

MOIA

SOCIAL MOVEMENT

# DEEP DIVE ON SHARED MOBILITY – WHAT IT TAKES TO BE SHARED

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# **SO FAR A POOLING MOVEMENT HAS NOT BROADLY SPREAD YET**

**84% of (car) commuters are annoyed by daily traffic jams**

**87% agree that the immense commuter traffic is environmentally damaging**

**64% regard this traffic as waste of city space/ infrastructure**

**80% see sharing as a huge lever to solve traffic problems**

**Nevertheless: 90% of German commuters drive alone in their cars**



# **REASONS FOR NOT POOLING ARE ROOTED IN BOTH: SYSTEM AND PSYCHOLOGY**

**Lack of attractive mobility services  
(compared to private car)**

**Insufficient coverage of relevant  
use cases**

**Lack of awareness for alternatives**

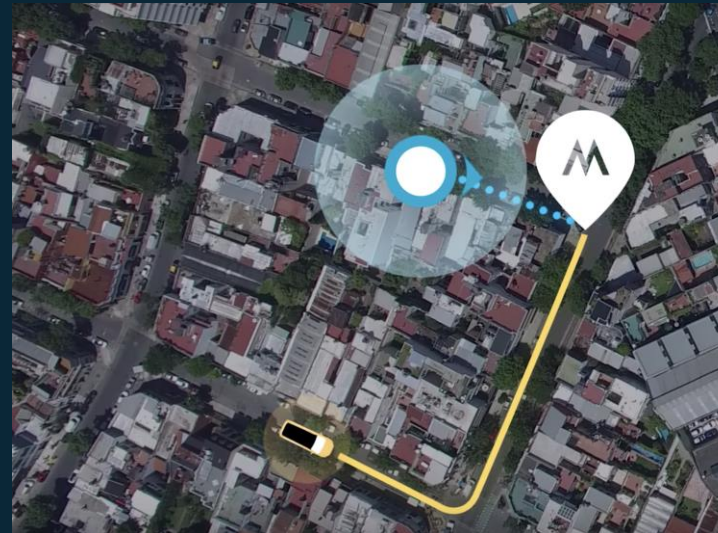
**Psychological barriers**

**Missing incentives to stimulate  
behavioral change**

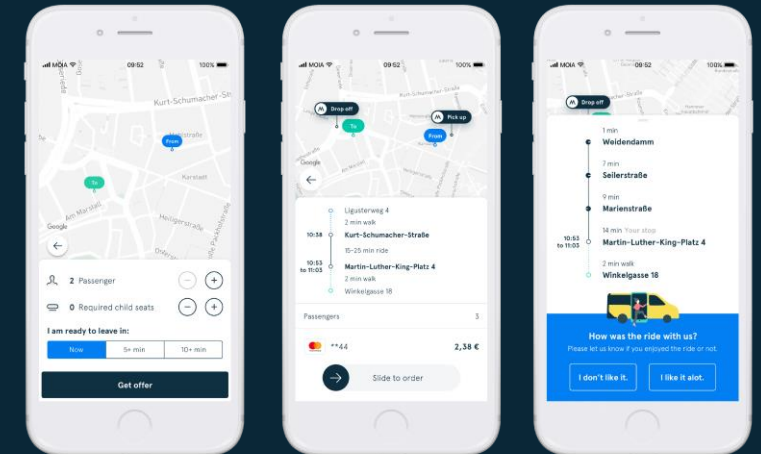
# MOIA STRONGLY BELIEVES THAT THE PERFECT MOBILITY EXPERIENCE CAN ONLY STEM FROM HOLISTIC THINKING & DEVELOPMENT



VEHICLES



ALGORITHMS/ AI



PLATFORM







# THE JOURNEY OF MOBILITY CONCEPT DEVELOPMENT IS MANIFOLD, ESPECIALLY WHEN PATHING THE WAY TOWARDS AUTONOMOUS DRIVING

EXTERIOR



INTERIOR



COMFORT



COMMUNICATION



ACCESSIBILITY



CONNECTIVITY



SAFETY



AUTONOMOUS



EFFICIENCY



MAINTENANCE



# IN ORDER TO MAKE NEW SERVICES BECOME FIRST CHOICE, CONSUMER BEHAVIOR NEEDS TO CHANGE

Alternative mobility options in the  
'relevant set', heart and mind

Trust in availability of need-based  
mobility options

Public education to promote  
attractiveness and consciousness

People to understand the real cost of  
using personal cars in cities



# DEVELOPMENT OF LEGAL FRAMEWORK IS KEY FOR THE SUCCESS OF NEW MOBILITY SERVICES

Definition of (city) specific objectives and strategies

Empowerment of service tests/ trials

Joint shaping of legal framework: regulator, operators, other stakeholders

Traffic routing/ tolling according to aspired sustainability targets

Shaping the public space accordingly



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