



# CAR SHARING EXPERT WORKSHOP

## Bremen (Germany), 24<sup>th</sup> January 2019

The impact of car sharing on mobility behaviour  
and the determinants of behavioural change  
towards car sharing.

### Venue

InterCityHotel Bremen, Bahnhofsplatz 17-18, 28195 Bremen

### How to register

Please register by 14<sup>th</sup> January 2019 at [info@carsharing.de](mailto:info@carsharing.de)  
(no participation fee requested).

Please indicate in your registration email whether you:

- want to join the site visit at 10:30
- want to attend lunch at 12:15
- have some dietary or other special needs.

The meeting room is accessible by wheelchair.



# STARS

Shared mobility opportunities And challenges for European cities

Freie  
Hansestadt  
Bremen



UNIVERSITY OF  
GOTHENBURG



## What impacts do different kinds of car sharing have on mobility patterns? Is there a change of mobility patterns if households join car sharing? What kind of customers do we find in various forms of car sharing? What are mobility preferences?

A survey among the users of free-floating, roundtrip, peer-to-peer car sharing and combined offers brings interesting insights for cities, public transport, mobility operators.

The Horizon 2020 project STARS is happy to invite you to an expert workshop and a site visit on Thursday, 24 January 2019 in the City of Bremen, Germany. The workshop - addressing researchers, policy makers, car sharing operators and transport experts - will inform about the recent STARS research on car sharing:

- A comparative study in Germany shows, that the impact of car sharing on car ownership and mobility behaviour differs strongly between car sharing variants (e.g. free-floating, roundtrip, peer-to-peer). These differences

are related to user attitudes and certain operational features of the variants.

- A study in Italy, Sweden and Germany investigates personal attitudes towards cars and sustainability and identifies a range of different mobility-styles. The study shows what attitudes trigger conversion to car sharing and multimodal mobility.

- Different car sharing variants can be attractive to different people. Car sharing users profiles based on socioeconomic characteristics and mobility styles have been derived for different countries (Germany, Italy and Sweden) and compared to profiles of people that do not use the service to understand which car sharing schemes are more attractive to them.

## Site-visit in Bremen

For many years, the city of Bremen is successfully promoting car sharing as an alternative to car ownership. Bremen's network of on-street car sharing stations - so called "**mobil.punkte**" (mobile points) - is extensive and famous across Europe.

The city will organise a tour to show the practical integration of car sharing into the urban mobility system. **The site visit will take place on 24 January, before the workshop and start at 10:30 am.**



# Agenda

**10:30** Site visit organised by the city of Bremen

**12:15** Small lunch at Venue

## WORKSHOP

**13:00** **Welcome: The city of Bremen and its car sharing policy**  
Michael Glotz-Richter, City of Bremen

**13:20** **The STARS project**  
Gunnar Nehrke, BUNDESVERBAND CARSHARING e.V., Germany

**13:30** **Mobility behaviour and attitudes of car sharing user groups in different car sharing variants**  
Gunnar Nehrke, BUNDESVERBAND CARSHARING e.V., Germany

**14:00** **COFFEE BREAK**

**14:15** **Underlying factors of the behaviour change towards sharing mobility**  
Cecilia J. Bergstad, GÖTEBORGS UNIVERSITET, Sweden

**14:45** **How car sharing variants have different impacts on different traveller groups**  
Andrea Chicco, POLITECNICO DI TORINO, Italy

**15:15** **COFFEE BREAK**

**15:45** **Recommendations and open questions**  
Learnings for operators: How to enhance demand for car sharing?  
Learnings for regulatory actions of cities: How to promote car sharing according to policy goals?

**16:45** Feedback

**17:00** End of the workshop

## Travel information

### How to get to Bremen?

Bremen airport has direct daily connections to hubs like Frankfurt, Munich, Stuttgart, Amsterdam and Paris. Additionally there are other airlines like Ryanair, Wizz-Air, and Germania – connecting further airports.

Especially nearby Hamburg airport offers some more direct connections. It takes less than two hours to get from Hamburg airport by train to Bremen main station.

### Tram from the airport to the Venue, distance 3,5 km

If you are arriving in Bremen via Bremen airport, take the tram to the city centre and main station. It's easy! The tram line n°6 stops directly in front of the airport and is a hassle-free transfer to where you need to go. You can purchase tickets at the Information Desk in the airport or the ticket terminal at the tram stop (sorry, no credit cards). The standard tariff is 2.85€. Then just hop on the tram in the direction of the "Universität" and you will be at the main station in 15 minutes. The applies of course for your return trip. It is a short tram ride to the airport and handling in the small airport is quick.

### Train

The main station is just around the corner of the venue, distance 0,1 km.

### Hotel recommendation

Have a look at the usual reservation platforms. Just take a hotel in the inner city – then all venues are in walking distance. For transport people, we recommend the InterCityHotel where our workshop takes place and directly located beside the main station /tram stop 'Hauptbahnhof' of tram line n°6. With your room key you will get a ticket for free public transport in Bremen for the duration of your stay.

## About STARS

Launched in October 2017 and standing for "Shared mobility opportunities And challenges for European cities", the Horizon 2020 project STARS aims to explore the diffusion of car sharing in Europe, its connections with technological and social innovations, as well as its impact on other transport modes (private car, bike, walk, taxi, public transport, ...).

A focus of STARS is to explore the dynamics of individual preferences, behaviours and lifestyles influencing the use and non-use of car sharing.

STARS will aim at designing a policy toolkit to provide European mobility stakeholders and policymakers with a support tool based on the results stemming from STARS. It will include guidelines and recommendations to help them make the right decisions and develop the best strategies for environment-friendly and cost-effective car sharing services in European cities.



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