



**SUSTRAINY**

Sustainable action Training for Youth



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# SUSTRAINY PROJECT



## PANORAMA OF SUSTAINABLE BUSINESSES PRACTICES

### TRANSPORT OF WORKERS – THE EXAMPLE OF CAR SHARING

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# Transport of workers – the example of car sharing



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|-------------------------|--|
| Category – Key words    | Mobility, Transport, Workers, Car Sharing                            |
| Who?                    | Ubeeqo   |
| Location                | France, Italy, Germany, Portugal, Switzerland, Spain, United Kingdom |
| Years of implementation | From 2008- ongoing   |
| Website                 | <a href="https://www.ubeeqo.com/">https://www.ubeeqo.com/</a>        |



# Abstract

## Problem to solve:

Workers sustainable mean of transportation, pollution.

In many countries' companies have the responsibility to insure appropriate means of transportation for their workers. They can, for example, pay (partially or completely) for public transportation monthly cards or even for private cars. Most of the time, public authorities give fiscal incentives to solutions that are eco-friendly.

In the most remote areas, nevertheless, public transportation might not be accessible or available on a flexible schedule.

In addition, in big cities, workers transportation raise important issues. The United Nations Environment Programme (UNEP) estimates that each year 2.4 million premature deaths from outdoor air pollution could be avoided. Moreover, heavy traffic in has several economic costs such as waste of time and slow delivery of goods and services.

## Description of the solution:

Ubeego offers car sharing services, it has a special program for companies allowing them to offer practical solution for their workers transportation and convenience. Cars are available at flexible conditions 24/7 with a company subscription.

## Design and Implementation:

- 1.- Car sharing services offer companies to replace their company cars with a car-sharing system by deploying shared vehicles in head offices and industrial sites
- 2.- Subscribe to the carsharing service
- 3.- Reserve the car with the application and eventually coordinate with another staff member to use the same car if you have the same starting point and destination
- 4- Unlock the car with your smartphone
- 5- After use deposit the car in the place indicated by the application





## **Funding:**

Ubeequo is part of the group Europcar since 2015.

To fund your car sharing actions, please have a look at the fiscal stimuli and deductions offered in your country.

## **Concept Addressed**

Car sharing or car clubs are models of car rental allowing to rent a car for a short period of time, often by the hour. The first reference to this model appeared in Zurich in 1948. They enable the occasional use of a vehicle and the access to a multitude of brands. The renting organization might be a company or start-up or even a cooperative. With the rapid development of new technologies and high-tech transportation, innovators, industrials, public authorities and citizens have been more and more supportive of car sharing practices. The network of cars belonging to the car sharing service becomes available to the user through a diversity of means and notably through mobile applications. Europe accounts for more than 50% of the global car sharing market. As of January 2020, the city with the most car sharing opportunities is Moscow with more than 30 000 vehicles. Car sharing can also be a part of a multimodal transportation mechanism allying public transportation and bicycles.

## **Relevance**

### **Added value:**

- o Answers to SDG 11: Sustainable Cities and Communities
- o Reduction of 25% for PM10 and of 38% for CO2
- o Reduction of car mobility costs for companies by 30%
- o Means of social contact and socialization if a system of share rides is instituted
- o Employee productivity and retention (adherence to an eco-friendly conception of the company).



## **Challenges to be able to apply and / or improve this type of circular action:**

- o The company should have enough funds to be able to pay afford subscription
- o Efforts should be made in order to organize the car sharing system (needs of workers in terms of living location, schedule and transport habits).
- o The legal - tax framework should promote / encourage the greater use of car sharing.

## **Tips to implement**

- o Institute an open dialogue in order to assess workers' needs, constraints and preferences in terms of transportation.
- o Benchmark for affordable car sharing solutions or if no solution is available create your own car sharing system (mutualisation of cars).
- o To do so, you can, for example, create an online platform or forum where employees can set: their home address, their daily/ weekly/monthly needs of transportation from/to work, available means of transportation they can share.

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