



Green Deal

Car Sharing: 100,000 shared cars in 2018



construction



food



energy



mobility



biodiversity



biobased
economy



resources



climate



water

Car sharing has huge potential

Currently, there are more than 25,000 shared cars in the Netherlands; 10 to 20 percent of licensed drivers are positive towards car sharing concepts. Deal participants want to stimulate supply and demand by increasing the public's awareness of the advantages, making car sharing easier and offering shared cars at more locations. Realising this ambition and goal – 100,000 shared cars in 2018 – requires good cooperation between all parties.

Successes

The number of shared cars in the Netherlands has grown by 55 percent to over 25,000 shared cars since the start of this deal. Interest in car sharing continues to grow and 12 parties have signed up in the meantime. A communication strategy was designed and is in the process of being rolled out. In September 2016, the Car Sharing Symposium was a success and drew a big crowd. Car sharing is increasingly becoming a recurring theme in both local and national policy, too. In addition, the Green Deal participants have agreed on a universal logo for car sharing. This logo helps make car sharing recognisable.

Who? 7 municipalities, 33 organisations in various sectors – insurance companies, government bodies, sharing concept providers, environmental organisations and interest groups – and the ministries of Economic Affairs and Infrastructure and Environment.

What? Car sharing is on the rise in the Netherlands. An increase in the number of shared cars promotes the liveability of a city and means fewer car kilometres and thus lower emissions. The Green Deal participants want to communicate the advantages of car sharing and expedite its growth. Growth opportunities are utilised more effectively by cooperating more intensively, implementing a joint communication strategy and removing obstacles. The goal is to have a network of 100,000 shared cars by 2018.

When? 2015 - 2018

*“We operate in an emerging market in which consultative structures are still lacking. This Green Deal was the starting point for an intensive cooperation between extremely diverse parties. We are better at finding each another now and are increasingly becoming a community. Together we are committed to putting car sharing on the map. **With 55 percent growth in shared cars in one year we are well on track for meeting our ultimate goal.”***

– Martien Das, Rijkswaterstaat

Lessons

- Avoid uncertainty about legal implications for public-private partnerships by providing examples of alliances in advance.
- Make sure all ministries involved are part of negotiations. When facing crucial obstacles, actively involve the ministries with overlapping mobility topics.
- To create lasting commitment, participants make a financial contribution. Make clear agreements on how parties are to live up to their promises.
- Provide guidance in the governance of the deal. Identifying legal aspects, such as what is needed to have more parties sign the deal, is time-consuming.
- Ensure that everyone involved is on the same page expectations-wise.
- Choose agreements and partners where the energy is. For example, it is preferable to choose fewer partners who are more involved than to choose parties who require pushing.



Further information?

www.autodelen.info

www.autodelen.info/green-deal-autodelen

www.greendeals.nl/gd183-autodelen



Green Deal

With its Green Deal approach, the Dutch government promotes innovative initiatives for sustainable economic growth: www.greendeals.nl