



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



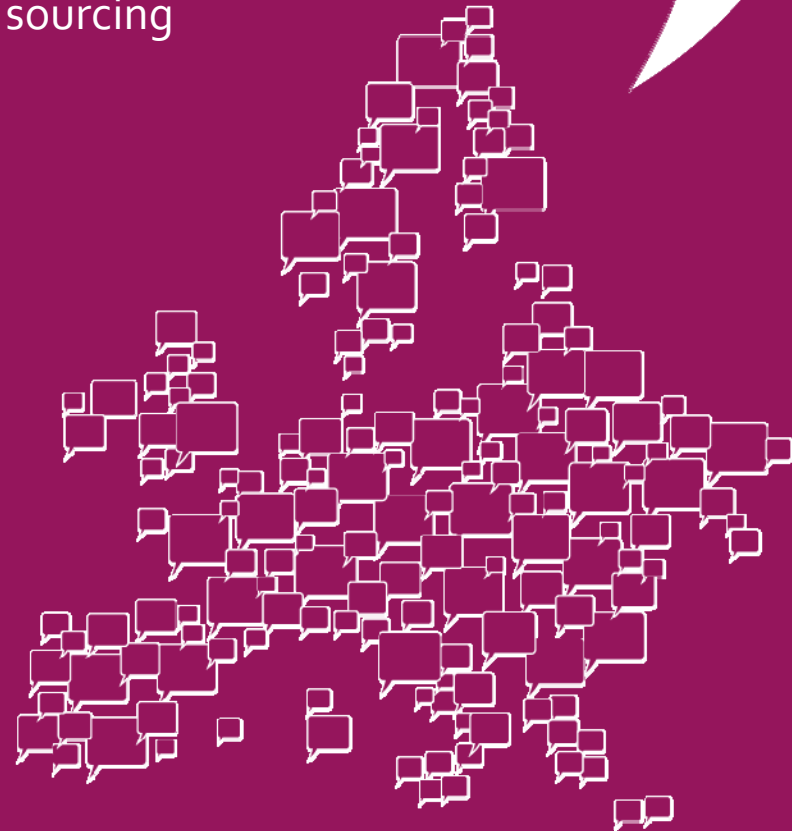
public transport + carpooling + social media crowd sourcing

# 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

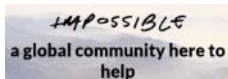
Giftng

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

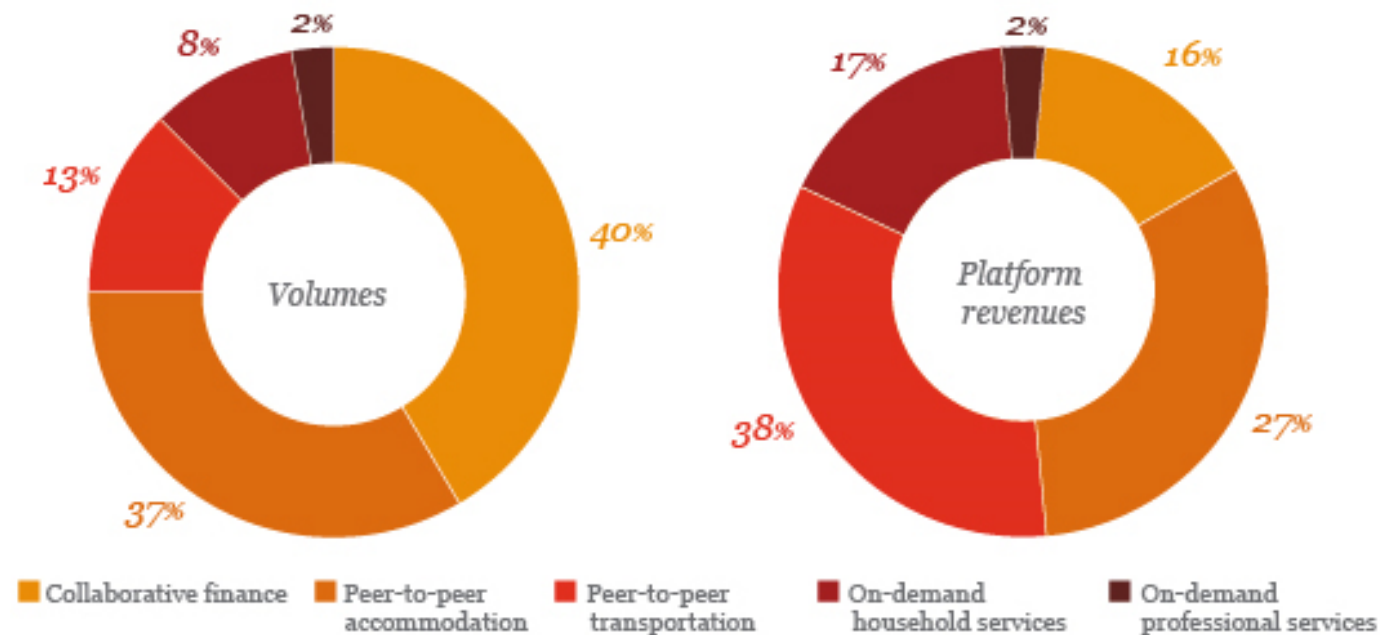
*Revenues and total transaction value facilitated by sharing economy platforms in Europe, 2013-2015*



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

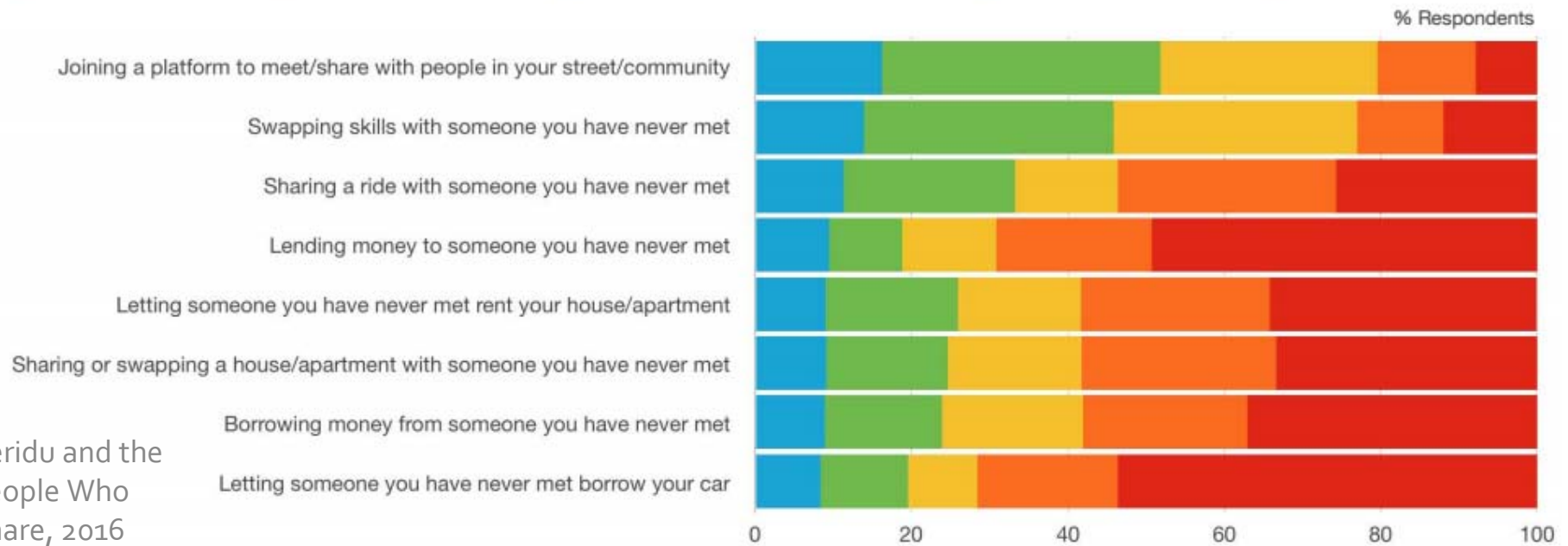
# The Sharing Economy in the UK

- £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

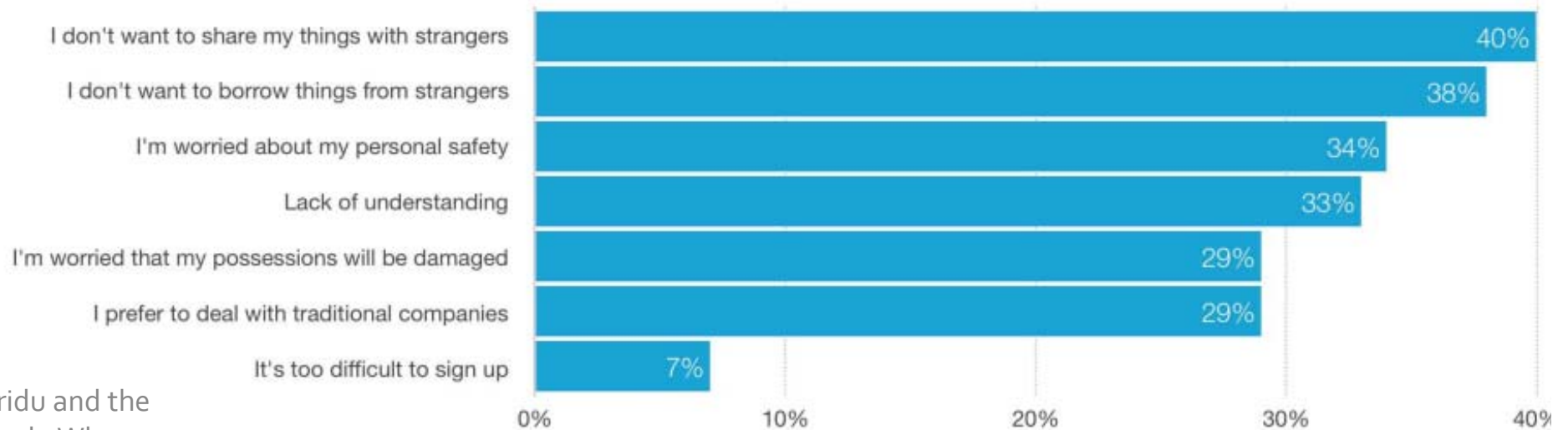


Veridu and the  
People Who  
Share, 2016



# 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





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# Thank you!



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