



## **SocialCar**

Open social transport network for urban approach to carpooling

# *New consumer behaviour - new business opportunities. SocialCar in the sharing economy*

SocialCar midterm event

22 November 2016

Logo Room – 8<sup>th</sup> floor

Rond Point Schuman, 14

Brussels



*The sharing economy has rapidly gained in importance over the last few years, affecting traditional market sectors including mobility and logistics, retail and consumer merchandise, tourism and leisure.*

*Collaborative consumption, rethinking the value of ownership, consumers becoming service providers are factors, which herald in a paradigm shift in global consumer behaviour.*

*But is the European small business ready yet? Europe is still missing an adequate regulatory framework, and the small business sector keeps a safety distance.*

*SocialCar, a European research project funded by Horizon 2020, pursues the mission to kick-start business models in the passengers' mobility sector capitalising on the sharing economy. The project develops a user-oriented platform for planning, booking and integrated payment combining carpooling and other on-demand services with regular collective transport, in an effort to mainstream the concept of a public-private co-modal urban transport. Business analysts devise concepts for viable and bankable service models, which can ripple out across Europe.*

*Can this become a role model for other sectors as well?*

<b>Agenda item</b>	<b>Timeframe</b>	<b>Speaker and affiliation</b>
Participants registration	9:00 - 9:30	
Welcoming and overview of SocialCar main results	9:30 - 9:40	Fabio Cartolano, FIT Consulting
Overview of Ljubljana initiatives for sustainable mobility and car-pooling take-off	9:40 - 10:00	Jemenšek Blaž, City of Ljubljana
Carpooling in the sharing economy context, UK experience	10:00 - 10.20	Emma Silk, Liftshare
Carpooling in the sharing economy context, Brussels experience	10.20 - 10.40	Angelo Meuleman, TaxiStop
DG Move representative/ DG Connect representative	10:40 - 11:00	<i>Invited</i>
<i>Coffee break</i>	11:00 - 11:30	
Taxi sharing as opportunity for improved intermodal offer	11:30 - 11:50	Barbara Covili, MyTaxi Italy General Manager
Reinventing Mobility in Spain. OuiShare Fest Barcelona	11:50 - 12:10	Judit Bataye, OuiShare Fest Mobility Curator
The CHUMS project: how to attract carpoolers, match them and retain them	12:10 - 12:30	Paul Curtis, Vectos - CHUMS project coordinator
The electric Car Sharing model	12:30 - 13:00	Share'ngo CEO
Round table: New consumer behaviour - new business opportunities. SocialCar in the sharing economy	13:00 - 14:00	Moderator: Paola Cossu, FIT Consulting
<i>Lunch</i>	<i>14.00</i>	