



EMPLOYEES ARE SHARING CARS, BICYCLES AND JOURNEYS

Idea brochure on shared mobility for businesses

Interreg
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SHARE-North Squared

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**urban
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An aerial photograph of a city, likely Oslo, Norway. In the foreground, there is a large, green, forested area with a winding path and a few people walking. In the middle ground, a large, modern stadium with a distinctive white, geometric roof is visible. The background shows a dense urban area with various buildings and a tall, thin tower in the distance under a clear sky.

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INTRODUCTION

WHY SHARE VEHICLES?

Does your business have green visions and strategies? And are you keen to support attractive, green transport options for your employees? If so, the concept of “shared mobility” is well worth a look. Read through this idea brochure to find out more about how you can make a start.

Rising interest in sharing solutions

Recent years have witnessed a steady rise in the popularity of sharing solutions – especially in the field of transport and mobility. The concept of sharing is attracting increasing interest for more than a few good reasons. For example, such solutions can be more resource-efficient, environment- and climate-friendly, community-oriented and economical. At the same time, they alleviate the difficulty and irritation of having to repair and maintain vehicles yourself.

Shared mobility can contribute to green strategies

For businesses, shared mobility initiatives can play an important role in strategies centred on CSR, sustainability and climate issues. Shared mobility can also contribute to employees seeing the business as a more attractive workplace – for example, if they have the opportunity to book the business’ cars and bicycles during and outside working hours.

Special potential among new employees

Research indicates that we are more open to new mobility options and to changing transport habits in connection with major life events such as starting a new job. Businesses therefore have great potential to influence transport behaviour among new employees.

Target group for the idea brochure

This idea brochure is intended for all employers and workplaces that are interested in finding out more about how they can help support green, climate-friendly transport behaviour among their employees.

Find inspiration in this brochure

The first part of the brochure presents inspiration in the form of examples from other businesses that have succeeded in launching shared mobility initiatives. It then sets out specific advice for how you can make a start, on the basis of existing experience.

Best of luck with your sharing project!



WHAT IS SHARED MOBILITY?

“Shared mobility” refers to the practice of several people sharing vehicles and/or journeys. When several people share vehicles, this is commonly referred to as car-, bicycle- or scooter sharing. When several people share the journey itself, this is known as “ride sharing”.

What is a shared car?

Shared cars are cars that are not owned by an individual but by several people. Several types of shared car are relevant for businesses:



Commercial subscription for car sharing – “company car sharing”, where the business enters into an agreement with a private provider
Sharing own car fleet with other



businesses or with employees and/or neighbours outside working hours

What is a shared bicycle or scooter?

Shared bicycles or scooters are bicycles and scooters that are not personally owned, but which can be shared by different people. Several types of shared bicycles and scooters are relevant for businesses:



Commercial subscription for sharing bicycles and scooters – entering into an agreement with a private provider



Company bicycles – at the disposal of employees during working hours; collected from/ returned to the same place



Station bikes – available for use between the workplace and bus stops/train stations



Bike loan – loans to employees outside working hours, typically for short periods



What is ride sharing?

“Ride sharing” occurs when several people ride together in the same car. In other words, they share the journey in a given car. Ride sharing normally involves one person offering one or more unknown passengers – e.g. a workmate – the opportunity to come along on a planned journey. Hitch-hiking is a type of ride sharing; it is simply less planned.

Examples of initiatives and private providers for the different types of shared mobility in Aarhus are presented on the following pages. This is the status from September 2023.

INSPIRATION

CAR SHARING

You can offer your employees the use of shared cars during working hours – when they need to transport large items, for example. You can also offer to loan them cars outside working hours as a staff benefit.

More efficient use of cars and resources

Many large businesses already have a car fleet. The vehicles are used regularly during the day, but outside working hours they are typically left at the premises. Conversely, many employees have cars that they use outside working hours. If businesses use existing car sharing schemes or share their car fleets outside working hours, the cars will be used more efficiently to the benefit of the climate, the environment and both the business' and the employees' finances.

Particularly relevant for varying transport requirements

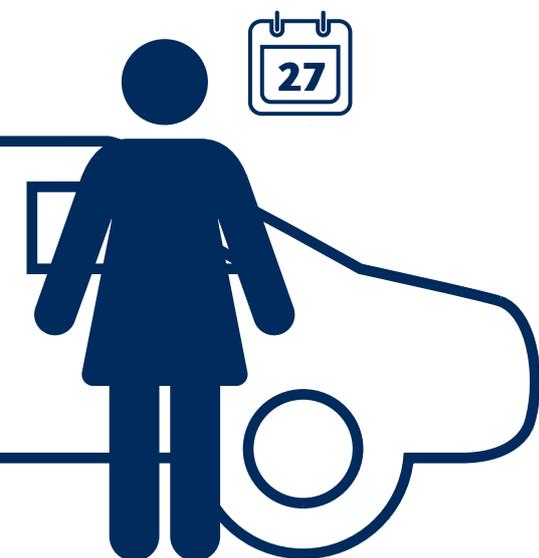
Businesses with varying travel/transport requirements can often save money through covering these needs via a shared car provider. The reason for this is that they only have to pay for the kilometres actually driven.

Car sharing for businesses in Aarhus

There are several models that businesses and workplaces can use to share cars.

Some businesses choose to share their own car fleets with their employees and neighbours, for example. Others prefer to utilise existing car sharing schemes from private providers. A number of the private providers based in Aarhus offer commercial subscriptions targeted at commercial travel. These include LetsGo, Tadaa! and Green Mobility.

Some private providers run car sharing schemes that entail collecting vehicles from and returning them to the same parking space (car sharing with “home base”). Others run schemes where vehicles can be collected from and returned to different locations within a limited area (car sharing without “home base”).



Find existing shared car spaces

The Municipality of Aarhus website includes a map of existing parking spaces reserved for licensed shared cars. The site also describes the terms and conditions for parking shared cars.

aarhus.dk



**Shared cars
for employees and
residents from property
developer**

Tækker Group employees have access to shared cars not only during working hours, but also for private use after work. This helps employees cover their travel needs during the working day. It also reduces the need for private car ownership by offering to loan employees cars outside working hours.

**More people can
cover their transport needs
without having to own a car**

“Our aim is to reduce private car ownership. We hope that the opportunity to borrow a car here will encourage employees to choose not to buy a second car or, in some cases, not to own a car at all.”

- Tækker Group



Shared car in NYE. Photo: WEMOOV

INSPIRATION

SHARING BICYCLES AND SCOOTERS

Bicycle and scooter sharing schemes make it possible to offer your employees a green mobility solution they can use for short trips during the working day, to travel to/from the nearest bus stop or train station, or as a loan outside working hours.

Cycling is healthy and versatile

Sharing bicycles is becoming increasingly popular in large towns and cities – with good reason. Cycling is both a healthy and a versatile way to get around.

Fewer sick days

When more people cycle, you can look forward to a healthier workforce and fewer sick days, to the benefit of both your business and your staff.

Different bicycles and purposes

Different types of bicycle can be used for different purposes. The good old “iron horse” is ideal for short, local journeys and for cycling to/from public transport stops.

Cargo bikes and bicycle trailers are an excellent alternative to taking the car for short trips with practical objectives.

Finally, electric bikes can easily replace cars for medium-length journeys.

Bicycle sharing for businesses in Aarhus

There are several models that businesses and workplaces can use to share bicycles.

Some businesses choose to make company bikes available to their employees for use during the working day. Others provide “station bikes” that employees can use to cycle between the business premises and the nearest bus stop/train station. Yet others choose to loan bicycles to employees outside working hours, typically for short periods through what is known as a “bike library”.

Some businesses choose to buy bicycles and run the associated sharing schemes themselves, while others enter into agreements with a local bike shop, which then takes care of running the scheme and maintaining the bicycles. Finally, some businesses make use of existing bicycle sharing schemes. In this context, several private providers also arrange commercial subscriptions for businesses’ bicycle usage.





Bike library for Salling employees

The Salling bike library allows employees to borrow a bike – electric or standard – and find out what type of bicycle best covers their everyday needs. The initiative was launched as a part of the Salling Group’s climate initiative under the Climate Alliance organisation, where Salling and a number of other Aarhus-based businesses have undertaken to work with greener forms of transport.

A lot of employees are keen to cycle

“... internal surveys reveal that many of our employees are really keen to cycle, but the distances involved and a lack of equipment can often frustrate their ambitions in their busy working days. A bike library is an ideal solution here,”

- Henrik Vinther Olesen, CSR Director at Salling Group.

“14 days of tailwind” – bicycle loan scheme for municipal employees

In Aarhus, municipal employees were able to loan electric bikes for 14 days as a part of a trial scheme. The objective was to encourage more employees to choose to cycle to and from work, and to ride for pleasure in their leisure time. The focus of the project was to have more people test whether an electric bike would suit them.

More than 100 electric bike loans were registered during the trial scheme, which ran for a little less than a year.

Electric bikes may be a strong alternative to cars

Experience from the “14 days of tailwind” project reveals that almost 80% of the people who primarily used their cars prior to the project would rather use an electric bike having borrowed one.

Bikes on loan from Salling bike library. Photo: Salling.

INSPIRATION

RIDE SHARING

Ride sharing is particularly relevant outside built-up areas, and where public transport stops are few and far between. Employees tend to benefit most from ride sharing if they have to travel more than 20 km to work – and back.

Ride sharing can reinforce social cohesion

In addition to helping cut congestion on the roads and benefiting the climate and environment, ride sharing can reinforce social cohesion and create new relationships across different areas of the business.

Particularly relevant outside built-up areas and in locations infrequently served by public transport

Ride sharing is particularly relevant for businesses whose employees live outside built-up areas, where good public transport connections are hard to find. In such cases, many people choose to drive to work and this creates the biggest impact on the climate and on individuals.

Different sources of motivation

Experience indicates that the motivation to try ride sharing varies among employees. Some are principally motivated by the desire to save time and/or money, while others are more interested in the social dimension.

Ride sharing for businesses in Aarhus

Ride sharing among businesses is relatively limited in Aarhus today. Businesses that have launched ride sharing initiatives organise them in different ways. At some, ride sharing is a more informal, less organised phenomenon, while at others it is organised through internal platforms or via social media.

There are, however, a number of private providers that offer existing platforms targeted at ride sharing. These include NaboGo, Ta'Med, Commute-App and GoMore. Some platforms focus in particular on everyday transport and commuting, while others are more often used for longer journeys in people's free time.

Large scale ride sharing does not happen on its own

Experience shows that large scale ride sharing does not happen on its own. It demands a good setup, strong incentives and clear deployment of the initiative across the business in order to achieve the critical mass required.





Ride sharing club for students and staff at Aarhus University

Through a trial scheme with the ride sharing platform Ta'Med, Aarhus University has set up a ride sharing club for staff and students. To date, the club has attracted more than 300 members. Eight parking spaces for ride sharing cars have been reserved for the project. As a part of the agreement with Ta'Med, members are given access to a taxi if their shared ride is cancelled at short notice. The ride sharing club was set up on the basis of multiple enquiries from interested people at the university.

Ride sharing groups on social media at Bestseller

There are a variety of platforms and apps that can be used for ride sharing. In addition, several businesses have simply set up ride sharing groups on social media. These groups can be more or less formally organised. For example, the Facebook group "Bestseller Kørsel Aarhus" [Bestseller Drive Aarhus] has existed for ten years and has more than 700 members with pretty much daily activity in the group.

Recommendations for promoting ride sharing at the workplace

- Reserve the attractive parking spaces for ride sharers
- Establish a platform or choose an existing one
- Use internal campaigns and competitions to highlight the scheme and draw attention to it from the start
- Match employees via a residence map, for example, or through matchmaking events
- Make sure that the scheme features back-up plans in the event that the designated driver cancels at short notice or fails to turn up

GETTING STARTED

HOW TO MAKE A START AS AN EMPLOYER

The following pages present good advice and things to bear in mind with regard to starting up your own shared mobility scheme.

1. Start

Look for inspiration and identify opportunities

A good place to start is by looking for information about existing opportunities and schemes. The last page of this brochure presents a variety of sources of additional inspiration.

Determine the local needs

What would provide most benefit for your business and your employees: a car-, bicycle- or ride sharing scheme? Or how about a combination?

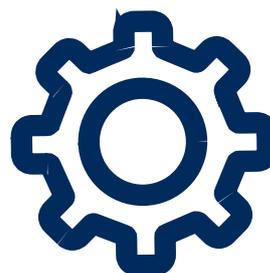
It's a good idea to start by determining where there is the greatest interest and demand in your organisation. Experience indicates that it is not sufficient simply to supply a number of shared cars or bicycles, or to provide access to a ride sharing app. There also has to be a certain level of demand from your employees; they need to envisage themselves using the scheme.

Climate Alliance as a platform for inspiration and exchanging experience

The Climate Alliance is a collaborative initiative in Aarhus, where businesses and organisations jointly undertake to implement climate initiatives. The alliance is also a development forum where businesses can inspire one another and exchange experience, for example through the various work groups active in areas including green mobility.

Surveys of transport habits can provide information about needs and effects

It can be beneficial to conduct a survey of transport habits before initiating shared mobility solutions. This will allow you to clarify existing transport needs and any wishes regarding shared mobility. Against this background, you can then identify the initiatives that are most relevant to your business. Using such surveys also makes it easier to track the effects of your initiatives.



1. Start



2. Organise

Prioritise management backing and resources

Shared mobility initiatives require management backing to ensure that the schemes are prioritised and become successful.

Focus on deploying the initiatives across the various departments

Several businesses choose to organise shared mobility initiatives under their HR department as a part of employee care and/or as a part of Public Affairs and their CSR strategy. Other businesses position their initiatives under facility management which may already administrate the company car fleet, if there is one.

What is most important, however, is to make sure that the initiatives are broadly deployed across the different departments and among the management. One approach is to appoint some of your managers as local ambassadors.

Raise awareness about the scheme from the start

In order to make your “share initiatives” a success, you need to raise awareness about the schemes from the start – highlight them! A good way to do this is through internal campaigns and competitions.

3. Plan the practical side

There are a number of practical issues it is worth considering and implementing a setup for.

Determine which platform(s) you want to use

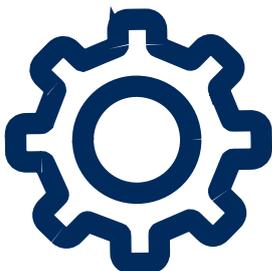
You can use existing platforms and systems such as your company intranet, a shared email system or a manual system based in reception, or even a shared calendar system that you may already use for booking meeting rooms. You may also decide to use platforms made available by private providers. There are all kinds of platforms designed for various types of shared mobility and featuring different price structures.

Appoint someone to handle the everyday operation

It is essential to determine who is responsible for cleaning and maintenance, especially if you are administrating the scheme and vehicles yourself. For example, you could delegate this to the department that already handles the operation of your buildings and/or vehicles. You could also select a number of employees to take special responsibility for the vehicles.

Be patient, but persistent

Be patient and remember that it takes time to change behaviour. And make sure to be persistent, too. This might entail following up on your initiatives on an ongoing basis, and adjusting them to accommodate the wishes and requirements that arise.



2. Organise



3. Plan the practical side

Financing and tax regulations

Save money on your own car fleet

Using car sharing schemes could potentially save you money on your existing car fleet. You could either loan out your own vehicles and earn money this way, or you could sell off vehicles from your own fleet and use existing schemes instead, which would mean you would only pay for the vehicles when they are in use.

By adding shared bicycles to your vehicle fleet, you can replace a number of car journeys with bike journeys, which are cheaper for you as a business and healthier for your employees. In fact, internal funds for health-promoting initiatives can also sometimes be used to support bicycle sharing schemes at the workplace.

Shared mobility demands resources

During the start-up phase in particular, you will have to set aside resources to get the initiatives up and running. In this context, you will need resources to ensure that the schemes actually function in practice, and to raise their profile and generate attention through campaigns, for instance.

Find out more about the tax regulations concerning businesses and shared mobility

Many companies are unsure what they are allowed to do within the framework of the prevailing tax regulations. For this reason, Moving People has prepared a [leaflet about the tax regulations for businesses](#) that want to offer employees various schemes based on cycling.

For example, the leaflet sets out the regulations that apply to loaning bikes outside working hours. This practice is often tax-free if the bikes are only loaned for short periods. The reason for this is that bicycles are covered by the regulations for staff benefits, where businesses can give staff tax-free benefits of up to DKK 1,200 per year (in 2021–22).

Solutions that are to be used exclusively in the context of work – e.g. company bike schemes – are tax-free for employees.

Companies can apply for funds from the state pool for shared electric vehicles

In 2023 and 2024, the Danish State has set aside pool funds to promote shared electric vehicles. All kinds of businesses and associations can apply for funds from the pool to finance projects that support the increased use of shared electric vehicles. It is possible to apply for up to 75% subsidy of the total project sum.

For additional information about the pool, visit the Danish Road Directorate website: vejdirektorat.dk



WHERE TO FIND ADDITIONAL INFORMATION

Would you like to find out more about shared mobility? This page presents details of useful publications and websites that contain additional information about car-, bicycle- and ride sharing.

The Municipality of Aarhus Shared Mobility Strategy

It should be easier to live in Aarhus without owning a car. This is precisely why the Municipality of Aarhus has prepared a strategy to encourage shared mobility.

(dagsordener.aarhus.dk)

Study of shared motoring in Aarhus

This study analyses in more detail the use, potential effects and perspectives of car sharing schemes in Aarhus.

(dagsordener.aarhus.dk)

Moving People: Knowledge and network

Moving People is a network based in the Capital Region of Denmark to promote green mobility among employees. For example, this network has built up knowledge about green mobility providers.

(movingpeople-greatercph.dk)

Region of Southern Denmark inspiration catalogue: New mobility programmes in the small towns and rural areas of the region

The catalogue contains examples of shared mobility programmes with the potential to reinforce mobility in small towns and rural areas.

(regionsyddanmark.dk)

Roskilde car sharing handbook

A handbook on establishing local car sharing schemes, prepared by the Municipality of Roskilde. The handbook contains inspiration and practical information for everyone keen to set up and run car sharing schemes. Published online at Roskilde.dk.

Rejseplanen.dk

The Rejseplanen (Travel Planner) site also lists solutions featuring car, bicycle and ride sharing.

Shared Mobility for ALL

European partnership focusing on making shared mobility solutions available to everyone, irrespective of age and physical ability. The site presents examples of shared mobility for different user groups.

(sharedmobilityforall.eu)

Shared Mobility Rocks: A Planner's guide to the shared mobility galaxy

The guide presents an overview of shared mobility in a European context and lists numerous good examples of different solutions. (share-north.eu)

The Danish Road Directorate

The Danish Road Directorate's theme site: "Ride together or share your car" presents additional information about car and ride sharing.

(vejdirektoratet.dk)

Do you know of other examples of shared mobility in Aarhus? Then we'd love to hear from you!

Here at the Municipality of Aarhus, we're constantly on the lookout for the latest knowledge that we can use to reinforce our planning and inspire even more people and players to work with shared mobility.

So if you know of other examples of shared mobility, drop us a line at:

delemobilitet@mtm.aarhus.dk

