



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 636427.



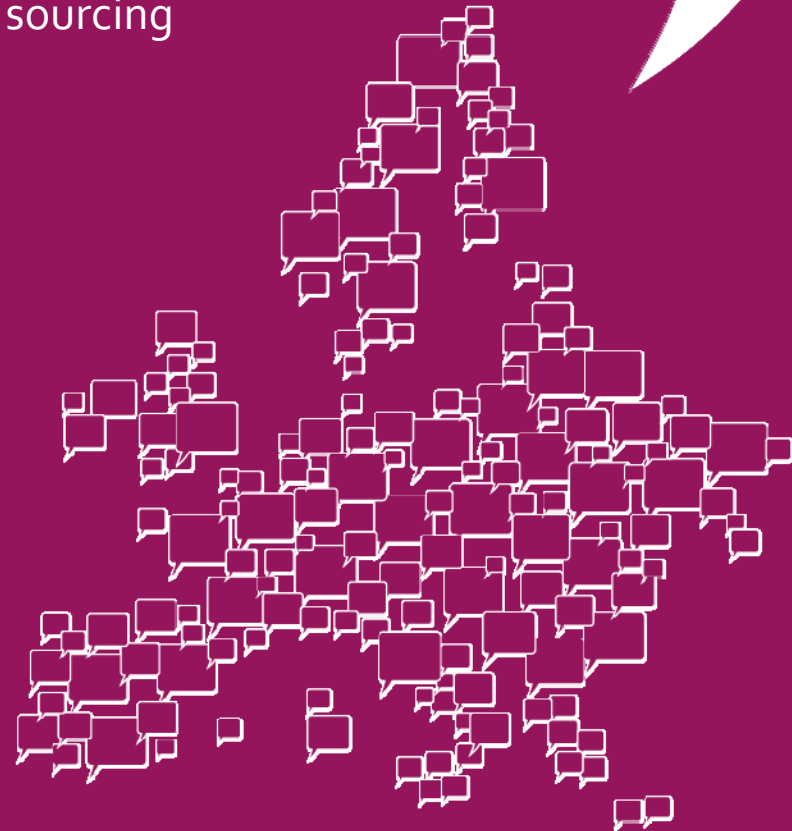
public transport + carpooling + social media crowd sourcing

SocialCar

a Horizon 2020 project

Carpooling in the Sharing Economy Context, UK experience

Emma Silk | 11 October 2016



The Sharing Economy



The Sharing Economy drivers in Europe

- Over 50% Europeans own a smart phone
- Current growth model is unsustainable
 - population growth, climate change, peak oil ...
- Sharing can help us do more with less and improve quality of life

Key operators

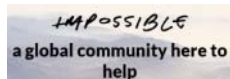
Giftng

Swapping

Sharing

Renting

Trading



The Sharing Economy in Europe

- SE activity expanded at double the rate foreseen in 2014
- PWC expects growth to continue
- Transport key
- Only 17% of people have participated

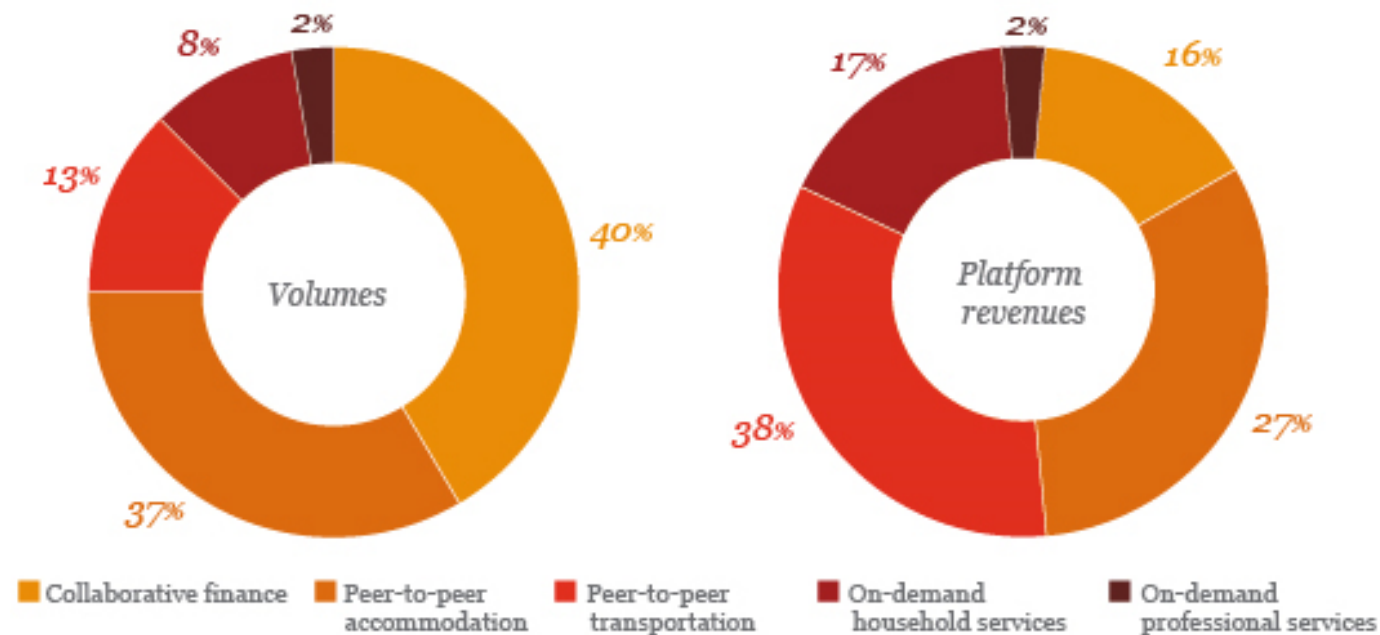
Revenues and total transaction value facilitated by sharing economy platforms in Europe, 2013-2015



Source: 2016 PwC analysis

The Sharing Economy in the UK

Revenues and transaction values facilitated by sharing economy platforms in the UK in 2015



Source: 2016 PwC analysis

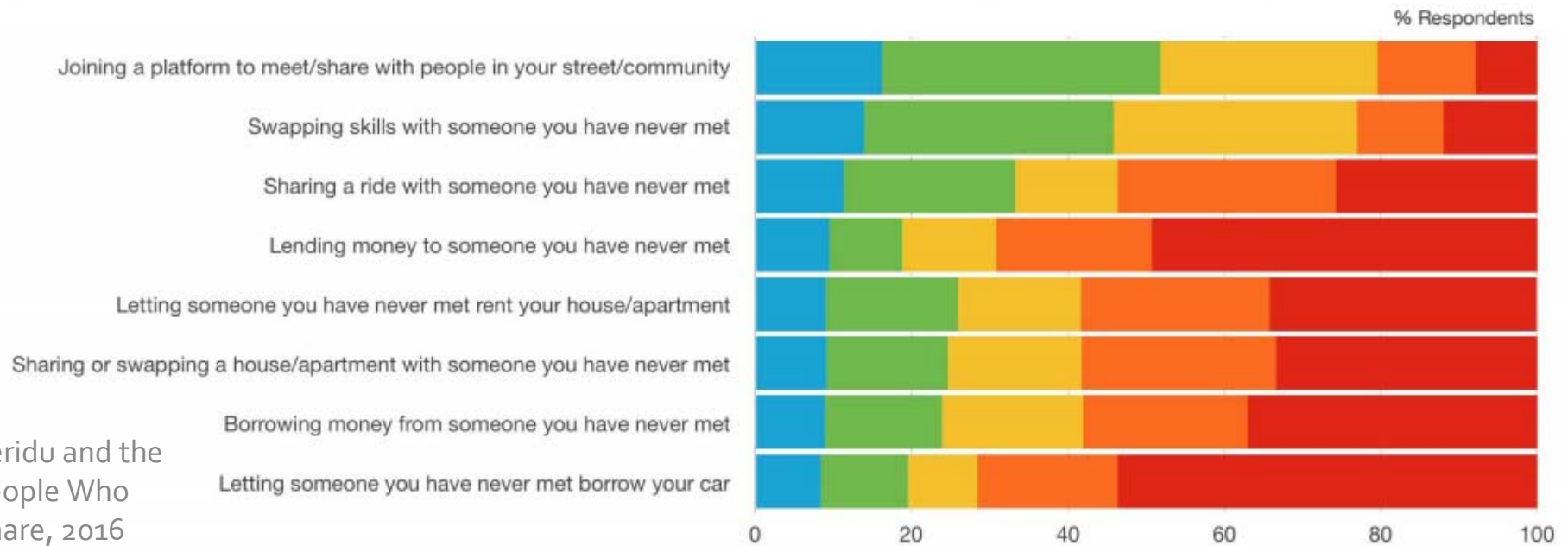
The Sharing Economy in the UK

- £2,000 tax break for individuals announced in 2016 Budget
 - £1,000 from property
 - £1,000 from trading

The Sharing Economy in the UK - barriers

Q: How comfortable are you with each of the following Sharing Economy scenarios?

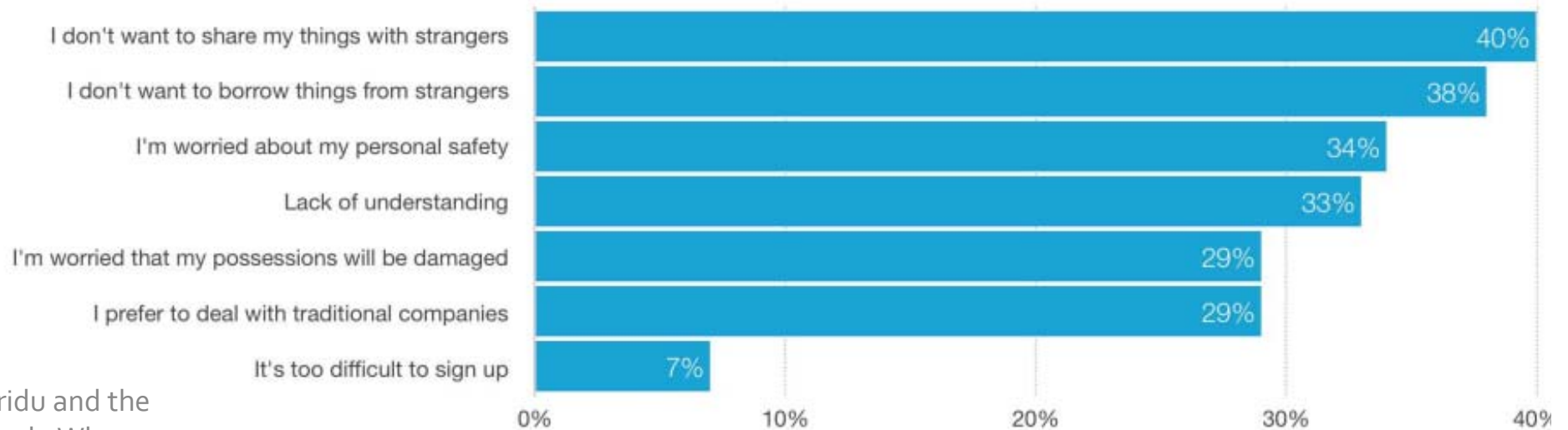
■ Extremely comfortable ■ Somewhat comfortable ■ Neither uncomfortable nor comfortable ■ Somewhat uncomfortable ■ Extremely uncomfortable



Veridu and the
People Who
Share, 2016

The Sharing Economy in the UK - barriers

Q: Why haven't you participated in any of these Sharing Economy services?



Veridu and the
People Who
Share, 2016

Direction of travel

- More convenient / door-to-door
- More personalised
- Car ownership is declining
- People becoming more open to sharing
- Customer relations increasingly important

Carpooling in the UK – BlaBlaCar

- Founded in 2006, entered the UK in 2011
- Less mature in the UK:
 - prominent, cheap coach market
 - smaller cash incentive for drivers
 - competition from Liftshare
 - UK culture

Nicholas Brusson, BlaBlaCar CEO: "Britain is very slow for us"

Carpooling in the UK – Liftshare

- Founded 1998
- Biggest successes are B2B and festivals
- Member of SEUK
 - TrustSeal
- Partnership with Stagecoach, PT provider
 - existing providers changing their business model



Carpooling in the UK – Liftshare's learnings

- Biggest motivator is saving money
- Social element much less important
- Most are interested in sharing regularly
- Ratings/ reviews are a well liked a feature
- Barriers similar to those across the SE
 - trust and safety

Carpooling in the UK – Liftshare

- Saving money
- Reducing congestion
- Convenient
- Reducing stress
- Some feel safer
- Improving access to work / services
- ...

Potential to really help people

“I commuted by cycling. It kept me fit, but winter is long, dark, cold and scary and I also spent an extra 80 minutes travelling per day.

“Where I live the bus service is insufficient for commuting, so it would either be a case of moving house – which would prevent my partner from working, or giving up work.”



Tim

Conclusions

- The world is changing!
- Barriers need to be overcome
- The Sharing Economy has great potential



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 636427.

Thank you!



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 636427.

Emma Silk | emmasilk@liftshare.com

www.socialcar-project.eu



@SocialCar_RDI

References

- <http://www.pwc.co.uk/issues/megatrends/collisions/sharingeconomy/outlook-for-the-sharing-economy-in-the-uk-2016.html>
- https://www.rolandberger.com/publications/publication_pdf/roland_berger_t_ab_shared_mobility_1.pdf
- <http://www.thepeoplewhoshare.com/compare/assets/File/Sharing%20Economy%20Consumer%20Views%20Survey.pdf>
- <http://uk.businessinsider.com/blablacar-ceo-nicolas-brusson-uk-market-2016-11>
- Lazarus, 2015. Public transport – The direction of Travel. Adapting to the personalisation of travel