



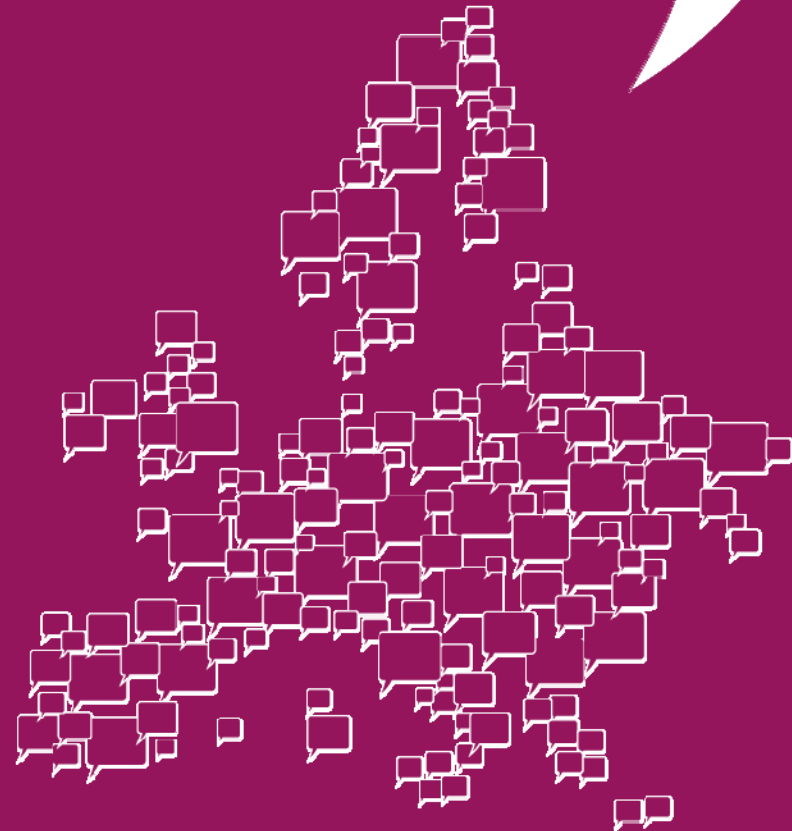
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 636427.



# SocialCar: the mobility approach in the sharing economy

Mid-Term project Conference

Fabio Cartolano - FIT | 22 November 2016



# Background

- 73% European population in urban areas
- 38% of citizens encounter urban mobility problems that limit their access to activities, goods and services (source: Eurobarometer survey)

- **Dominance of private car use**
- **Lack of space in our cities**
- **Environmental impacts**

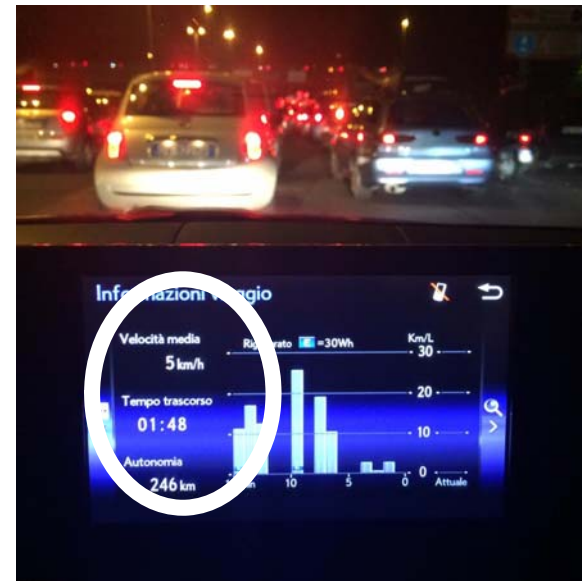


Source: [www.washingtonpost.com](http://www.washingtonpost.com)

# The behavioural change

Is our problem to find the smartest solution?

...or to convince people to use it?



# Game Changing Technologies in Mobility

Last IT (disruptive) advancements influence all domains:

- Big Data -> ITS: control and enforcements
- Social Networks -> Crowdsourcing: real time info
- Mobile technologies -> **Sharing Mobility**

But

Changes in Mobility are slower than in other domains

- We have technologies....
- ...but we need re-thinking our individual lifestyles

Interoperability in transports

...

Urban Visionary Strategy

...

New mobility ecosystems

...

# The sharing mobility

There is a clear trend towards shared mobility

Complementing PT

Enabling new business models

Why is the innovation potential not being unleashed?

- Management of urban mobility operates in an environment that is **too fragmented and hostile to innovation.**
- Our urban management systems **do not allow market players to compete and establish business models** that bring demand and supply into a natural balance.

**Mobility Offer: from “delivering transport” to “delivering solutions”**

*Source: Artur D. Little Future of urban mobility 2.0*



## What is SocialCar?

SocialCar is a research and innovation project that seeks to **assimilate carpooling into existing mobility systems** by means of powerful planning algorithms and integration of big data from public transport, carpooling and crowd sourcing



## Our mission...

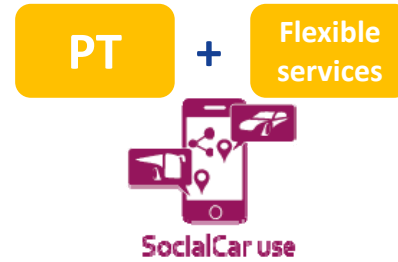
...is to leverage, popularise and mainstream the concept of a **public-private integrative co-modal local transportation service...**

## for the benefit of...

...citizens, businesses and the efforts to obtain an **optimal utilisation of local transport resources.**

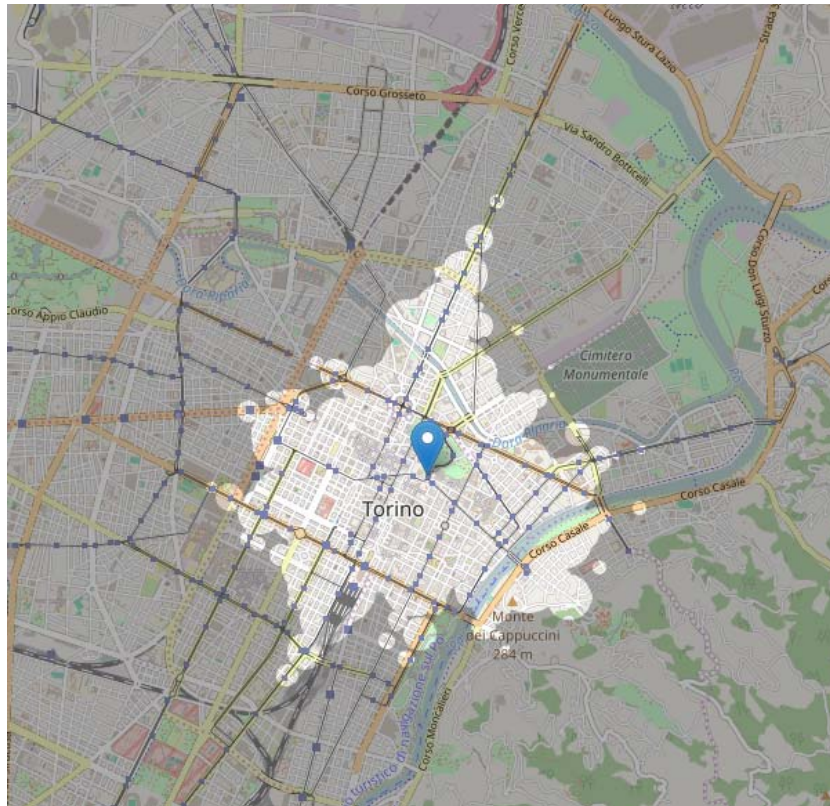


# What is new for citizens?





## ...and for cities

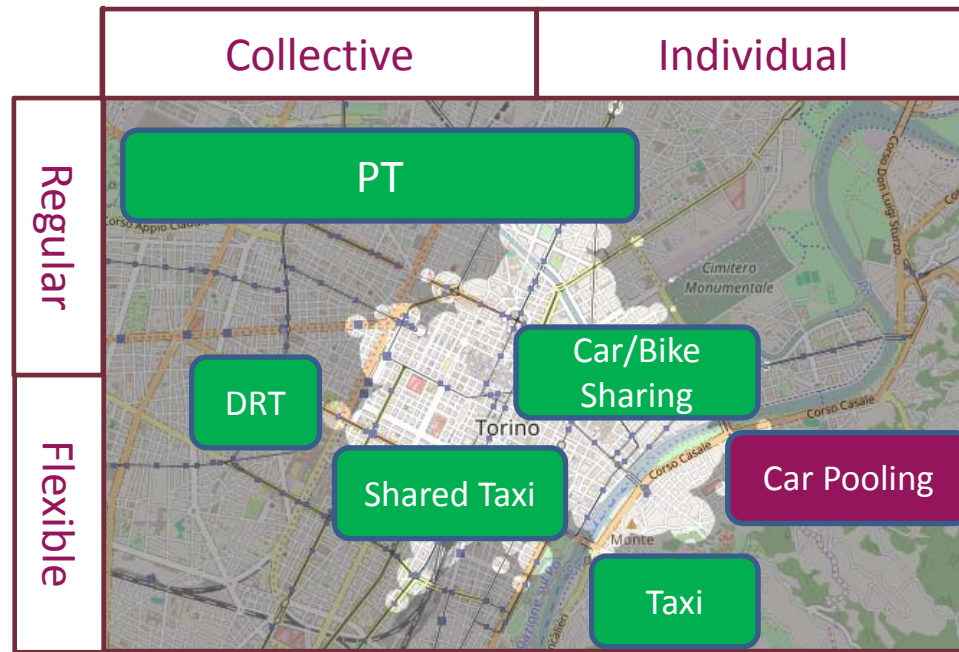


➤ 12 minutes by PT only...

➤ ... and by PT + Carpooling

Inspired by: [mapnificent.net](http://mapnificent.net)

# The SocialCar challenge



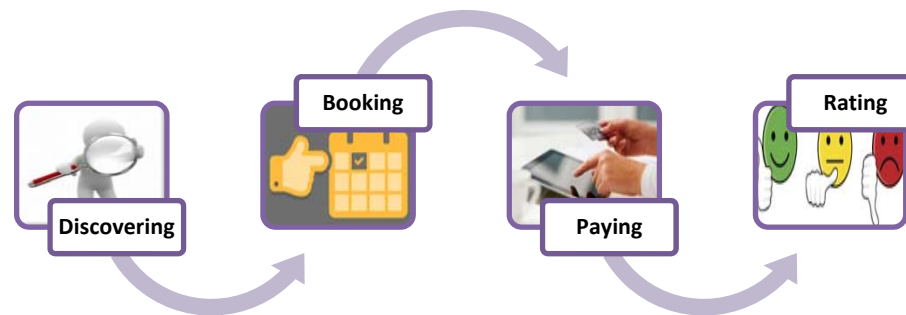
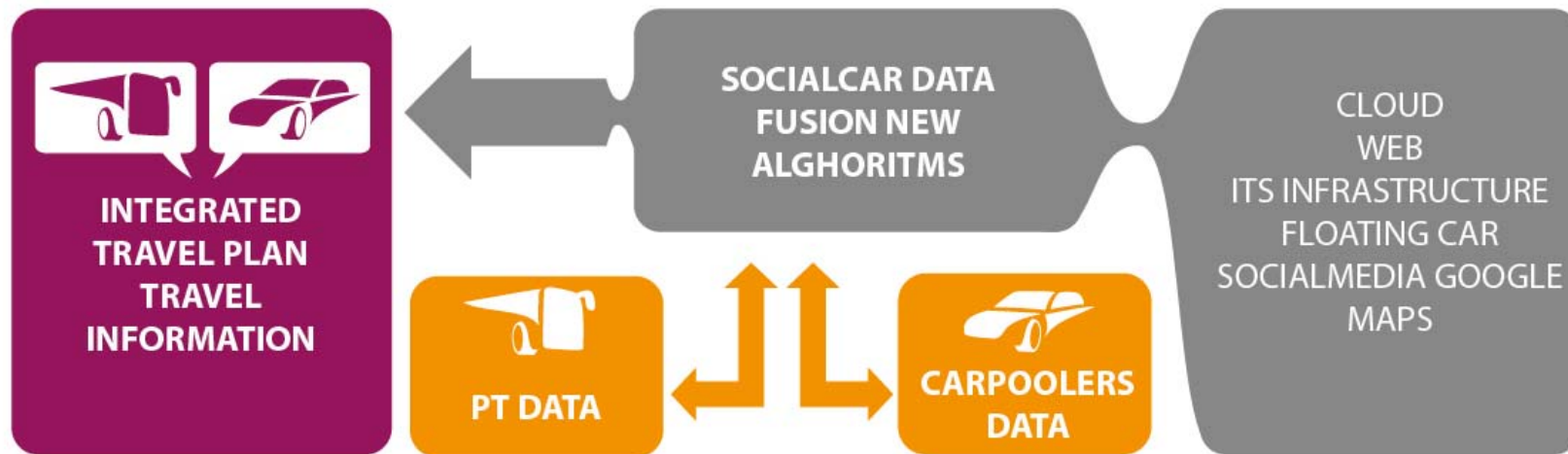
Mass transport modes – inspiring source Wikipedia

- integrate
- facilitate
- spread

by

- Interconnecting modes
- Reaching a critical mass
- Fostering behavioural change

# The SocialCar system



# SocialCar test and validation sites

## 10 cities

Brussels (BE)  
Brescia (IT)  
Canton Ticino (CH)  
Edinburgh (UK)  
Lazio Region (IT)  
Ljubljana (SLO)  
Luxembourg (LU)  
Skopje (MC)  
Turin (IT)  
Zagreb (HR)



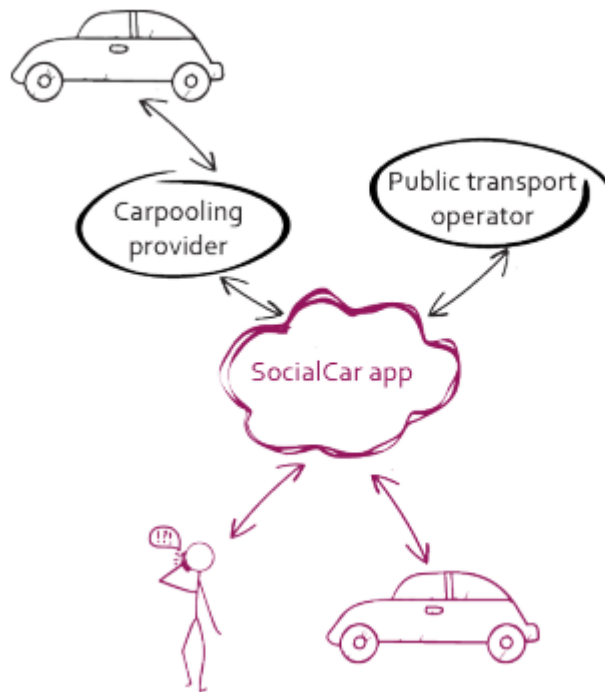
## 3 Test-levels

- ✓ **Test A:** Technical and functional testing – 10 sites
- ✓ **Test B:** Site simulated experiments – 5 sites
- ✓ **Test C:** On site real experiments – 3 sites

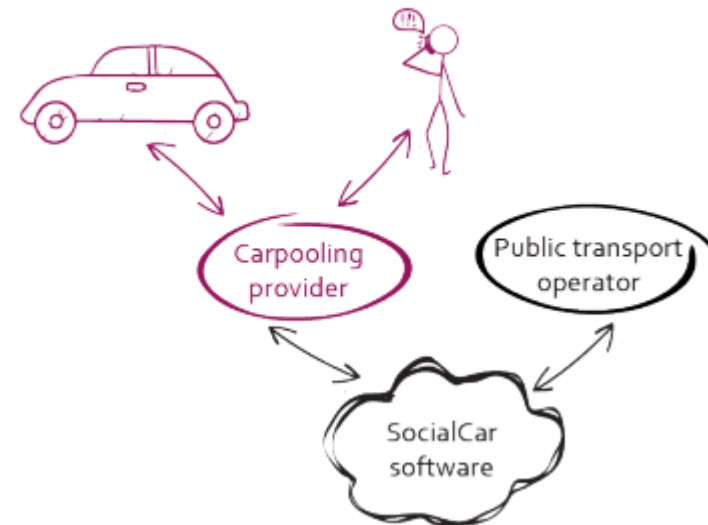
# SocialCar achievements

- **IT platform**
  - ✓ Open community of sw developers
- **Data**
  - ✓ Technical, commercial, legal implications studied
- **Business Model**
  - ✓ 2 SocialCar models

# SocialCar business models



**Ridesharing app**



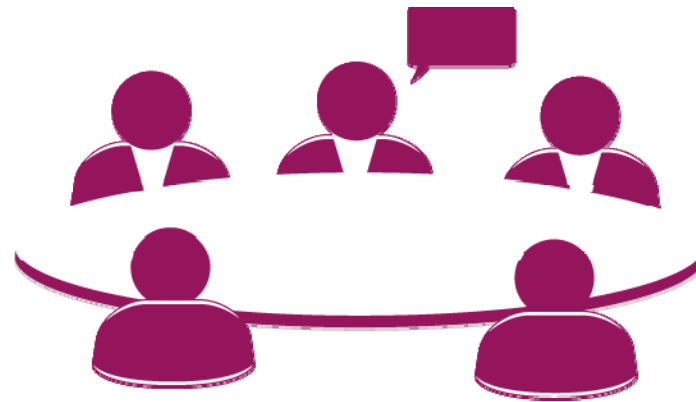
**Ridesharing engine**

## SocialCar next steps

... establish a cooperation culture between authorities, ITS developers, public transport operators and carpoolers

### Working together

for the SocialCar Alliance





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# Thank you!



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@SocialCar\_RDI