

ShareDiMobiHub

We aim to improve accessibility in our cities by increasing the uptake of shared and digital mobility hubs, bringing about a modal shift towards shared mobility options



Project created with the support
of Interreg North Sea Region



**A GREEN
TRANSITION**

ShareDiMobiHub: Improving sustainable multi- modal accessibility in the North Sea Region

Making urban mobility more sustainable and accessible is crucial for both health and quality of life of citizens. Reducing private car use in cities and changing people's travel behaviour are key actions for a transition to a net-zero carbon economy. ShareDiMobiHub aims to improve urban multi-modal accessibility by increasing the introduction and uptake of shared and digital mobility hubs, as well as integrating them into the Mobility as a Service (MaaS) ecosystem and public transport networks, resulting in a modal shift and behavioural change towards shared and digital mobility hubs.

Shared and digital mobility hubs can vary in size, type of location, and type of offer. They can be small and located in residential areas, with just one or two parking spots, or bigger and positioned close to stations and major public transport interchanges. In the end, their location, size, and shared vehicle option should be determined according to the mobility needs of cities, end-users, and the business case of electric and shared mobility providers.



An integral approach based on cities' shared and digital mobility hubs implementation experience

To speed up the transition from private car ownership to shared mobility, ShareDiMobiHub will implement an integral approach with measures to provide space for shared mobility including nudging and communication actions, restrictions for private cars, integration with public transport and with the MaaS ecosystem.

Seven partner cities and regions from four countries in the North Sea Region will implement different strategies to increase the uptake of shared and digital mobility hubs. The project will use pilots and implement upscaling plans as well as develop and adopt upscaling strategies to promote shared mobility, thus, paving the way for others to do the same. Additionally, digitalisation plans to integrate the hubs into the MaaS ecosystem will be undertaken.





Paving the way for an integral uptake of shared mobility beyond the project

A sustainable large-scale deployment of shared and digital mobility hubs requires cooperation among all shared mobility stakeholders, including cities, providers, and end users. The project builds upon the experience of its partners cities and regions, research institutes and cities networks in previous projects such as, eHUBS, MOBI-MIX, BRS-Electric, and the SHARE-NORTH project.

This experience, together with the communication and nudging actions and upscaling strategies, will contribute to promotion and uptake of shared and digital mobility hubs in other cities and regions. Specifically, the project aims to support 14 cities, 6 regions, 4 public transport authorities, 4 MaaS operators, and 12 shared mobility providers.

A large uptake will contribute to reducing air pollution and congestion in cities and creating the necessary conditions for a net-zero carbon economy.

ShareDiMobiHub draws on a wide range of multidisciplinary expertise. The project, led by the Province of Utrecht, will run until 2025 and involves the following partners:



Partners



Province of Utrecht



Capital Region of Denmark



Vestfold and Telemark county



Norwegian Public Roads Administration



Tønsberg municipality



Porsgrunn municipality



Skien municipality



POLIS



City of Amsterdam



City of Leuven



University of Antwerp



Vervoerregio Transport Authority for the Amsterdam Region



Mpact



Autodelen.net



City of Rotterdam



Hamburg University of Applied Sciences



University of Applied Sciences Utrecht

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