

Both Sweden and Italy consider it a problem that tax authorities see employees use of companies' car-sharing cars for personal purposes as a benefit and therefore is submitted to additional taxation. Similar tax laws exist in Great Britain, but a removal of the tax could be counterproductive since it does not contribute to a rise in car-sharing memberships. The two different views can be further described as follows:

1. **In-company car-sharing has many positive effects** in terms of reduction of cars and mileage, especially if employees (and others) can use the cars in evenings and weekends. The concept is attractive to companies who do not have a car-sharing provider in their city or who do not want to mix with household clients. A change of the law would mean a boost for internal car-sharing and make the concept even more efficient.
2. **In-company car-sharing is not the most effective kind of car-sharing**, since it is only used within one company and therefore often lacks the possibilities to the scale effects as traditional car-sharing with an external operator. Further utilization of the company fleet only reduces the market for the car-sharing business, which means a sub optimization. If mixing with household users the concept can also induce insurance difficulties.

The problem of taxable benefit can be solved by opening up the car fleet at evenings and weekends to the public. Another way is to change the tax law, or the interpretation of it, so that there is no benefit involved if reasonable fees are paid for the usage. How to deal with this issue naturally depends on which of the two perspectives above you have; whether you believe in-company car-sharing as a good concept or if it is a sub optimization.

2.5 Development approach

Introducing car-sharing in the development process can be an effective measure to reduce space for parking. In the Moses project this has been practiced by the London site which negotiated with developers to offer car-sharing to future tenants. By 2003 a total of 450 car-sharing memberships had been attached to developments in London.

The principle of connecting the development process with facilitating car-sharing is something that hasn't been practiced widely elsewhere. There are some examples in Germany, where some states have made special arrangements to give a framework for 'low-car' or 'car-free' developments (for instance in Bremen Bejnenhof where the car-sharing station gave a reason to reduce the requirements of underground parking to a third). The planning law in Germany has options of "urban development contracts" that could contain also special arrangements about the integration of car-sharing stations into developments. This kind of contract has also been used in Sweden (Hammarby Sjöstad, Stockholm) where the parking requirements were reduced and car-sharing introduced.

So far it looks like the UK planning laws are more adequate to use the development approach compared to the other countries involved in the Moses project. But nothing suggests that a wider connection between car-sharing and the granting of permission for new developments could not also be tested in other European cities.

A wider discussion about the development approach (not only the legal aspects) is discussed in chapter 5.2.



Low car housing in Beginenhof, Bremen.

2.6 Congestion charges

Sweden

Stockholm is planning a 13 months full scale test with congestion charging in the central zone, starting in summer 2005. According to the present plan, car-sharing will not be exempt from congestion charges in Stockholm (alternative fuel vehicles fulfilling the definition of clean vehicles decided by Stockholm will most likely be exempt from charging, but the formal decision is not yet made). An exemption of car-sharing cars would most probably be positive for car-sharing since it would raise the economic competitiveness towards private cars, at least for cars stationed inside the charging zone.

Germany

There is no congestion charge levied in Germany so far.

Great Britain

London introduced congestion charging in February 2003. The charges are only placed on areas where there is excessive congestion. As these are also areas with extensive public transport options the use of any car within these zones comes into question. This is seen to include car-sharing vehicles. The congestion charge is designed purely to reduce congestion and give the road over to other more efficient modes of transport.

There has been interest in car-sharing from local businesses within the congestion charge area who need irregular access to vehicles for deliveries and commercial applications but do not desire to bring a vehicle into the zone on a daily basis.

In London car clubs are able to gain exclusions from these zones only through the adoption of environmentally fuelled vehicles which are exempt from the congestion charge. As car clubs are not legally recognised it would be difficult to exclude them from these zones under any other structure at this time.

Italy

In Italy some technique of congestion charging has been tested, in particular in Genoa and Rome (cities belonging to the ICS circuit). It is too early to judge if this procedure will be applied in Genoa. In Rome a limited traffic areas scheme has been planned: in these areas is forbidden the access except for the residents in these areas, who have to take out and pay a subscription in order to have the entrance permission. This technique always promotes and facilitates the car-sharing development, provided that Administrations allow admission free to car-sharing cars in these areas, both in limited traffic areas and limited parking areas.

Belgium

Congestion charges are not being considered in any part of Belgium. There is a strong current of thought that sees this as anti-social, punishing low-income groups. The opposite approach is taken, namely pushing public transport use by making it cheaper: free public transport for the elderly and for children, public transport tickets refunded 50% by employers and for the full 100% for those working in federal administrations. There is also a push to make home-work train trips free (costs shared by federal authorities and employers).

Bucharest

In Bucharest there are no congestion charges and for the next year no such a policy is planned.

Conclusion

London introduced congestion charging in February 2003 and Stockholm is planning to by summer 2005 run a full scale test with congestion charging in the central zone for 13 months. The attractiveness of car-sharing would probably increase if car-sharing cars would be excluded from charges, since it would raise the economic competitiveness towards private cars (at least for cars stationed inside the charging zone). The publicity effect of exempting car-sharing from charges would also be of great importance, maybe even more important than the economic effect itself.

At the moment car-sharing is not/is not planned to be exempt in either London or Stockholm. However, LEVs (Low Emission Vehicles) are exempt from charges, which provide an ideal opportunity for car share operators.

2.7 Insurance

Sweden

One minor problem for car-sharing co operatives in Sweden is that it is very difficult to get the insurance companies to offer "board insurance". This can be a problem in case mistakes are made by the board of the organisation, mistakes which then are not covered by insurance. The problem can hopefully be solved as car-sharing becomes a more common concept and the insurance companies realise that the risk is not so high. Except this, no specific insurance problems are faced by car-sharing organisations in Sweden.

Germany

In Germany, the main problem with insurance is the danger of exploding costs for damage settlement. In fact, each damage reported to the insurance company causes a drastically higher insurance rate in the following year. A series of reported and too expensive damages can even cause the cancellation of the insurance contract by the insurance company. The art of knowing when to settle the damage at own cost and when to report it to the insurance company is one of the main challenges in car-sharing management.

Great Britain

The main problem with the car share insurance in the UK is the difficulty to insure for younger people which are seen to be a major part of the market at this stage. Other difficulties are for corporate clients where each user needs to be registered with the company.

Italy

There is no problem with insurance for car-sharing in Italy. Any operator has to subscribe a full "Kasko" insurance. Insurance covers are the same of car rental. The cars are registered for private use.

Belgium

No insurance problems so far.

Bucharest

First of all the vehicles insurance procedures in Romania should be described. There is two type of insurance: the first one – the Civil Responsibility for Cars (RCA) which is obligatory to be made for all registered cars, and the second one - CASCO insurance which is optionally.

Up to know the RCA insurance have been used, but for car-sharing also a CASCO insurance is needed. Being a new concept for Romania, the CASCO insurance policy has to be adapted to the new conditions.

Conclusion

No major insurance problems have been discovered for car-sharing in the countries mentioned. Some minor problems are for example high costs for damage settlement (Germany), no possibility to get board insurance (Sweden) and problems for younger drivers to get insurance (UK).

2.8 Other legal obstacles and/or incentives

Great Britain, Italy, Belgium and Bucharest have stated a number of other legal obstacles or incentives important for car-sharing development.

Great Britain

There are three other points that can be made regarding legal issues:

public transport strategy and policy. There is currently no recognition of car-sharing in public transport strategy or policy. This is holding up the integration of car-sharing with the existing networks.

Advertising of private car share companies on public open space is an issue for the development of car clubs in the UK. All car share operators are private companies and advertising is easy if the car share stations are on private land. The difficulty will be with the shift to public on street sites which will need to advertise their contact details as well as having an identifiable sign irrespective of operator.

Cross borough Parking Control Standards. Boroughs are responsible for parking in their region of control. In London there are 33 boroughs all of which operate their own parking control policies. There is a need to co-ordinate this across boundaries

Italy

Till now, forced removal of "abusive" cars in the car-sharing parking on the streets is not allowed by law. Abuse of car-sharing parking bays causes a lot of problems for the users who cannot release the car in the reserved areas. Until legal removal is possible, a technical solution has been implemented in order to reduce the problem: a special purpose procedure is implemented on the technological system to allow "end of trip" out of the foreseen area, so the client has to call the call center (using the mobile in the car) and declare the impossibility to park the car in the right position. Then the call center is aware of the problem and can take action, inform the next driver and so on.

Belgium

The law has made it possible to implement a car-sharing-related incentive in Flanders, where people who give up (one of) their private car(s) get a free season ticket for public transport (bus and tram) all over Flanders for the next 3 years. This is not directly nor exclusively aimed at people taking up car-sharing, but it is a nice incentive for them anyway.

Bucharest

In Bucharest, the car-sharing system is a part of public transport operator and it should be added as a new activity of the company, being named "car rental without driver". This implied the reconsideration of the RATB's legal status and had to be taken together with other state entities (Municipality and Commerce Chamber), but from now on the car-sharing scheme can operate as a public transport alternative, and more side by side with public transport.

3 Political support

So far the political support of car-sharing has not been very strong in general, even though exceptions exist on the local and even on national level in some countries. Experience shows that political support is not always a prerequisite for success, but there is no doubt that it can lift the development and expansion of car-sharing to new levels.

3.1 Policy papers and statements

Sweden

No general or major policies or statements on the national level mentions car-sharing and its benefits in urban planning or traffic management etc. The national road administration have made some reports about car-sharing and how it can contribute to reaching goals of transport and environment, but it has not yet reached the "policy level". Car-sharing is still perceived as a less important tool with very small positive effects. Hardly any local administration has included car-sharing in policy papers, even though some work is being performed regarding marketing to help CSOs recruit new customers etc. The City of Gothenburg has taken major steps to include car-sharing as a tool for urban planning and traffic management, and hopefully this will influence other cities to go in the same direction. In Stockholm a political agreement has recently been reached which states that each of the 18 district councils within the City of Stockholm should offer car-sharing for employees of the municipality.

Germany

With the exception of the eco-label approach (see chapter 2.1 above) no official policies or statements have been issued on a national level so far.

The situation on the local level is quite heterogeneous. Whereas some cities do not support car-sharing at all, others co-operate and include car-sharing into their general ecological guidelines. E.g. being the winner of the "ecological city of the future" award, the city of Aachen included car-sharing as one element of its ecological measures into its local policy guidelines.

In Bremen, car-sharing is mentioned in the political transport planning papers as one effective method to face transport problems. Together with strong commitment of the Environmental Administration of Bremen supporting car-sharing in general, the administration itself became member of the car-sharing scheme recently. This demonstrates also the reliability of the system for the public.

Great Britain

No national policies recognise car-sharing. There has been some local policy framework developed through the Sutton Supplementary Planning Guidance (SPG) on Car Clubs (car-sharing) which has been distributed in to the UK local authorities for integration into their guidelines. There has also been a national report from the Department of Transport titled Promoting car-sharing and car clubs in rural areas: government response.

There is a hope that Transport for London (TfL) will put car-sharing into their policies and strategies.

Italy

In Italy many concrete actions have been done because of direct involvement of Local and National Administrations in the car-sharing experience. Car-sharing is part of the strategic interventions to improve the environmental sustainability of mobility foreseen by Environmental Ministry and is part of transport planning activities foreseen by the most important Local Administrations. A direct financial support to the initiative of 9.3 M€ has already been given.

Belgium

There is no direct mention of car-sharing in key policy papers so far on the Walloon level. However, there is a "Contrat d'avenir pour la Wallonie actualisé" (Updated Contract for Future Development of Wallonia), a kind of political programme supported by all current coalition partners. It lists a number of objectives concerning modal shift, which justify support for car-sharing.

The Walloon minister of mobility is taking steps to introduce the concept of car-sharing as a tool to be considered by local municipalities when working out local transport plans and by companies when working out corporate transport plans.

Bucharest

Up to now a few studies regarding the impact of adopting a new mobility service which included environmental, social and economic aspects have been carried out. The administration of the District no. 3 already considered car-sharing, based of the studies, as an important factor in urban planning development as well as in improving the traffic management.

Conclusion

Except for Italy, none of the countries so far have official policies or statements concerning car-sharing on a national level. However in some countries steps have been taken on a regional/local level by municipalities and local government. These steps show a growing interest which hopefully will lead to changes in the support for car-sharing during the next few years.

3.2 Political awareness

Sweden

In general the knowledge of car-sharing and its benefits are at a very low level among politicians. This low knowledge means that actions to reduce obstacles and increase incentives for car-sharing are not prioritized. A growing interest can be seen though in some local governments.

Germany

In Germany the general view of car-sharing is quite positive, even though not positive enough to alter the legislation. Extract from *moses* "State of the Art report": "In Germany up to now all attempts to alter the legal basis within the national road traffic act have failed. Areas declared and registered as public parking space may not be occupied for other purposes - with the exception parking areas for busses,

taxi or cars of handicapped persons. In many cities however direct negotiations with local municipalities have led to the possibility of renting parking lots situated on so-called "fiscal ground". These are surfaces owned by the city and usually already used but not legally declared as parking areas. German municipalities however still could improve their sustain within the boundaries of local legislation. As a determined public proceed allows the transfer of zones registered as public parking space into zones for other determined purposes, provided that within a determined time period after the public announcement nobody disagrees. Proceeds like these have been completed successfully for example in Sangershausen and Saarbrücken."

Great Britain

There is significant political willingness to find solutions to the increasing use of cars in the UK. The congestion charge and the perceived success of this scheme show a significant political will and the mayoral re-election in June 2004 showed that such a stance has been a political success.

In relation to car-sharing though there is currently little political awareness of car-sharing and its potential impact on the urban environment.

Italy

Among politicians, there is not a large diffusion of car-sharing knowledge, but there is a strong interest from some Local and National Administrations. Although this, concrete actions have been promoted in order to support development of car-sharing.

It is clear that the consideration given to car-sharing by Public Administration is proportional to its dimensional importance, but it is also true that an asserted commitment on the part of the Public Administration would be decisive in speeding up the expansion of car-sharing.

Even if car-sharing today still cannot be numbered among the quantitatively important "modes", it is gaining not only ever more public opinion interest, but also a growing number of customers and ever increasing territorial extension.

It is safe to say that car-sharing represents a new and innovative "product", which operates in a difficult and risky market but with significant social benefits and a good potential. For this, we believe that it should be actively supported by Public Departments, as is usual in the development of this type of product/market, not merely with subsidies, but with the creation of framework conditions which encourage a rapid development.

Belgium

On the local level, awareness is quite high, judging from the spontaneous interest manifested by cities and municipalities. The generalization of transport plans for municipalities and the presence of ever more "mobility managers" at local administrations is opening minds to new concepts such as car-sharing.

On the other hand, the political class as a whole is probably not very much aware of car-sharing and it is certainly not a priority on the agenda, not even of mobility ministers, on the regional or federal level.

Bucharest

Generally, the car-sharing is not well known among politicians. But, for the beginning, a full support of the Mayor of District 3 was received, which understands the benefits of car-sharing and helps in developing the car-sharing scheme in one of the most populated district of the city. This could represent a showcase for the other politicians as to understand and to support the development of the car-sharing system.

Conclusion

Even though the general view of car-sharing often is positive, the knowledge and awareness of car-sharing is in general low among politicians in the countries mentioned. However a growing interest can be seen. To be able to change legislation and to promote car-sharing, the awareness among politicians must increase. In most countries a large diffusion can be seen between different cities/municipalities and in some places the local awareness of car-sharing can be quite high.

4 Financial support

Most car-sharing schemes have been started with no or very limited financial support from the public. This shows that car-sharing can run on its own merits. But since car-sharing brings positive effects to society and individuals, and even small amounts of contributions from the public can give leverage to the benefits to society even more. In some countries, public funding has been a prerequisite for a car-sharing scheme to start.

4.1 Provided financial support

Sweden

National environmental funding (such as the "LIP" program) and the national road administration as well as some city administrations are and have been running a number of projects regarding car-sharing. Most of these are dealing with research, information and marketing. Very little support has been given directly to specific CSOs.

Germany

In Germany, financial support for car-sharing has only been granted for a limited time so far and, generally, only for defined projects within the car-sharing framework, such as technical developments, case studies, joint marketing activities with PT and so on.

An exception to this was the support *cambio* received from the city of Saarbrücken, where in 1999 app. 250.000 € were granted for the general implementing of car-sharing in this city.

Of course European Projects like *moses* help a lot in developing car-sharing towards a professional service which can compete with others. Nevertheless the regular daily work from *cambio* is normal business.

Great Britain

The councils and transport for London are currently providing a large portion of the funding for the set up of car clubs though at this stage the cars are being provided at a reduced cost. This funding situation is likely to change in the up coming years where the local authorities are likely to step back and provide the parking infrastructure alone.

Italy

The Italian situation is a typical example of public intervention in a planning perspective to support the activation of a new mobility service, stimulating the demand and supporting the supply through a direct intervention not merely financial.

Car-sharing was identified by the Italian Ministry of Environment in 1998 as one of the measures contained in a package of strategic interventions to improve the environmental sustainability of mobility. In fact in Italy, the pressure of traffic pollution on the environment is very severe, as is immediately made evident by the numbers of motor vehicles: 32,5 million vehicles are in circulation; an average of 1,77 inhabitants per car against an European average of 2,28.

This strategic analysis was then used to take legal measures that, during year 2000, set aside approximately 9,300,000 Euro to support the activation of car-sharing services in Italy.

At the same time, the crucial importance of Local Authorities involvement in the activation of services in individual towns has been recognized. The creation of a national organization which guarantees the respecting of service standards and stimulating the development of car-sharing has also been highlighted as a strategic factor in the growth of car-sharing. ICS – Iniziativa car-sharing, was created for this purpose in October 2000 in the form of an Agreement (the "Agreement" is an institution provided for by Italian legislation as a place of functional organization between different public administrations to follow a common objective. It does not have juridical personality and operates normally through the structures made available by the associates) between Municipalities, and was entrusted to manage the allocated funds.

ICS collects many of the most important Italian cities: up to now (2004) these are Bologna, Brescia, Florence, Genoa, Modena, Palermo, Parma, Reggio Emilia, Turin, Venice, Novara, Milan, Rome, Taranto, Padova and the Provinces of Milan and Rimini.

ICS has the job of aiding the Municipalities and the car-sharing service operators they have selected during the instruction, planning and setting up stages of the service.

At present, ICS gives support to the set up of the service by giving:

- technical design, legal and administrative assistance
- the technology for running the service
- call centre/contact centre for customer services;
- communications, promotion, marketing services.

The steps to access the funds are the following:

- a design stage, where ICS works with the Local Authority to define the characteristics the service should have and the pertinent business plan;
- the local Authority determines who should be the contractors of the service (so called Local Operator);
- the Local Authority and the Operator submit the final project and finance request to ICS
- evaluation of the project on a qualitative and quantitative basis and, in the event of approval, the contract stipulation between ICS and the Operator;
- start up of the project.

This scheme tends to involve the public side in the planning and service implementation process, with the programming and the support role, but also entrepreneurs wishing to target car-sharing as a possible business area.

During 2004 the Italian Parliament will decide the possibility of a new financial support for the project.

Belgium

Car-sharing in Belgium has started with the *moses* project. Financial support for this has been given through the EU and the Walloon Ministry of Mobility and Environment. Conventions with cities have mainly taken the form of practical resources such as setting up the car-sharing stations and signage and use of communication channels.

Furthermore, the Walloon government has decided to give car-sharing an extra push by allocating resources for a marketing campaign in some of the cities where car-sharing has been launched.

Recently, the Brussels operation has been granted financial support from the federal minister for the environment, within the framework of "sustainable development policy", in order to allow car-sharing to expand and grow.

Bucharest

Car-sharing in Bucharest has started with the *moses* project. The financial support is provided by the EU and the RATB. The support is provided through money as well as personal resources. Being a limited time project, up to now any decision about going further on with a car-sharing scheme in Bucharest has not been taken, but if the citizens are interested in and the experiment is successful, the chances to keep car-sharing as an integrated part of local public transport will increase significantly.

Conclusion

Financial support for car-sharing are in most cases a limited affair concerning specially defined projects within the car-sharing schemes. The exception is Italy with its government investing 9,300,000 Euros to support the activation of car-sharing services in Italy (but also this grant is for a limited period of time).

4.2 Type of support wanted

Sweden *and* Germany

The main support wanted is not of financial character. Car-sharing is, if the business is run professionally, a financially viable concept that can exist and be profitable on its own merits. Some introductory investment support would be interesting, but the most important support is not of economic nature. Public administrations should instead focus on removing obstacles and raising incentives for car-sharing, such as arranging on-street parking, integrating car-sharing into urban planning, facilitate co-operation with public transport etc. Finally it could be a good idea to use the same VAT level for car-sharing as for public transport and taxi.

Great Britain

Financial support is currently provided to two of the car-sharing operations in London from the Authorities. There is a third which are using the US model and just requiring legally valid on street parking. Continuous financial support is going to prove difficult as Transport for London (TfL) is planning to reduce funding for cars clubs for the next years. This being the case it will be difficult for the Authorities to fund the networks without access to this funding. In the UK the support required is likely to shift to more a policy and strategic planning perspective where car share could be integrated into new developments and have regional support networks.

Italy

Financial and operational support is fundamental. Local Operators wish a larger involvement of Local Administrations as service users too. A precise legal framework for CS should be very important.

Also it would be very useful to have the possibility of deducting VAT expenses for corporate use of car-sharing.

Belgium

Some possible types of financial support:

Communication: the government could provide a general awareness campaign

Pilot projects: financial support for pilot projects, especially projects going beyond the normal "operational" aspects. e.g. social projects, development related projects (car-free housing). This would integrate car-sharing with several policies (mobility, housing, social policy etc) while at the same time increasing the scope of car-sharing and its penetration in various areas of society.

Research and development concerning telematics or other IT applications, which might create a bigger potential for car-sharing (easier access to the cars, more flexible options such as one-way booking, combined smart cards for public transport and car-sharing ...)

Tax advantages for the car-sharing operator, e.g. the VAMIL regulation in the Netherlands allows certain investments to be deducted at the most appropriate moment best.

Tax advantages for the clients, e.g. 6% VAT instead of 21%.

Bucharest

The whole support for car-sharing actually represents a sum of the political, financial, administrative and legislative supports. Of course, the initial investment for car-sharing is very important and a solution could be a subsidy (for one or two years) received from the local administration and creating the incentives for car-sharing development, such as dedicated parking places for car-sharing free of taxes, reduction of the taxes for those who use car-sharing etc. In the frame of the *moses* project parking free of tax from the District No. 3 administration was obtained, and offering the customers some subsidies for public transport (for example free monthly pass) have been considered.

Each of the above mentioned factors represents a key factor and among them is a strong link.

Conclusion

Whereas some countries emphasize the importance of financial support, Sweden and Germany consider other type of support more important for car-sharing to be successful. These countries accentuate the fact that car-sharing should be financially viable on its own and except for some introductory investment support; no financial support should be needed. There are mainly two different approaches when starting up car-sharing, which needs different levels of financial resources: starting small scale and growing organically, or starting big with a large number of cars offered to the clients. History shows that both ways can become fruitful or turn out to be failures. Therefore the choice of way to go about must be carefully analyzed regarding the local situation and the objectives set – and of course what levels of funding it is possible to arrange.

5 Partners and co operation

Car-sharing is a concept with potential to create many win-win situations. The whole idea of car-sharing is that it is complementary to a number of other modes of transport, especially walking, cycling and public transport but also to taxi and car rental. Each of these modes can gain from an expansion of car-sharing, since it makes them all more competitive against the private car (which is the dominant mode of transport in most cities and regions regarding distance traveled). This creates great incentives for co-operation and partnerships, even though it can take some time to realize the benefits and formulate a joint strategy.

There are a number of other possible partners for co-operation, and among those developers and housing companies might be the most interesting actors. Experience has shown both successes and failures in such ventures, which shows that it is not as easy as it might seem in the first place.

5.1 Public transport authorities and operators

Although a rather new concept, car-sharing has proved its ability to supplement public transport in an ideal way. The combined offer public transport and car-sharing creates a win-win situation for both transport modes, who are stronger together than separately. On one hand, public transport will gain more customers as car-sharers tend to have more intelligent mobility patterns and use the car less than car owners. On the other hand, car-sharing will be quicker and stronger to break through the market if combined with public transport.

Sweden

There is presently no co-operation between car-sharing and public transport in Stockholm, neither at any other place in Sweden. The Stockholm PT authority is not prioritizing the issue of co-operation at the moment, due to a tough financial situation as well as a change of the ticketing system in 2005/2006 which needs to be focused on (when the new system is in place it will be possible though to include extra services like car-sharing). Another major obstacle is that all car-sharing organizations in Stockholm and Sweden are very small, which makes it difficult to convince a larger PT authority to get involved.

Germany

There are very well working co-operations with the public transport companies in all *cambio*-cities. These co-operations usually consist not only in combined discounts but often also in joint marketing activities or even marketing support from PT companies. After several years of examining different variants, *cambio* has established a joint offer for PT customers in all *cambio* cities (except Bielefeld). The offer consists in the dropping of the entrance fee (i.e. up to 60€). Further details about the offers in different cities:

Aachen

Long tradition of co-operation with local pt company ASEAG and regional pt endowment AVV.

cambio standard PT discount (100% on entrance fee).

Distribution of mutual campaign leaflets in display-baskets in busses.

Sometimes: free poster display in so called „city-lights“ (Deceaux) of bus stops.

Last promotion „Einer passt immer“: Three monthly test-offer with 15% discount on pt month-ticket plus 100% discount on car-sharing entrance fee plus 10% discount on usage fees (rides). Promotion made for different target groups (pt customers, cs customers and residents of selected quarters). Valid until end of March 2002. Entirely varnished bus for campaign-advertising.

Bielefeld

Since September 2001 cambio Bielefeld and the customer's office of the local pt-company „moBiel“ are located under one roof. Car-sharing information and contracting is carried out by „moBiel“ staff members for free.

General product: 30 € discount on entrance fee for subscribed customers of pt-company „moBiel“ and students with term ticket.

General marketing support: free distribution of *cambio*-leaflets in display-baskets in busses.

Bremen

More than 9 years of co-operation also within several EU projects (Intercept, Zeus, Moses, Vivaldi).

Former product: "Bremer Karte plus AutoCard" – 100 % reduction on entrance fee and monthly fee. Annual fee of 30€. This offer was awarded with the first price within the national contest "Königliche Verhältnisse in Bus und Bahn" (royal conditions in public transport) by the German traffic club VCD.

Current product: *cambio* standard PT discount (100% on entrance fee).

Combined smart card: *cambio* access card with integrated chargeable purse chip for tram and bus rides

Contracting carried out by BSAG staff members in central point of sale

Free distribution of leaflets in display-baskets in busses

Free advertising on entirely painted tram

Free parking lots at 4 tram terminals

Free link from BSAG website to *cambio* homepage

Cologne

General product: *cambio* standard PT discount (100% on entrance fee).

Saarbrücken

General product: *cambio* standard PT discount (100% on entrance fee).

Initial marketing support of € 12.500 for product launching in the year 2000.

Great Britain

Sutton has carried out a joint marketing exercise with the local rail company (Thameslink) to encourage commuters to sign up for car share membership. Transport for London are currently (2004) looking at how best to integrate car-sharing into their existing London transport network but this will be developed over the next year.

Italy

In line with the objective of maximum integration between car-sharing and public transport, the enterprise models adopted in Italy sees the predomination of the public transport companies as operators of the car-sharing service. It needs to be said that in most cases in Italy, the local public companies are owned (completely or for the most part) by the Municipalities themselves. In some cases, the chosen route has been to create a special purpose company, sometimes with private part-

ners. In other cases, the management has been taken on directly by the company which operates the local public transport. In still other cases, the management has been handed to service companies, owned either completely or partly by the Municipalities.

On the nine projects financed by ICS the following survey data is recorded:

- in 3 cases the operator is the local public transport company;
- in 4 cases it involves a mixed society between transport company and private business (3 of these are already activated and 1 is in progress);
- in 2 cases the business has been entrusted to a public or mixed services company.

As can be seen, in 7 out of 9 cases the local public transport company is directly involved in the business and in all the cases a public participation is present.

The only completely private organization which manages a car-sharing service in Italy is Milano car-sharing, a society established in 2001 with the backing of Legambiente, an environmental association. It is non-profit and tied to its idealistic motivations.

Belgium

From the start, co-operation with public transport has been considered crucial to the launch and success of car-sharing. On the one hand, the combination public transport + car-sharing is a full alternative to a private car (both are complementary); on the other hand, public transport users are the primary potential client group, which can be reached through the communication and promotion channels of the operator.

In Namur, a convention with the local public transport operator TEC Namur-Luxembourg has allowed car-sharing to use TEC facilities (public desk, meeting rooms) and to develop a joint ticket TEC – CAMBIO.

On the Regional level, the ministry is taking steps to anchor the co-operation with CAMBIO on the level of the umbrella organization SRWT (a consortium grouping the 5 TEC operators), so as to smooth co-operation in other cities and give it an enduring status.

In the Brussels Region, the urban public transport operator STIB – MIVB has become a full partner in the CAMBIO operation, resulting in a joint promotion campaign, and examining the possibility of a joint ticket.

In Flanders, the launch of car-sharing is dependent on negotiations with public transport operator De Lijn.

The increasing financial incentives to use public transport indirectly make car-sharing more attractive, by pushing down the "mobility cost" for car-sharing + public transport (as compared to owning a car). Especially the recent idea to make home-work trips by train absolutely free for employees (refunded by federal authorities and employers) could be especially important: if a car is not needed for regular home-work trips, then irregular trips could be provided for by car-sharing.

Bucharest

In Bucharest car-sharing is already a part the of public transport company.

Conclusion

To make car-sharing successful, the co-operation between car-sharing and public transport is essential. With the exception of Sweden, all other countries have started some kind of co-operations. The co-operation between the car-sharing companies and public transport companies often consists of joint marketing campaigns and combined discounts. In Germany as well as Belgium there are many examples of well working co-operations, and in Italy there are even a few examples of the local public transport company being the operator of the car-sharing.

5.2 Developers

Sweden

The level of knowledge about car-sharing is very low among developers and housing companies. A project have however been performed in one part of Stockholm called "Hammarby Sjöstad". The number of parking places has been rather low, and instead a number of car-sharing cars have been placed in the area. There has not been any reduced car-sharing membership fees though and the concept has not included any financial agreements between the developers, tenants or city administration. Still 7% of the households in the area have joined car-sharing. This concept should be interesting for other projects, but the profits for the developer need to be clear and obvious in each case (smaller investment for parking, higher density possible etc – without the apartments loosing value for customers due to "low accessibility by car").

Some housing companies have encouraged their tenants to join car-sharing, even though the company themselves are not directly involved more than performing some marketing. This type of co-operation can be a positive element too, but the expected effects are probably not so large.

Germany

Almost from its start car-sharing has been the focus of several attempts to be integrated into alternative urban projects. Beginenhof in Bremen and Westerpark in Amsterdam are only two examples of approaches to combine new, especially ecological and social housing schemes with car-sharing. Those initial car-free concepts were mostly implemented in new districts with differing results. The exemplarily disappointing development of Hollerland (a planned scheme in Bremen which was never built) showed two important results:

1. Flats or houses within car-free housing concepts should not be offered exclusively for purchasing purposes - the wish to live in a car-free area often seems to be a temporary one that rather harmonises with renting.
2. Car-free schemes must not be situated too far from the city centre in order to match the desire of having a quick access to all urban infrastructural institutions (shops, culture etc.) [by good access to public transport.]

Today co-operations of housing companies and car-sharing suppliers therefore rather stick to supplies for buildings within existing residential quarters with a good connection to public transport. Within offers like these, the car-sharing deposit usually is integrated into the flat's rent deposit in order to make those buildings more attractive. In several cases the housing company compensates the eventual losses, which may evoke from these locations as part of the co-operation contract.

The above text is an extract from the *moses* "state of the art report".

Great Britain

Working with new development sites has been one of the main focuses of the London projects and these have been tied in to the local development control policies in Sutton and Southwark.

In the Moses project, the London site negotiated with developers to offer car-sharing to future tenants. By 2003, a total of 450 car-sharing memberships had been funded via deals with developers. It is however to be shown whether these memberships will be used by the future tenants.

Discussions with developers and planners suggest that the next ten years are likely to see continued and accelerating demand for high density city living in UK cities, particularly in cities such as London, Edinburgh, Leeds, Bristol and Manchester which have buoyant economies based on financial and management services. It was generally agreed that this style of living will become a significant element in these cities and that against a background of some 180,000 new starts per year and an increasing emphasis on brownfield development, it is not unreasonable to expect upwards of 150,000 new units within high density development over the next five years or so and that upwards of 50,000 of these are likely to be in low-car developments. (Extract from the "Motorists forum report").

Italy

At present there is no co-operation between Developers, housing company and CS. Given the situation in Italy, this factor is quite marginal with the respect to the potentiality of development of CS.

Belgium

Probably, developers and housing companies still have a very low awareness of and interest in car-sharing. The general perception is probably that future tenants or users will demand on-site parking for their private or company vehicles. On the other hand, a few developers have manifested their interest in low-car housing and in car-sharing. Transport policy in the larger cities has to deal increasingly with parking pressure and a demand to reduce the numbers of cars driving (congestion, noise, pollution), so the climate may be ripe to introduce low-car housing within parking and transport policy.

The Walloon Ministry of Mobility is exploring, with the Ministry of Social Affairs, the possibility for low-car social housing with car-sharing, which would combine the transport and environmental effects of car-sharing with social policy.

Bucharest

The Urban Planning Department of District No.3 offered a few solutions regarding car-sharing parking integration into areas with high population density. But at the city level no solution for integration has been found yet.

Conclusion

In general, the knowledge and awareness about car-sharing among developers and housing companies is still very low. However in many areas, there is a great need to reduce number of cars and parking spaces and an increase in low-car housing can be a solution to that problem. Attempts to introduce low-car housing have been carried out in some countries and especially Great Britain expects a large increase in these types of developments over the next years.

Apart from the UK and Germany the principle of connecting the development process with facilitating car-sharing is something that hasn't been practiced widely elsewhere. There is no reason why linking car-sharing provision with the granting of permission for new developments could not also be tested in other European cities.

5.3 Other companies and organisations

Sweden

Co-operation with the Moses car-sharing fleets and the taxi company "Taxi Stockholm" has been developed. This means that your taxi bill is added to your car-sharing bill automatically. The original idea was to also include PT in this co-operation, but so far this has not been possible, due to low interest from the PT operator. Co-operation is also present between the Moses project and a cooperative CSO, so cars can be used by members from both partners.

Many of the car-sharing organizations around Sweden have co-operations with car rental companies. These agreements usually consist of discount prices for car-sharing members when using car rental, normally about 10-25%.

Germany

Past co-operations with Taxi and railway operators raised only moderate interest from Cambio customers. Currently Cambio concentrates on a re-launched co-operation with car rental supplier Hertz. Since November 2003, Cambio customers can book a Hertz car directly from the Cambio website by means of a especially developed reservation software, very similar to the normal Cambio quick reservation on-line software. By this, Cambio customers do have access to 280 new locations all over Germany with the additional possibility of making one-way trips. Moreover, Cambio customers can use these cars on the basis of a special tariff with strongly reduced prices. A first evaluation on the acceptance of this new offer is still pending.

Great Britain

There has been little current co-operation with other companies by the current car clubs which are mainly focused on the private user. Sutton has tested the Urbigo scheme for its staff and has had varied success. There is a hope that future car club developments will look at developing relationships with companies and organizations.

Italy

At national level ICS plan to sign framework agreement with different kinds of companies:

- airline
- national railway company
- big retail organizations

These framework agreements are based on the reciprocal promotion and benefits for the relevant customers. These agreements defined on a national level, will be

applied by the local CS operators according to their specific and priority aspects. At a local level, co-operation agreements are sometimes defined with local Administration as customers and promoter.

Belgium

CAMBIO Belgium is collaborating with Hertz in order to provide better service for its clients. People can now also use several other types of cars (e.g. vans). Especially for longer trips (holidays) and at peak moments this is an interesting development for CAMBIO in order to be able to avoid problems with car availability. An additional advantage for the client is the fact that he/she gets a price reduction compared with normal rental prices.

Bucharest

Studies in Bucharest have shown that car-sharing is known more among private companies than citizens. The owners of those companies express the interest to use the car-sharing system as an alternative to their own car fleet.

At the moment there is no co-operation between RATB as car-sharing operator and other companies.

Conclusion

Car-sharing companies sometimes co-operate with other companies and organizations, a co-operation often build on a mutual promotion. In Germany and Belgium co-operation exists with the car rental supplier "Hertz". In some countries attempts to increase the use of car-sharing has been performed by a co-operation between car-sharing companies and taxi, but the interest from clients has been moderate.

5.4 Environmental quality standards

By cooperating on general standards for environmental performance, the environmental benefits of car-sharing can be assured. Such criteria can also be beneficial for the possibilities to receive public support, for instance free parking spaces etc.

Sweden

The environmental aspects of car-sharing should not be focused on in order to reach the main goal for Swedish car-sharing at present. The growth of car-sharing might even suffer from being connected too much to environmentalists. The main focus for marketing of car-sharing should instead be convenience and economy; the environmental effect should only be communicated as a bonus. On the other hand, for city authorities and national administrations responsible for traffic and environment, the environmental effects of course are very important. At the time being there is no need for more environmental demands than what already are mentioned in the definition and quality standards developed by the national road administration (tariffs should be based on time used and kilometers driven, cars may not be older than 4 years). Each CSO is naturally free to reduce its environmental effects by setting their own environmental standards.

Germany

The German eco-label "Blauer Engel" has set up criteria for car-sharing (see chapter 2.1 and annex 2). By complying with the "Blue Angel" makes it easier to e.g. enter negotiations with municipalities on public support, for instance granting on-street parking in the framework of a pilot project (cf. Bremen "Mobilpunkt"). Unfortunately, the conditions established by the German eco-label proved to be maybe too severe so that lots of German car-sharing companies cannot comply with it although they are obviously supplying car-sharing (e. g. CO₂ emission standard and noise emission limit). Negotiations on this topic are ongoing.

Great Britain

The UK is unlikely to develop any environmental quality standards for car clubs ahead of other European clubs. There is a new car labeling directive which is coming out of the EU which may provide a framework for "ecolabel" style treatment of all car clubs in the EU.

Italy

Environmental and car safety quality standards of car-sharing are present in Italy. The cars have to respect standards fixed by European Community and fixed by the "Blue Angel" regarding the fuel consumption, to the emission of polluting and to safety: in particular in reference to Dir. 98/96 (CO₂<1 g/Km; HC<0.1 g/Km; NO_x<0.08 g/Km) and to Dir. 93/116 (CO₂mean<165 g/Km); noisiness less than 71 dB and with respect to the new European regulations.

The car-sharing cars have to be certified by European Program Euro NCAP. These cars have to be annually checked in accordance to the maintenance standards of public transport in Italy.

Belgium

The draft decree stipulates: "The vehicles must be equipped with the most up-to-date safety and environmental technology for their class of vehicle. Vehicles must never be older than 4 years."

Apart from this, the ecological aspect of car-sharing has not been stressed so far in the communication. The main argument has been to offer an effective service.

Bucharest

For Bucharest it is too early to implement environmental quality standards for car-sharing, considering its experimental stage.

Conclusion

Germany is with the Blue angel standard the only country with a full-fledged system for environmental criteria. But the standard is voluntary to join, and since the conditions established are so severe that lots of car-sharing companies cannot comply with it. Countries like Belgium and Sweden have in their definitions a kind of simple environmental standard by saying that vehicles used must not be older than 4 years. The car-sharing industry is though somehow self-regulating this, since the operators for the most part run vehicles that have good fuel economy and are rather new – which usually means better environmental performance.

Annex 1. Swedish definition (as proposed by the National Road Administration)

Definition

Car-sharing means that a number of persons share the use of one or more cars. Use of a car is booked beforehand, the user paying a fee based on the distance driven and the length of time the car was made use of. Although this is similar in some ways to traditional car rental, it differs in the possibility it provides of booking a car for short periods of time and in the rental agreement being made for an extended period of time, rather than each time a car is used. In addition, each household has its own set of keys, and cars are placed in the vicinity of where members live. In the case of company car-sharing, the keys and the cars are being readily available at the place of work. "Key" is here equal to smartcard or the like.

Comments to definition

There can be many different variations in how car-sharing is organized. This depends in part on who is in charge or bears responsibility (a cooperative, a private firm, a municipal government, or whatever). In addition, car-sharing organizations can be classified as being either open or closed. A closed car-sharing organization has a set of vehicles used by a limited group of persons, such as the employees of a firm or of a municipal authority. An open car-sharing organization, in contrast, is one that in principle anyone can belong to. This is the case in the majority of Sweden's car-sharing cooperatives. Many different combinations of the forms of car-sharing organizations just described are possible.

Although the definition given above covers basically all forms of car-sharing presently found in Sweden, it is important that the concept be distinguished from traditional car rental.

The car-sharing concept as just described is very broad. It includes basically all forms of shared vehicle use regarded as car-sharing. If those engaged in car-sharing are to be provided special benefits, however, society should be able to demand that certain quality requirements be met. These requirements amount to expecting a car-sharing organization to act in accordance with the best interests of society. The exploitation of car-sharing simply to take advantage of potential benefits should not occur. Having quality requirements should involve the possibility of these being revised as the scope and quality of car-sharing develops. The requirements should not be too strict initially, although the basic quality level expected should be made clear. A high degree of environmental sustainability and traffic safety should be aimed at.

Quality requirements that are recommended

- 1) An administrator; Responsibility for a car-sharing scheme is to be borne by an administrator, understood as being a legal entity (a corporation, a cooperative, a municipal authority, or the like).
- 2) A sufficient number of drivers; There should on the average be at least 6 drivers who make use of each vehicle belonging to a car-sharing organization. A general exemption from this requirement is made during the first year.
- 3) Adequate accounting practices; The administrator should use an accounting system which makes it possible to compile, for each user, a list indicating each use of a vehicle, the length of time it was used and the distance it was driven. It

should also be possible to compile a list for each of the vehicles of the total distance it was driven in the course of a year.

4) Ownership of the vehicles; Each vehicle used in a car-sharing scheme is to be registered in the name of a legal entity (not necessarily the same as the administrator mentioned above).

5) Requirements placed on the vehicles: none of the vehicles should be more than 4 years old, and all of them should have at least a four-star Euro NCAP rating.

Comments to quality requirements

The quality requirements aim at ensuring that advantage can be taken of the benefits to society that car-sharing provides, allowing the potential societal gains to be optimized. How this can best be achieved is discussed below.

The major aim of presenting a definition of car-sharing presented here together with the quality requirements referred to is to encourage car-sharing. It is important that the cars involved be high in environmental sustainability and traffic safety, but the requirements should not be so stiff that large numbers of the presently existing car-sharing schemes would be unable to meet them. The requirement that the cars not be more than 4 years old means the environmental and traffic-safety performance of the cars clearly being better than that of cars in Sweden generally, a requirement that the cars of most car-sharing schemes in Sweden already meet.¹ The requirement that all vehicles have at least a four-star Euro NCAP rating means car-sharing organizations' ensuring a very high level of traffic safety in their vehicles.

The requirements are also needed for clearly distinguishing car-sharing from "fictive car-sharing" such as might be established for the sole purpose of taking advantage of special benefits that genuine car-sharing schemes should be eligible for. The requirement of the administrator of a car-sharing scheme being a legal entity (requirement 1) and of each vehicle being registered in the name of a legal entity (requirement 4) reduces the risk of misuse. Requirement 2 also reduces the possibilities of registering car-sharing schemes that fail to live up to the goals implicit in the definition of them presented here.

The requirement of adequate accounting practices (requirement 3) ensures its being possible to follow up the use to which a car-sharing organization has been put, e.g. in terms of the number of users. Obtaining relevant statistics on car-sharing organizations on a regular basis also makes it possible to study their effectiveness.

Annex 2. Criteria for the German Eco-label "Blue Angel"

- Access for everybody (driving license, credibility)
- 10 customers / vehicle at least
- Performance of operator
 - 24/7 reservation
 - 1 hour reservation
 - Hour rate not higher than 15% of day rate
 - Using costs: time & mileage
 - No free mileage
 - Car maintenance according to producers
- Fleet ecology
 - Emission according to EURO II / legal guideline 98/69/EG
 - 165 g CO₂ per km
 - 1,0 g CO per km
 - 0,1 g HC per km
 - 0,08 g NO_X per km
 - 73 db(A)
 - Diesel vehicles: EURO III

Recommended: EMAS for car manufacturers (recycling concept; environmentally friendly materials)

Annex 3. Belgium draft definition

PROJECT OF A MINISTERIAL DECREE DETERMINING THE MODEL OF A "CAR-SHARING CARD" (draft 26.02.2003)

Comment

This decree sets out to define the requirements for a car-sharing 'card' or 'label', to be displayed in shared cars. In doing so, it actually defines the requirements for a car-sharing system to be recognized as such. Only cars displaying the label will be allowed to park in dedicated parking bays on public ground (indicated by the traffic sign). This will allow the police to control the use of these spaces.

Translation of key passages:

Article 2 – Car-sharing card

- 2.1 The card can only be delivered to a car-sharing organization disposing of minimum 3 vehicles and at least 1 vehicle per 40 members, and at least 10 members per vehicle.
- 2.2 The vehicles must be equipped with the most up-to-date safety and environmental technology for their class of vehicle. Vehicles must never be older than 4 years.
- 2.3 Each vehicle must be covered by an 'omnium' insurance, covering the maximum number of passengers.
- 2.4 The organization and the users of the vehicles must be bound in a long-term relationship by a system of membership.
- 2.5 Cards or labels [...] must conform to the model in annex 1.
- 2.6 The information on the card or label must be legible for an observer in front of the vehicle.
- 2.7 Copies of cards and labels are invalid.

Article 3 – Application for authorization

- 3.1 The application introduced by the organization must contain the information set out in appendix 2 [apart from the information on the organization, it requires a list of vehicles with full details, as well as a list of members with names and addresses].
- 3.2 The application must be addressed to the Federal Public Administration of Mobility and Transport.
- 3.3 The organization will inform [this service] of the number of members and the full list of vehicles.
- 3.4 This list will be updated yearly by the organization. The [Federal Service] can demand to be informed of any modification as to vehicles and membership.

ROYAL DECREE (draft 06.02.2003)

Comment

This decree is a recent update of the Highway Code, adding the notion of car-sharing. This being a penal code, it allows police to enforce the respect of car-sharing bays.

Translation of key passage relating to car-sharing

"car-sharing" ["véhicule partagé" in French, "autodelen" in Dutch] indicates car vehicles put at the disposal of members against payment for a limited duration of use according to contractual conditions determined by [the car-sharing organization], to the exclusion of car rental and leasing.