



# STARS

Shared mobility opportunities And  
challenges for European cities

## The European challenge:

Car sharing is rapidly growing in Europe with estimates of more than 2.2 million members of a car sharing service in 2014 (+79% compared to 2012). Nonetheless, many issues still need to be clarified in order to orient the development of such services towards the maximisation of its potential benefits.

## The Project

STARS intends to **close the gap between the potential benefits of shared vehicle services**, with special emphasis on the innovative forms enabled by recent technology applications in the transport sector, **and their real impacts in terms of congestion mitigation, environmental footprints and social inclusion**, that are mediated by both individual preferences and social innovation patterns.

Knowledge and research methods from transport engineering, environmental psychology and economics will be jointly exploited in order to compare and benchmark existing business models and social innovations, and to assess the implications of car sharing schemes for the industry and local communities, alongside the following main Work Packages:

- Analysis of actual status and trends of car sharing in European cities;
- Inventory of existing business models for car sharing services and review of impacts on the automobility market and automotive industry;
- Assessment of the determinants of the behavioral change towards sharing mobility;
- Analysis of car sharing scenarios and benefits through co-modality and development of an integrated decision support tool for policy makers;
- Analysis of projected impacts on the automotive sector and identification of new business models.

## Partners:

AUTODELEN.NET, VLAAMS NETWERK AUTODELEN; GOETEBORGS UNIVERSITET; Bundesverband CarSharing e. V., GM GLOBAL PROPULSION SYSTEMS; FREIE HANSESTADT BREMEN; LGI CONSULTING SARL; CARDIFF UNIVERSITY; ICLEI EUROPEAN SECRETARIAT GMBH



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