

*Collective transportation project in rural areas of Europe – suggestions for further development in Sønderborg*

Collective transportation projects in rural countryside tries to solve local people's challenges while making a transition in everyday commuting in all over Europe. These projects with the involvement of local communities try to educate people to give up on private car use, therefore doing a transition in travel behaviors to be more environmental efficient. The case of Sønderborg is promising with its results to make people more mobile, but there are several other cases which could support the relevance of sustainable mobility services in a rural context, mentioning specific projects in Austria or France. Cases from Austria, mentioning two villages from Lower Austria: Gaubitsch and Auersthal could show the base set up of collective rural transportation for Sønderborg according to which local users should be part of the operation of mobility services as if they can feel that they are part of the project which generates social interactions and trust between each other.

The case of Auersthal with their collective electric car-sharing project can show that the introduction of innovative technologies (mentioning electric vehicles) as a service could induce a transition in people's mindset and discover the advantages of innovative technologies. After 5 years of available electric car-sharing in the community, Auersthal became a village with the densest area of registered electric vehicles in Austria! Following this way also could enforce a transition to a more environmental efficient road transportation in Sønderborg Municipality. Transferability of collective car-sharing models is a possibility as nowadays more than 100 villages introduced the specific business model of Gaubitsch and operating in a profitable way. It should be added, that national support and available incentives which support the purchase and use of electric vehicles were indispensable to set up a business model which could result a more favorable price than the expenses of private car use.

Another good example of innovating collective transportation is Clem Ecomobilité Platform from the capital region of France (Île de France). The aim of the platform is to connect rural areas of the region with the capital (Paris) by combining three key solutions of car-sharing, carpooling and charge point reservation into one platform making it much easier to integrate electric mobility to locals' everyday life. The platform can be used by small communities, businesses and municipalities and easily can be adapted to their specific needs. (<http://clem-e.com/en/plateformecllem>)

Above mentioned examples can show the way for Sønderborg to develop a more integrated, a smart platform and electric vehicle based car sharing which could further decrease private car dependency in the Municipality creating a more environmental efficient transportation in rural areas.

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