

State support for Car-Sharing

In this fact sheet, examples from various European countries are presented, which demonstrate how the development of Car-Sharing can be supported through state, or state-initiated support programmes and awareness measures. Here, a multitude of measures can be addressed. The word "state" in this context refers both to the level of national governments and national transport and environment policies, as well as to federal states and regions of individual countries.

This document does not include detailed information on national legislation that allows some European countries to establish Car-Sharing stations in public street space. That is reported on in a separate fact sheet (fact sheet No. 6). Neither does this fact sheet cover funding for Car-Sharing at the European level through EU Programmes. The creation of this fact sheet itself was made possible through EU support for the project "momo Car-Sharing".

Ambitious Italian support programmes

Within Europe, Car-Sharing enjoys its most comprehensive state support in Italy. Because of persistent environmental problems in large Italian cities, national programmes were approved as early as 1998 for the development of environmentally-friendly mobility services in cities, including Car-Sharing. The programme – and thus national support for Car-Sharing – is the responsibility of the Italian Environment Ministry.

Its first concrete achievement was the establishment of the national coordination point Iniziativa Car Sharing (ICS). The intention of ICS was both to advance the development of Car-Sharing services in Italian cities, and also to ensure that a unified technology system and service are made available nationwide, thus ensuring the interoperability of the various services in the cities and regions.

In the start-up phase of each individual Car-Sharing service – generally organised by local authorities, sometimes in collaboration with the local transport operator – ICS assumed up to 50% of the investment cost. To date, the Italian Environment Ministry has invested approximately € 9 million in the development of Car-Sharing.

This state support for the development of Car-Sharing in Italy has meant:

- a close formal support for Car-Sharing is given through city governments and the provinces,
- the integration of Car-Sharing with public transport is ensured,

- all Car-Sharing services that are supported by ICS function using the same Car-Sharing system technology, and
- Car-Sharing nationwide is politically supported as a means of reducing environmental damage in cities.



Fig. 1: Car-Sharing in Genoa (Source: Genova Car Sharing Spa)

Belgian support through the regions

In Belgium, the development of Car-Sharing was supported by Belgium's regional governments. The start of the Car-Sharing programme in Belgium was in the region of Wallonia as part of the EU project Moses, and built on the groundwork that had been laid by the NGO Taxistop a few years earlier. On a political level, the regional government of Wallonia was the first to be won over, and its support was crucial. Because of it, Belgian Car-Sharing was first developed in Namur and other Wallonian cities. The initial search for political support for Car-Sharing in the national capital failed, but the successful example of Wallonia soon convinced the region of Brussels as well, and it has actively supported the development of Car-Sharing since then.

Italian car scrappage programme benefits Car-Sharing

In some European countries, as a means of boosting a sinking economy – and particularly to support the automobile industry – bonuses are paid to those who scrap their old cars and buy new ones, but no measures are put in place to bring about a positive environmental impact. The Italian government chose another direction: there, the Environment Ministry, in collaboration with ICS, created a scrappage bonus that encourages Car-Sharing participation.

If vehicles with pollution level Euro 0, Euro 1 or Euro 2 are scrapped, the bonus can be used toward Car-Sharing participation: the car owner receives free Car-Sharing membership for the first year and pays half the annual fee in the second year. He or she also receives an € 800 Car-Sharing driving credit from the state.

In addition, the Environment Ministry is supporting a pilot project for the adoption of climate-friendly hybrid vehicles for Car-Sharing services. Employees of the General Directorate for Environmental Protection in Rome are testing the local Car-Sharing service for business use.

A similar vehicle scrappage conversion campaign as in Italy – albeit without state support – was carried out by the Mobility Car-Sharing Cooperative in Switzerland in October and November 2006. There, those who were interested could trade in their personal vehicles for a Zurich Mobility combo package (annual

public transport ticket for Zurich regional public transport plus a waiver of Mobility's annual fee). If the value of the car – appraised by a neutral party – exceeded the value of the Mobility package, the difference was paid in cash and Mobility driving credits.

Also the region of Brussels (Belgium) developed a car scrappage programme to support Car-Sharing and public transport.



Fig. 2: In October 2006 Mobility carried out a public car trade-in promotion (Source: PHOTOPRESS/Mobility CarSharing Switzerland)

The Swiss climate cent also benefits Car-Sharing

In March 2005, the Swiss Federal Council decided to collect a "climate cent" on every litre of imported petrol and diesel fuel. Its intent was to exert an (albeit small) directional impact toward the containment of traffic-caused CO₂ emissions. The idea of the climate cent came from the Swiss business community, whose suggestion of a voluntary contribution was intended to prevent the imposition of a significantly harsher carbon tax.

Collection of the climate cent is administered by a Swiss foundation, which uses the funds to finance climate projects – a certain proportion of which must be domestic. At the beginning of 2007, Mobility started a project with the Climate Cent Foundation with the goal of soliciting 50,000 new Car-Sharing customers in the period 2007 to 2012 and bringing about a 30,000

tons reduction in CO₂ emissions. The goal is to be achieved by strengthening marketing aimed at the target group individual customers, and strengthening the consulting team concerned with Car-Sharing for business. With the help

At the end of 2008, the German state of Schleswig-Holstein agreed to invest € 34,000 in an advertising campaign in the state using the slogan suggested by the state Environment Ministry of "1,000 times more car sharing". If the goal expressed in the slogan is achieved by the campaign, it would mean an increase in users of almost two thirds in the small state. An effective kick-off of the public awareness campaign took place in Kiel in April 2009 with the state Environment Minister opening a new Car-Sharing station (see Fig. 4). The central component of the campaign is a series of posters with three catchy themes, which are displayed in public transport vehicles and at stops.



Fig. 3: Extract from the TV spot „Das beste Auto der Welt“ (“the best car in the world”) from Mobility, Switzerland, supported by funding from the Swiss Climate Cent Foundation (Source: Mobility CarSharing Cooperative)

of funding from the Climate Cent Foundation a very successful series of TV spots was created advertising “the best car in the world”.

State-supported awareness campaigns

Car-Sharing providers generally do not have generous advertising budgets. Thus support from the state for awareness campaigns that generate public attention is very desirable. Firstly, they raise the profile of Car-Sharing around the country and reach people who could not be reached through the limited advertising channels of Car-Sharing providers. Secondly, ministry-supported campaigns enjoy a higher level of credibility and are taken more seriously.

Fig. 4: The Environment Minister of the German state of Schleswig-Holstein, Dr. von Boetticher, kicks off the Car-Sharing awareness campaign supported by his ministry. Poster text: “I have 70 cars!” (Source: Ministry for Agriculture, the Environment and Rural Areas for the state of Schleswig-Holstein)



Further information:

on Iniziativa Car Sharing: <http://www.icscarsharing.it/> (in Italian)

on Italian support for Car-Sharing: http://www.trail.liguria.it/Mobil_passeggeri/Car-Sharing.htm (in Italian)

Venditti, Antonio: Il ruolo del Ministero dell'Ambiente e della Tutela del Territorio e del Mare nello sviluppo dei servizi di Car Sharing sul territorio nazionale. Presentation at the 4th Car-Sharing Forum on 07.04.2009 in Rome (in Italian)

Mobility Cooperative, Switzerland for the campaign "Das beste Auto der Welt" ("the best car in the world"): <http://www.das-beste-auto-der-welt.ch/>, (in German and French, with TV spots in Swiss German)

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