

# Guidelines and Tools for Shared Mobility

## What is SuSMo

The European Sustainable Shared Mobility (SuSMo) project works with city partners (Stockholm, Bologna and Sofia) and experts in the transport sector to develop tools to change the way we implement shared mobility systems. Funded by the EIT Climate-KIC, SuSMo was launched in 2019 and since then has worked on exploring the needs and priorities of both public and private sectors.

In collaboration with the SuSMo cities, the project team mobility experts defined the following focus themes for research:

1. Policy, regulation and procurement
2. Private sector engagement
3. Behavioural change
4. Impact evaluation

A series of interviews and workshops captured the input of SuSMo cities officials and shared mobility operators in Europe. Lessons learned from existing shared mobility schemes across Europe were also captured. As a result, SuSMo developed a set of learning materials dedicated to the above four themes. Those materials serve to guide cities in introducing, monitoring, and also evaluating shared mobility schemes.



## The SuSMo Toolkit

The learning materials collected for each theme form the SuSMo Toolkit. The table below and on the next page shows a short description of the contents of the toolkit, discussing the tool and the key takeaways for each theme.

Theme	What is the tool about?	Key takeaways
<b>Policy, Regulation, and Procurement</b>	This practical tool provides guidelines on regulatory frameworks to ensure that the goals of the city are met when introducing new shared mobility schemes. It presents an overview of the different procurement procedures depending on governance types, and service models for shared mobility. The tool also provides guidelines for service regulation, monitoring and evaluation of shared mobility.	Understanding the processes of planning and regulating for new shared mobility services, incl. procurement, monitoring and evaluation stages.
<b>Private Sector Engagement</b>	Successful shared mobility schemes demonstrate good collaboration and shared visions amongst public and private sectors. Shared mobility operators across Europe were engaged in interviews to provide their views on successful partnership with cities. Lessons learned and recommendations are outlined.	Success factors for collaborative working between cities and mobility operators towards realising shared mobility schemes that work for all.
<b>Behavioural Change</b>	Shared mobility disrupts the way people move in cities and behavioural change is necessary amongst the system stakeholders, not just the users. An investigation on attitudes and behaviours of key stakeholders in the car-sharing sector has resulted in this knowledge sharing material. This tool aims to provide recommendations on how to facilitate a positive behavioural change based on the theory of diffusion of innovations.	Guidelines on how to influence behaviour change to facilitate a wider adoption of shared mobility.
<b>Impact Evaluation</b>	The tool uses basic input data such as country and city, population, current modal split (private car, public transport and active modes in %), average distance travelled by mode in km, data for shared mobility services and percentage of electrification. By using this baseline data, the tool calculates the impact of shared mobility in terms of reduction of CO2 emissions on a daily basis.	Quantifying the CO2 reduction attributed to shared mobility in operation and/or new modes/services and can directly relate to the cities' emission targets.

**We are looking for cities interested to learn from our findings and contribute their shared mobility experiences into the SuSMo tools.**

**Feel free to get in touch! You can reach us at [hello@cenexgroup.nl](mailto:hello@cenexgroup.nl)**