7ᵗʰ Workshop Report

SHARING ECONOMY

Porto, 9th and 10th October 2018

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INTRODUCTION

The 7th Workshop of the European Project SMART-MR entitled "Sharing Economy" was organized by Porto Metropolitan Area on 9th and 10th of October 2018 at the Center for Excellence and Innovation in the Automobile Industry (CEIIA) in Matosinhos.

With this Workshop the SMART-MR project team had the intention to share different experiences on the field of the sharing economy in the transport sector between partners, experts, municipalities, enterprises and other relevant stakeholders in transport sector, including existing good practices in the different metropolitan regions and worked to have a set of policy recommendations at European, national and local level on the role of public administrations in relation to the new forms of public passenger transport.

In the workshop, new ideas and systems in mobility were addressed, such as bike and car-sharing, and, by promoting these new forms of mobility, contribute to the behavioural change of inhabitants. For that, on top of the table were pertinent topics to be addressed, such as:

- What is the role of transport authorities in the planning and management of new business models? Should Local Administration play an active role?

- What is the impact of these new business models on traditional public transport?

- What will be the impacts on territorial planning?

- Which solutions for sharing economy exist in legislation in the different metropolitan regions?

During one and a half days of work, participants had the opportunity to hear the European Commission's position on the subject, through the participation of Pedro Barradas from DG MOVE. To see in loco, solutions for the deployment and management of smart mobility services developed by CEIIA and also had the opportunity to visit the new Porto Cruise Terminal.

THE WORKSHOP

Tuesday, 9th October 2018

Official welcome

The participants were welcomed by the President of Matosinhos Municipality and member of Porto Metropolitan Council, Luisa Salgueiro. She expounds that the subject of the sharing economy is very relevant for Porto Metropolitan Area and its municipalities and they have high expectations around the results of this workshop. She continued by referring that for Metropolitan Area of Porto the SMART-MR has been of great importance, including all the participations in other Workshops, the involvement of regional stakeholders, all the analyses in subjects, like participatory transport planning, management of public transport and all the practices shared around land use plan and transportation.

She finalizes by saying that it's time for Porto Metropolitan Area to put everything learned in an Action Plan, particularly the implementation of the URBAN MOBILITY PLAN for Porto metropolitan region, that she hopes enables to reduce CO2 emissions and increase the quality of life and happiness of our citizens.

Then, on behalf of the SMART-MR project, Project Manager, Janez Nared, gave a welcome speech.

European Union's vision of the sharing economy in the transport sector

After that, Pedro Barradas from DG MOVE addressed the challenges and opportunities inherent in the digitization of transport, he also had the opportunity to distinguish between 'funding' and 'financing' of initiatives in terms of the definition of transport policies, and made some clarifications in terms of expectations what the Commission expects from Urban Areas, complementing what Urban Areas can expect from the Commission.

He explains that there are not less than 10 funding opportunities which can cover urban mobility projects. The most important ones in size are the European Structural and Investment Funds with €13.7 billion for urban mobility over this financial period, the Horizon 2020 programme with roughly €200 million for urban mobility for this financial period and the TEN-T/CEF funds with roughly the same amount (200 million euro) for urban nodes. This founds are listed in the ELTIS portal – with links to the various dedicated webpages – such as INEA in the case of TEN-T/CEF and H2020.

Substantial increase of EU funding for sustainable urban mobility in 2014-2020: €12.4 bln earmarked for clean urban transport (i.e. 50% more than in 2007-2013), more EU co-financing also for walking and cycling infrastructure (€1.5 bln), multimodal transport (€2.2bln) and ITS (€2bln) – all mostly in urban areas.

Cities can spend directly 5% of funds on urban development.

Urban Innovative Action (UIA) calls for transport: €50 million/year (cycling among priorities, 2016 call being now assessed).

"Smart, Green and Integrated Transport" – numerous CIVITAS (and other) projects with a focus on sustainable mobility including cycling. Since 2014, the call for "urban nodes" included cycling.

Talking about sustainable mobility planning, he underlined the need for stronger cooperation between different policy levels and the big role for multimodal solutions of the Sustainable Urban Mobility Plans!

(Annex PP1).

Experiences on business models from the Inventory

Following this presentation, Carmo Tovar, Project Manager of the partner AMP, presents the main outcomes of the inventory on Sharing Economy filled by all the partners. (Annex PP2).

One of the objectives of the SMART-MR project is to find new sustainable forms of mobility particularly the ones that help to support the behavioural shift.

SMART-MR partners made an inventory aiming to discuss the issue of the BUSINESS MODELS IN MOBILITY that are of crucial importance for setting more sustainable mobility plans and services. Particularly, the business models in the sharing economy - also known as the "collaborative economy".

Accordingly to the European Commission, the "collaborative economy" or sharing economy – "refers to business models where activities are facilitated by collaborative platforms that create an open marketplace for the temporary usage of goods or services often provided by private individuals." The collaborative economy, as further defined by the Commission, includes three categories of actors:

 1)	service providers who share assets, resources, time and/or skills (private individuals offering services on an occasional basis – 'peers'– or professional services providers);

2)	users of these services; and

3)	'collaborative platforms'.

Presentation of good practices in sharing economy

After a coffee break each metropolitan region presented a best practice in the field of the sharing economy:

- Barcelona: Presents a regulation proposal for sharing economy (Annex PP3);
- Rome: Carsharing (Annex PP4)
- Budapest: Public bike-sharing MOL Bubi (Annex PP5)
- Helsinki: City Bikes (Annex PP6)
- Gothenburg: The sharing economy in Gothenburg (App) (Annex PP7)
- Oslo/Akershus: Oslo city bikes (Annex PP8)
- Ljubljana: Prevoz.org (ride sharing) and free rides for elders (Annex PP9)

- Porto: Pavnest (technological pavements, speed reduction, harvesting and conversion system) (Annex PP10)

CEiiA

In the afternoon the participants had the opportunity to hear the presentation of CEiiA. First, Frederico Custódio spoke about "Sustainability Through Technology" (Annex PP11), explaining the role of CEiiA. Then, Vladimiro Cardoso Feliz presented a smart case for future cities - Mobi.Cascais (Annex PP12), a CEiiA project implemented in Cascais. Cascais is a Portuguese municipality near Lisboa with 210.000 inhabitants. He showed to the participants, in real-time using his mobile phone, what they could do with the Mobi.Cascais app. This App is a management system for cities that connects all types of mobility devices in real-time, including the new bike-sharing system that CEiiA was also responsible for the development.

Visit to CEiiA (Centre for Enterprise and Innovation in the Automobile Industry)

CEiiA is a Portuguese not-for-profit organisation engaged in innovation and research. Its mission is to enhance the competitiveness and decrease the environmental impact of mobility and transport through international cooperation between universities and industry translating into market-oriented products and solutions. The activities of CEiiA are focused in the automotive and aerospace industries, specialising in product development, structural analysis, aerodynamics, prototyping and intelligent systems. The participants divided into two groups had the opportunity to see and hear in firsthand what products are being developed and made contacts with the different developers.

Visit to Porto Cruise Terminal

The participants had a guided visit to the Porto Cruise Terminal. Porto Cruise Terminal is the largest project ever for the opening of the Port of Leixões to the city and an important gateway of the region. It is situated at the South Mole of the Port of Leixões, just 3 Km from the city of Porto. Since April 2011, the new pier with 340 metres of length has received the biggest and the most glamorous cruise ships from the worldwide cruise fleet, boosting the cruise tourism in the North of Portugal region. With this new pier, the Port of Leixões became able to receive cruise ships of larger dimensions, up to 300 meters long. Since the opening of the new pier, the number of cruise ship calls and passengers at this port has been significantly increasing.

Besides that, the main building also comprises the **Science and Technology Park of the Sea** of the University of Porto, which includes the Maritime Research Centre in the New Cruise Terminal Building (occupying the basement ground, 2nd and 3rd floor). This Park of Science and Technology focused in the Resources of the Sea managed by the University of Porto and is integrated into a recognized Strategy for Collective Efficiency, with the Ocean XXI Association for Research and Maritime Economy and the Cluster of the Creative Industries of the Northern Region.

Wednesday, 10th October

Round table on new business models in mobility.

Four different organizations, with four different projects, explain their business model. Avelino Oliveira was the moderator.

Bookingdrive:

The Project Manager, Augusta e Araújo, presents the BookingDrive (Annex PP13). The bookingdrive.com platform is an online private car rental service that allows owners to earn extra income at the end of the month by renting their vehicle.

With this car rental service without a driver, bookingdrive.com gives owners the possibility of making their vehicles more profitable when they do not use them.

The main focus of her presentation was the paradigm shift for the owner of the car to the user of the car.

Via Verde Boleias (Carpooling)

Via Verde Boleias (Annex PP14) was present by Martin Bustorff from Brisa. Brisa is the entity responsible for this business model and it's the largest private operator of transport infrastructures in Portugal.

Via Verde Boleias is an online platform to share travel costs. Through a website or mobile application, drivers post the places available in their car, indicating the route and price per place. Passengers search for travel by entering the date and starting point and arrival. From the list of search results, the most convenient alternative is chosen according to the time, price and preferences indicated in the profile. The *Via Verde Boleias* can be used to make sporadic trips or for daily use, for short trips or long trips.

This service has a group concept available, which allows you to create communities, with similar interests of trips to the same destination. You can create Public Groups or Private Groups. The Public Groups aim to organize the sharing of trips for large events depending on the type of trip and the type of client involved. This sharing allows users to reduce the cost and time associated with their daily commutes by lowering the carbon footprint, reducing parking needs and incurring expenses, while enhancing the spirit and culture of sharing within the organization.

Mobi.me (Shared mobility)

Carlos Almeida from CEiiA presented the mobi.me. The mobi.me connects users with all types of devices in real-time, allowing the management and operation of shared and on-demand mobility, infrastructure, public transportation and energy services in MaaS environments. Shared mobility acts as first mile / last mile complement to public transit (bus, train, metro), reinforcing its mobility backbone character. By connecting services, integration per se leverages adjacent mobility services in detriment of use of the private car.

Anda (Mobility ticketing)

The ANDA was presented by João Marrana from TIP. TIP is a consortium of public transport companies with the following main activities:

- Ownership and Management of the Ticketing System Andante;
- Management of the Common Sales Network;
- Fare Revenue Split to the Operators;
- Marketing and Communication;
- Technical standards and development of new projects.

The APP Anda is characterized by its simplicity: client doesn't need to know anything about tariffs or zones just need to validate at the beginning of each trip; account-based: client just subscribes a Public Transport account; postpaid: client receives the bill at the end of the month and price optimization: Continuous optimization of rates applied system computes the minimum cost tariff for the trips made (month period).

The App Anda is available since the 29th of June 2018.

REPORT WORKSHOP

Workshop session – 9th October

Workshop session 1 - Regulations

Two different groups discuss the following questions:

- What do you think should be the role of public administration and of the market in this sector? : Free market / Homologation – enabling (with what requirements?) / Concessions / Public companies…? Why?
- Should the administration have an active role, how to apply this vision to an increasingly liberalized market?
- What consequences can be expected in the medium and long term if we do not act out? Is the emergence of autonomous vehicles taken into consideration? Are potential negative impacts on public transport systems being assessed?
- Solutions for sharing economy in legislation in other metropolitan regions?
- What regulations apply at municipalities/transport authorities regarding shared transport modes? Are there common platforms?
- Do you have any legislation to regulate Uber?

The main conclusions of the working groups were the following:

The public administration should follow up on the development and take care of the fast development of legal frameworks. Taking into consideration the public interests (as a regulator) setting a limit to the expansion of the market.

> Legislation;
>
> Public interest;
>
> Predictability

About the public space available for competing companies; they have to predict which kind of companies are coming to the market preventing grey economy.

Take care that the market (eg. Car sharing) is not competing with public transport.

The regulations should take care of CO_2 emissions.

Sharing economy can help to reduce the number of cars owners.

A car is still a car, being electric doesn´t solve the problems of congestion, space…

Less attractive use of private cars and more attractive the use of public transport.

Public transport can only be improved if the density increases.

Liberalizing the public car market has disadvantages: the safety of the user.

Workshop session 2 – Planning

Two different groups discuss the following questions:

- What do you think is the impact sharing economy, shared mobility, collaborative platform etc. has on the current situation?
    - o For instance what happens to the economy on the local and regional scale.
    - o Impact on jobs, land use, transport of people, and goods. But also how will the planning instruments need to change in this new economy.
- Have the benefits/effects of the promotion of sharing services at the macroeconomic level been evaluated? (Reduction of parking needs / Reduction of the number of vehicles per person / Rationalisation of trips due to payment for use of service, etc.)?
- If these vectors are considered positive for society, how should we foster/promote their use (channels, target audience, methods, etc.)?
- How sharing economy has been taken into account in land-use planning?
- Have the benefits/effects of the promotion of sharing services at the macroeconomic level been evaluated? (Reduction of parking needs / Reduction of the number of vehicles per person / Rationalisation of trips due to payment for use of service, etc.)?
- How can a metropolitan region foster the sharing economy?

The main conclusions were the following:

Sharing economy, shared mobility, collaborative platform etc. have some impact in cities but it's notoriously part of a wider solution, definitely not the solution. It should be integrated with public transportation.

The effects of the promotion of sharing economy hadn't been evaluated yet but it must be and this evaluation must be taken into account on Land Use Planning.

This evaluation should support more flexibility and agility in the decision processes, allowing the targeting of regulations and normative.

We should foster the sharing economy by means of marketing for the general public and by sharing data, in an open data environment, with public or private entities in order to allow a real-time divulgation of the results.

The sharing economy hasn't been taken into account in the land-use planning but it should and must be, particularly by sharing data in an open data environment, with public or private entities in order to allow transversal planning and management of resources.

The metropolitan region should foster the sharing economy by promoting data sharing by public or private entities in order to allow a broader knowledge and dissemination of the potentialities and results of sharing economy.

POLICY RECOMENDATIONS

Workshop sessions – 10th October

Four groups of partners and stakeholders prepare the following policy recommendations that were present in the same day in the plenary.

Group 1

Territorial level	Policy recommendation 1	Policy recommendation 2
EU and Interreg Europe programme level	**Title** Evaluation of different systems	**Title** Good practices and bad practices
	Description: It should be done for Interreg and also at a local level.	*Description:* EU and Interreg should provide good and bad practices/examples for the different countries/cities
National level	**Title** Regulation of different systems	**Title** Taxation
	Description It should be done at the national, regional and local level.	*Description* Sharing economy should be treated as a general interest for people or an economic benefit for its providers?
Regional and local level	**Title** Measures and frameworks	**Title** Planning and limitation (regulation)

	Description	Description
	Tools and frameworks should be developed to help cities to prioritize their measures.	It should be described how will the system work and step up the limits (define the maximum of licences, vehicles, etc.)

Group 2

Territorial level	Policy recommendation 1	Policy recommendation 2
EU and Interreg Europe programme level	**Title** Evaluation of different systems	**Title** Good practices and bad practices
	Description: It should be done for Interreg and also at a local level.	*Description:* EU and Interreg should provide good and bad practices/examples for the different countries/cities.
National level	**Title** Regulation of different systems	**Title** Taxation
	Description It should be done at the national, regional and local level.	*Description* Sharing economy should be treated has a general interest for people or an economic benefit for its providers?
Regional and local level	**Title** Measures and frameworks	**Title** Planning and limitation (regulation)

	Description	Description
	Tools and frameworks should be developed to help cities to prioritize their measures.	It should be described how will the system work and step up the limits (define the maximum of licences, vehicles, etc.)

Group 3

Territorial level	Policy recommendation 1
EU and Interreg Europe programme level	**Title** **Clarify the concept of 'sharing economy'**
	Description: *The regulation that clarifies all the concepts and definitions involved in Sharing Economy is necessary, integrating with public transportation rules and definitions, considering that it's part of a wider solution, not the solution.*
National level	**Title** **Data and information**
	Description Clear and basic regulation for sharing data is necessary, together with the 'open data' issues, that will allow the sharing *economy to be effectively shared*
Regional and local level	**Title** **Land Use Planning**
	Description Sharing Economy must integrate Land Use Planning, by means of direct assessment and by means of evaluation of results, allowing and implying more flexibility in Land-Use Planning procedures and decisions, which in turn will allow more effective dynamics in Sharing Economy.

Group 4

Territorial level	Policy recommendation 1
EU and Interreg Europe programme level	**Title: Definition of the Sharing economy service categories** *Description:* A definition of sharing economy services at European level is necessary, given that there are at least three types: 1) services managed by companies that make profits; 2) services in which there is money exchange but with agreements between individuals; 3) non-profit volunteer services. This indication is necessary to activate similar national regulations in Europe.
National level	**Title: Taxation system of the different Sharing economy services** *Description* Whereas there is no single tax system in Europe, when the general prerequisites are broken down, each state will be able to adopt tax systems for the various sharing economy services.
Regional and local level	**Title: Local management of sharing economy services** *Description* Local legislation (as proposed by Barcelona) should provide a regulation for the management of sharing economy services, primarily to ensure competition between operators (periodic calls for licenses), short credit lines to check the results achieved compared to those expected, obligation of some technical specifications related to sustainability (fleets only of electric or hybrid cars and motorcycle).