



# **Municipal Support for Carsharing Services** **地方政府对汽车共享服务的支持**

**Good Practice in Germany**  
**德国的最佳实践**

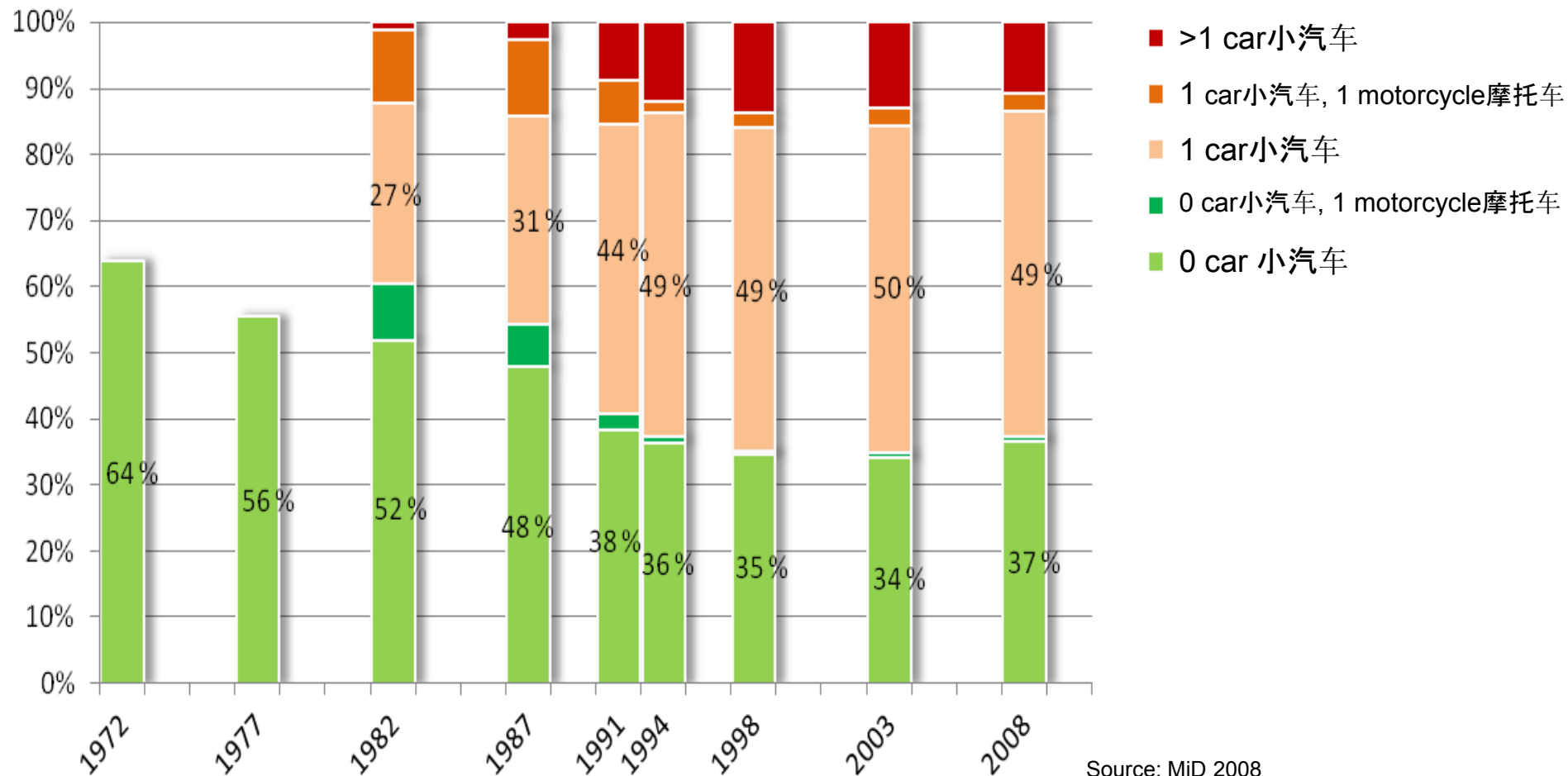
**GIZ Sustainable Transport Programme 可持续交通**

**28 January 2016**



# Mobility Trends in German Cities

## 德国城市出行趋势.

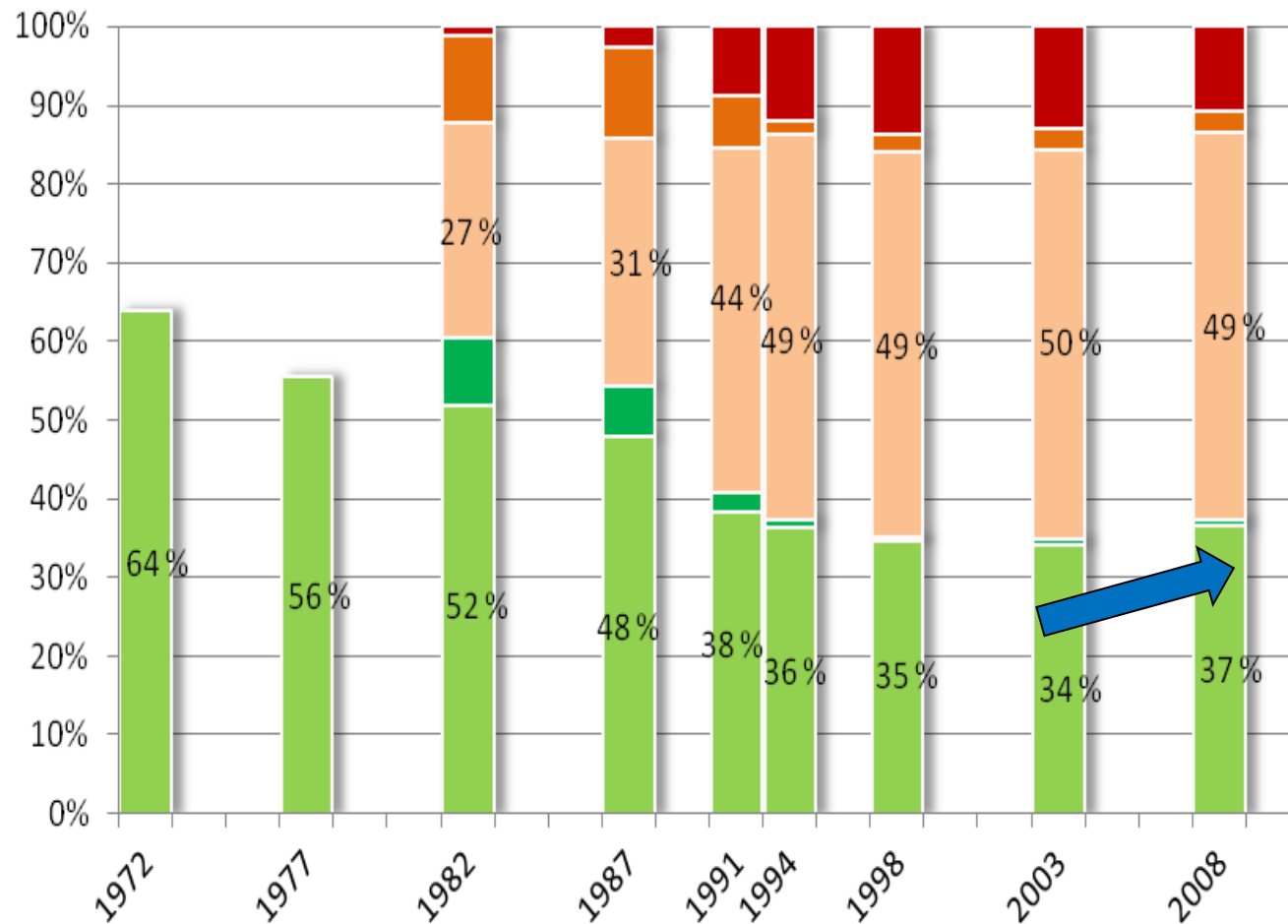


Source: MiD 2008



# Mobility Trends in German Cities

## 德国城市出行趋势.



- >1 car 小汽车
- 1 car 小汽车, 1 motorcycle 摩托车
- 1 car 小汽车
- 0 car 小汽车, 1 motorcycle 摩托车
- 0 car 小汽车

**More households  
without an own car!**

**越来越多的家庭选择不  
购买私家车**

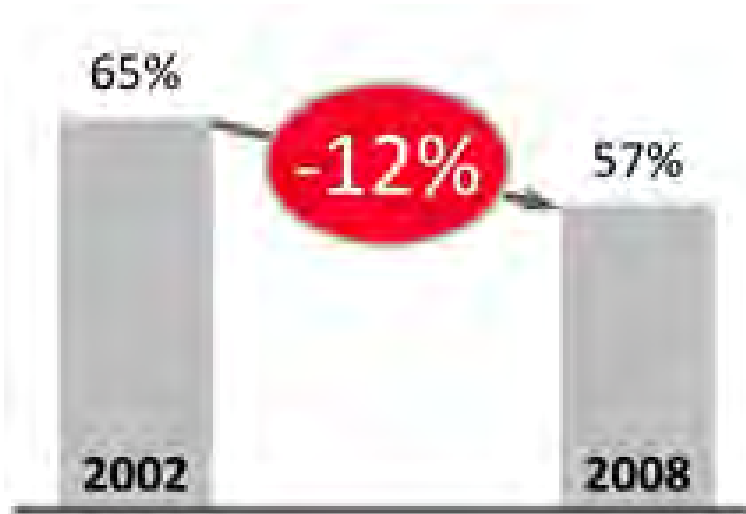
Source: MiD 2008



## Mobility Trends in German Cities 德国城市出行趋势.

Change of modal split of 18-24 year old people in Germany  
18-24岁年轻人出行方式的改变

Reduction of car use  
汽车使用比例减少



Use of public transport  
Increased  
公共交通使用比例增加



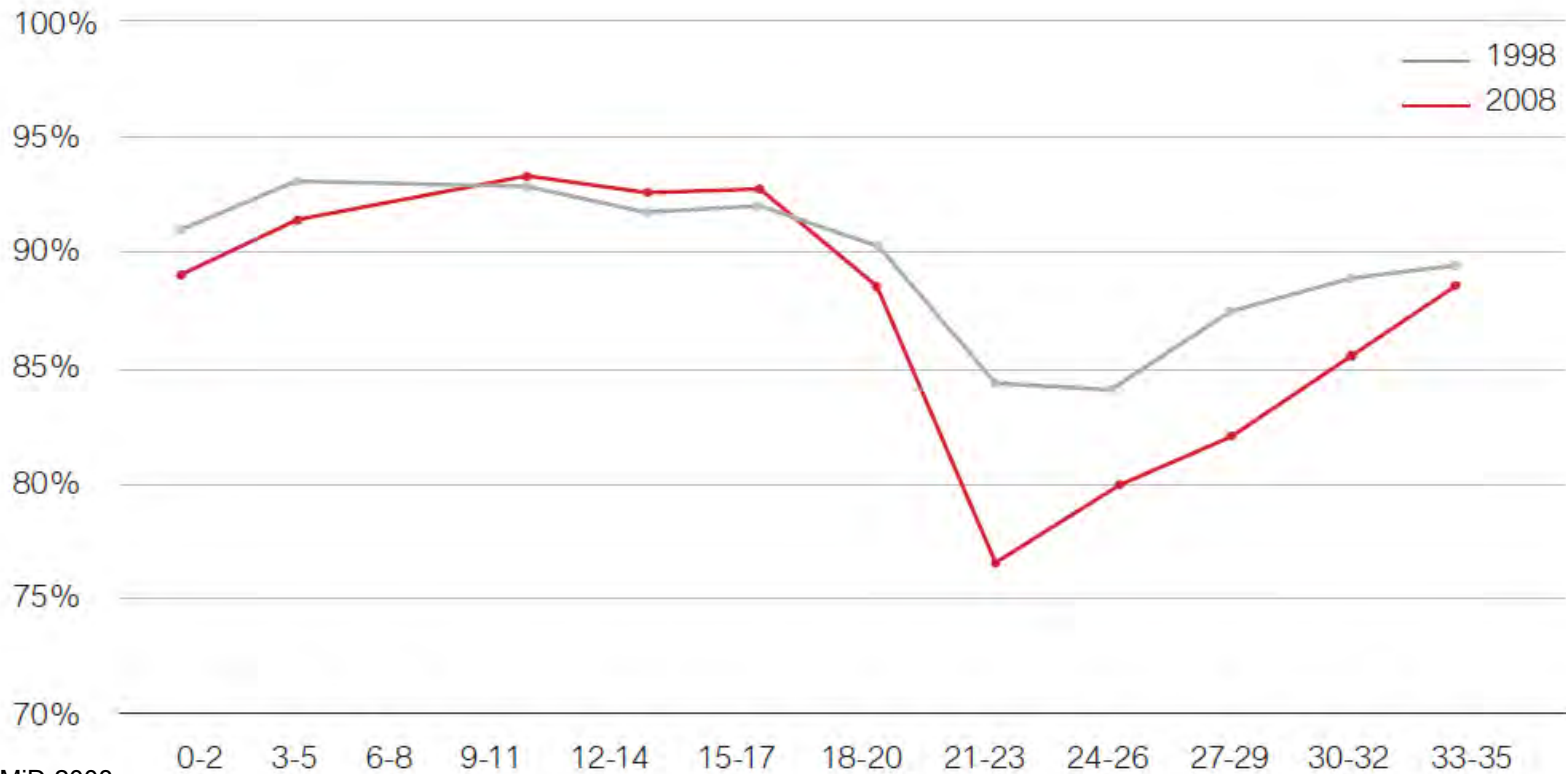
Source: MiD 2008



# Mobility Trends in German Cities

## 德国城市出行趋势.

Percentage of citizens in households with at least one private car  
至少拥有一辆私家车的家庭占比



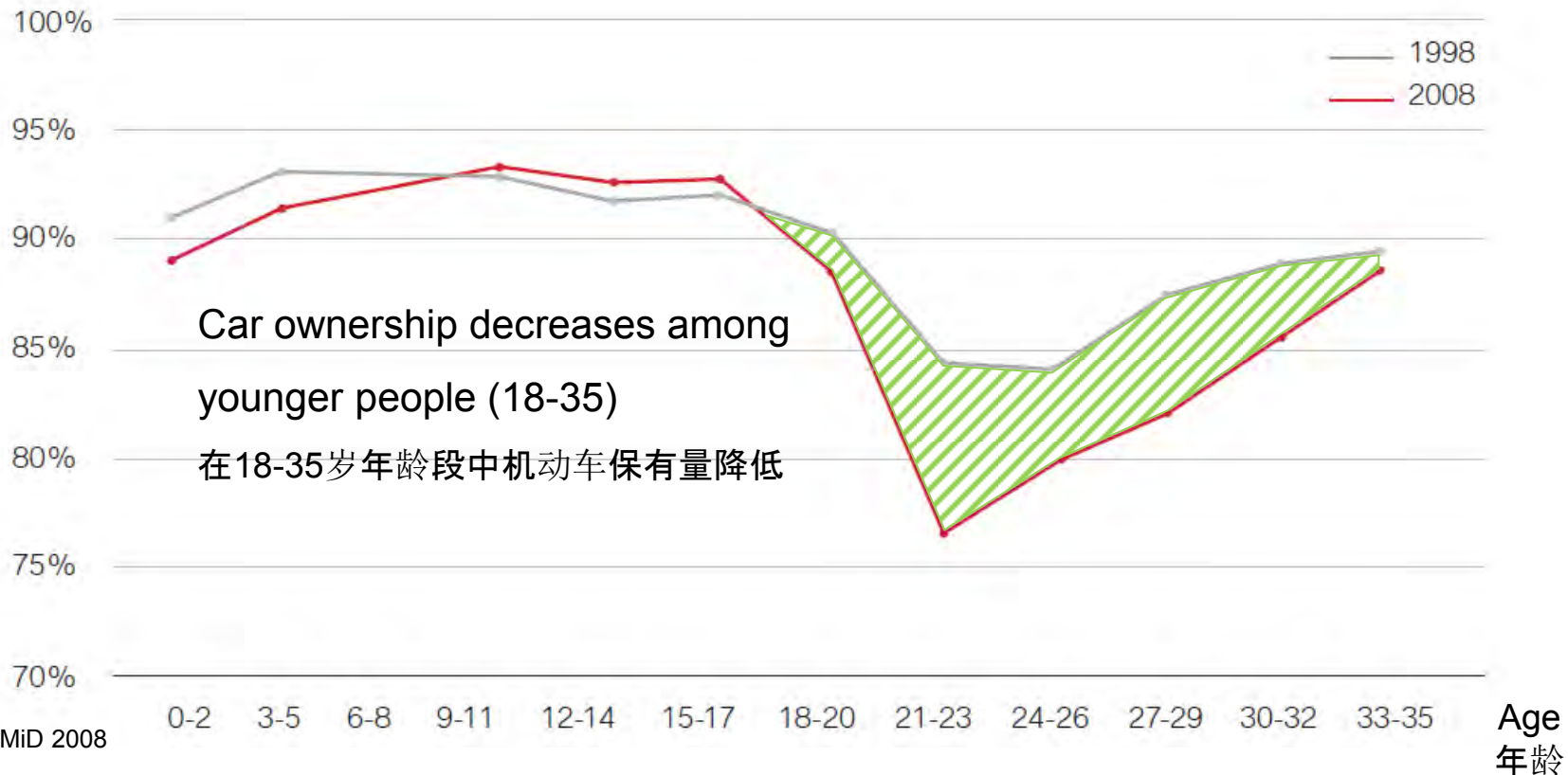
Source: MiD 2008



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Number of citizens in households with at least one private car  
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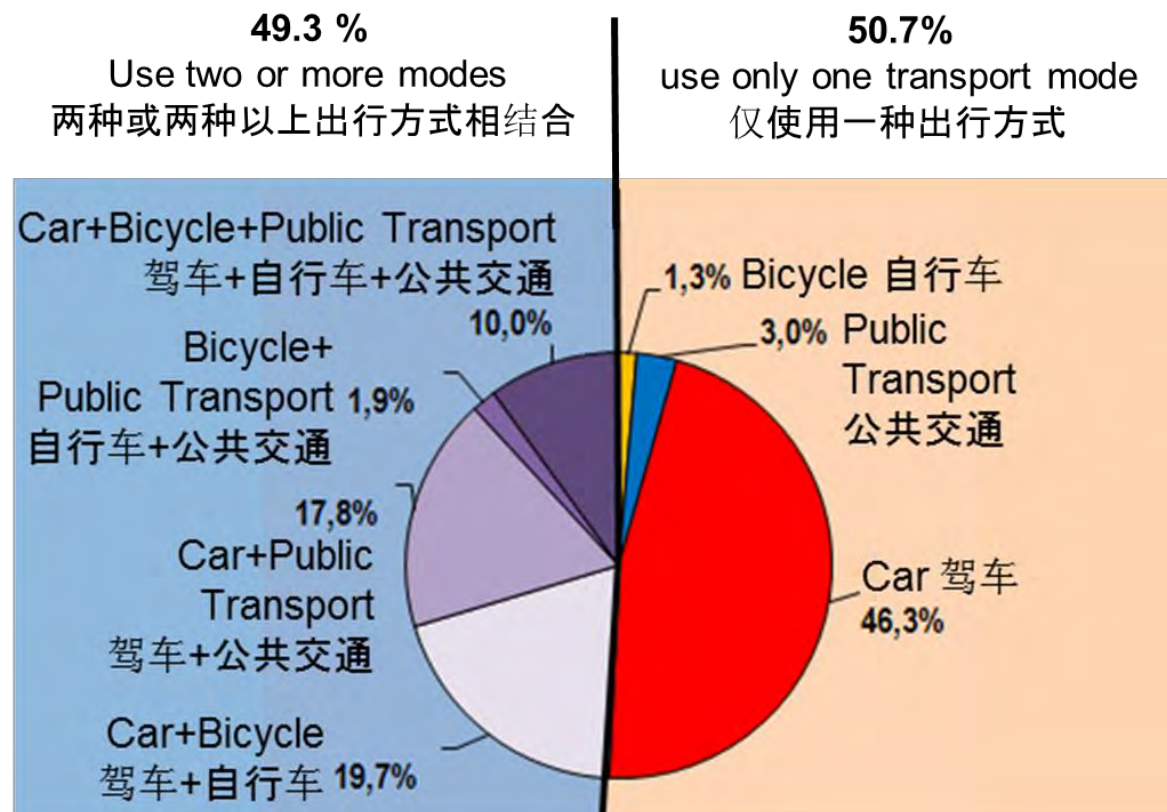
Source: MiD 2008



# Mobility Trends in German Cities

## 德国城市出行趋势.

### ► Inter- and multi-modal mobility behavior 出行习惯分析





# Mobility Trends in German Cities

## 德国城市出行趋势.

**Non-Motorized Transport**  
非机动车交通



**Public Transport**公共交通



**Carsharing**汽车共享

**Carsharing users:**  
汽车共享用户:

avoid/postpone car ownership  
避免或推迟购买私家车  
**23 – 26%**

sell private cars  
出售已拥有私家车  
**16 – 34%**

reduce VKT  
减少机动车行驶里程  
**28 – 45%**

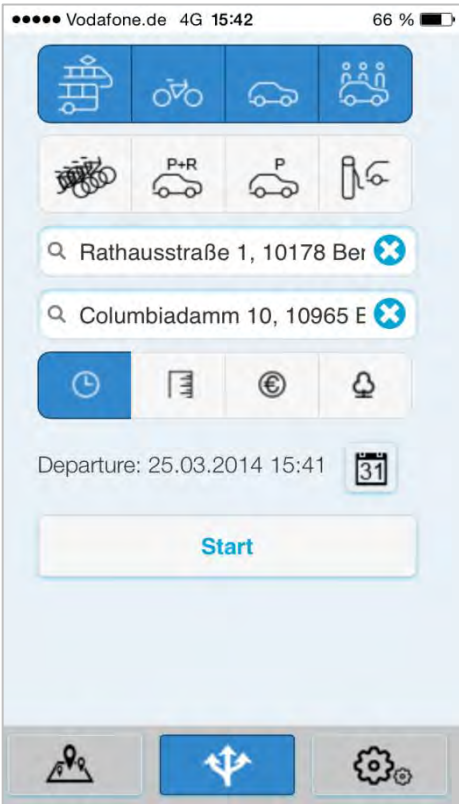
1 carsharing vehicle can replace 4 – 11  
private cars  
一辆汽车共享汽车可取代4-11辆私人私家车



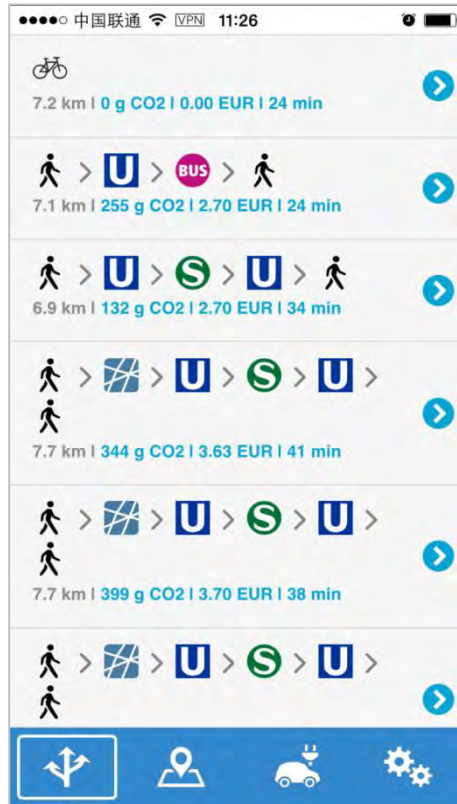


# Carsharing as a Component of Multimodal Transport

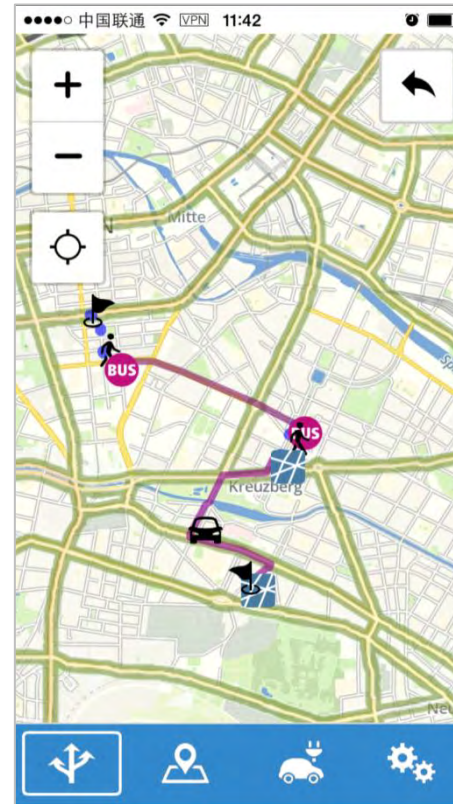
## 汽车共享作为综合运输的组成部分



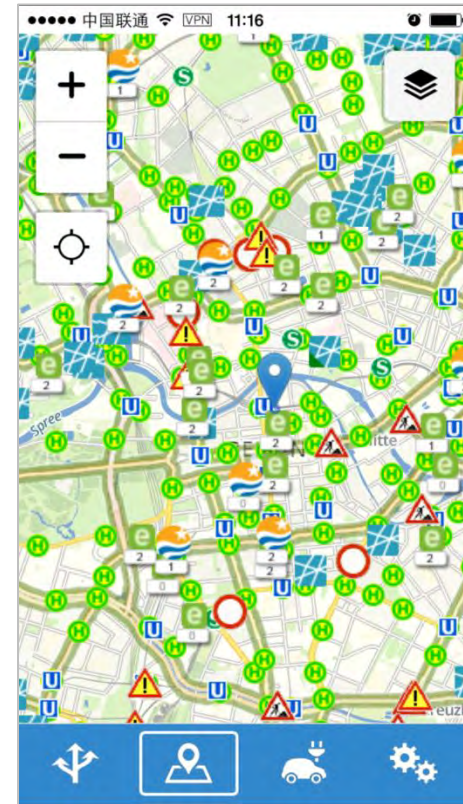
Customer-oriented,  
individual routing  
顾客导向型，个体路线



Transparent  
in-app ticketing  
清晰透明的手机应用  
内售票系统



GPS navigation  
GPS导航



Real-time Information  
实时信息

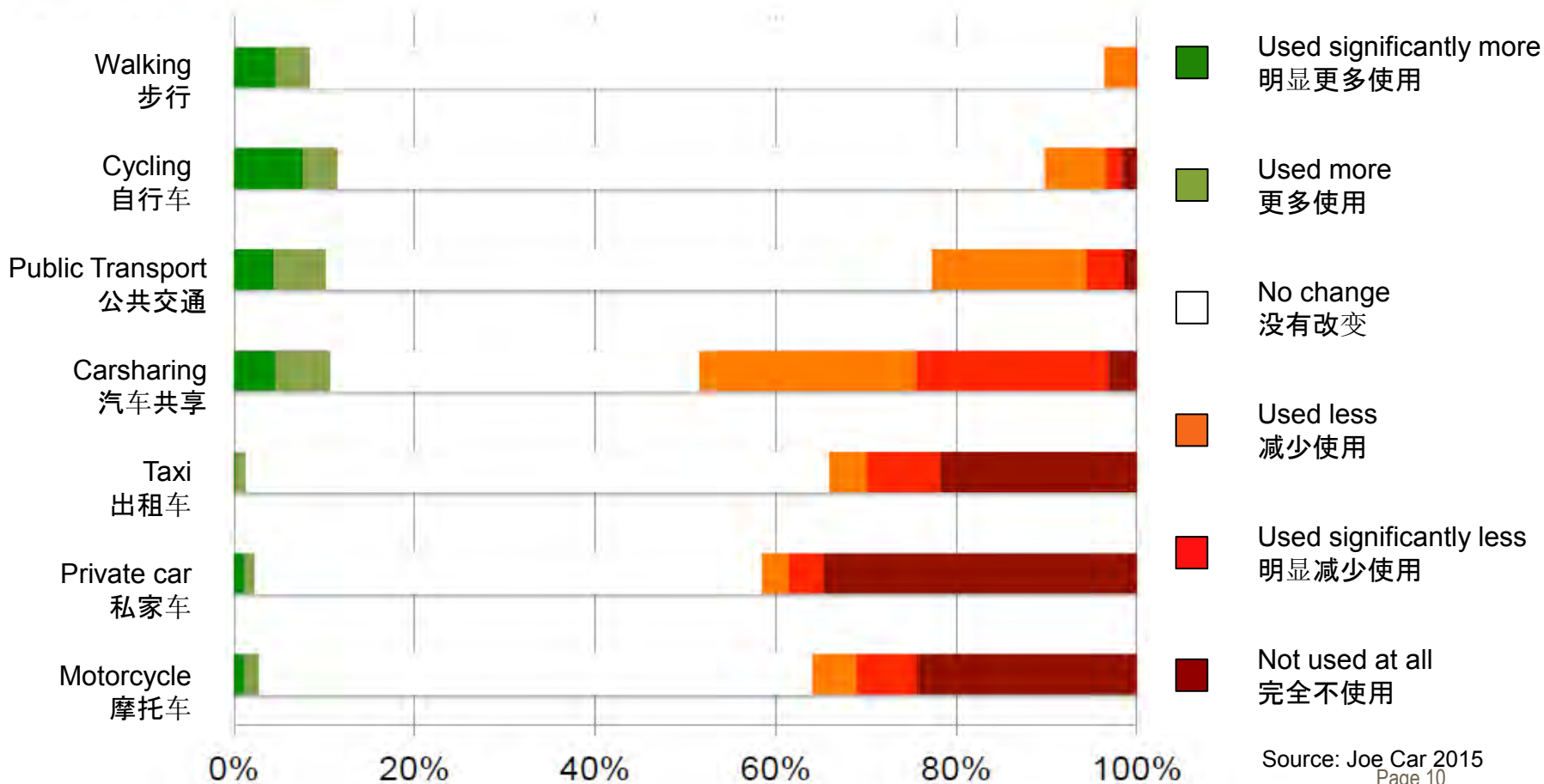


# Mobility Trends in German Cities

## 德国城市出行趋势.

Transport mode choice after one year carsharing membership (Joe Car, n=409)

使用汽车共享超过一年的用户的出行方式选择



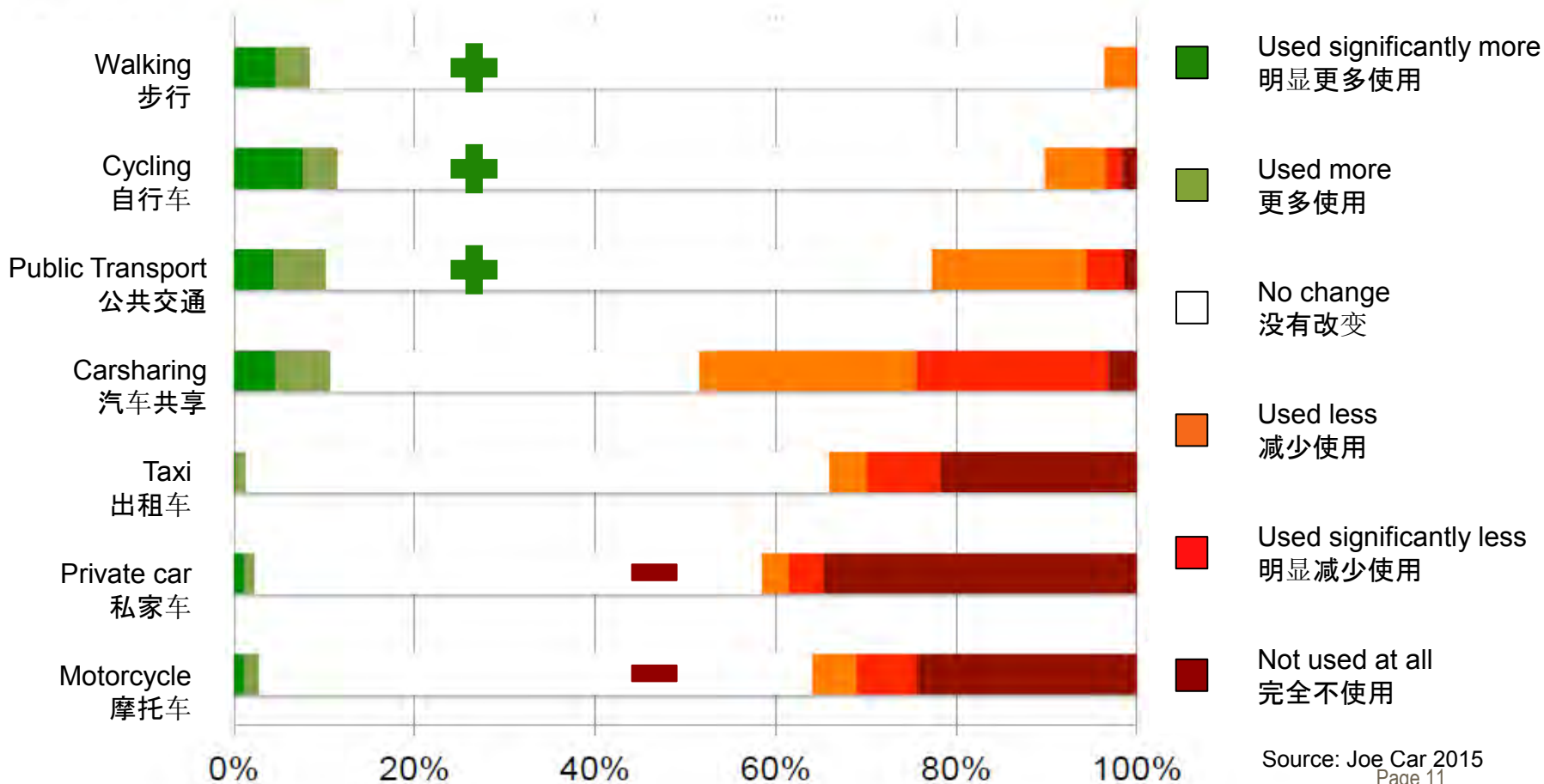


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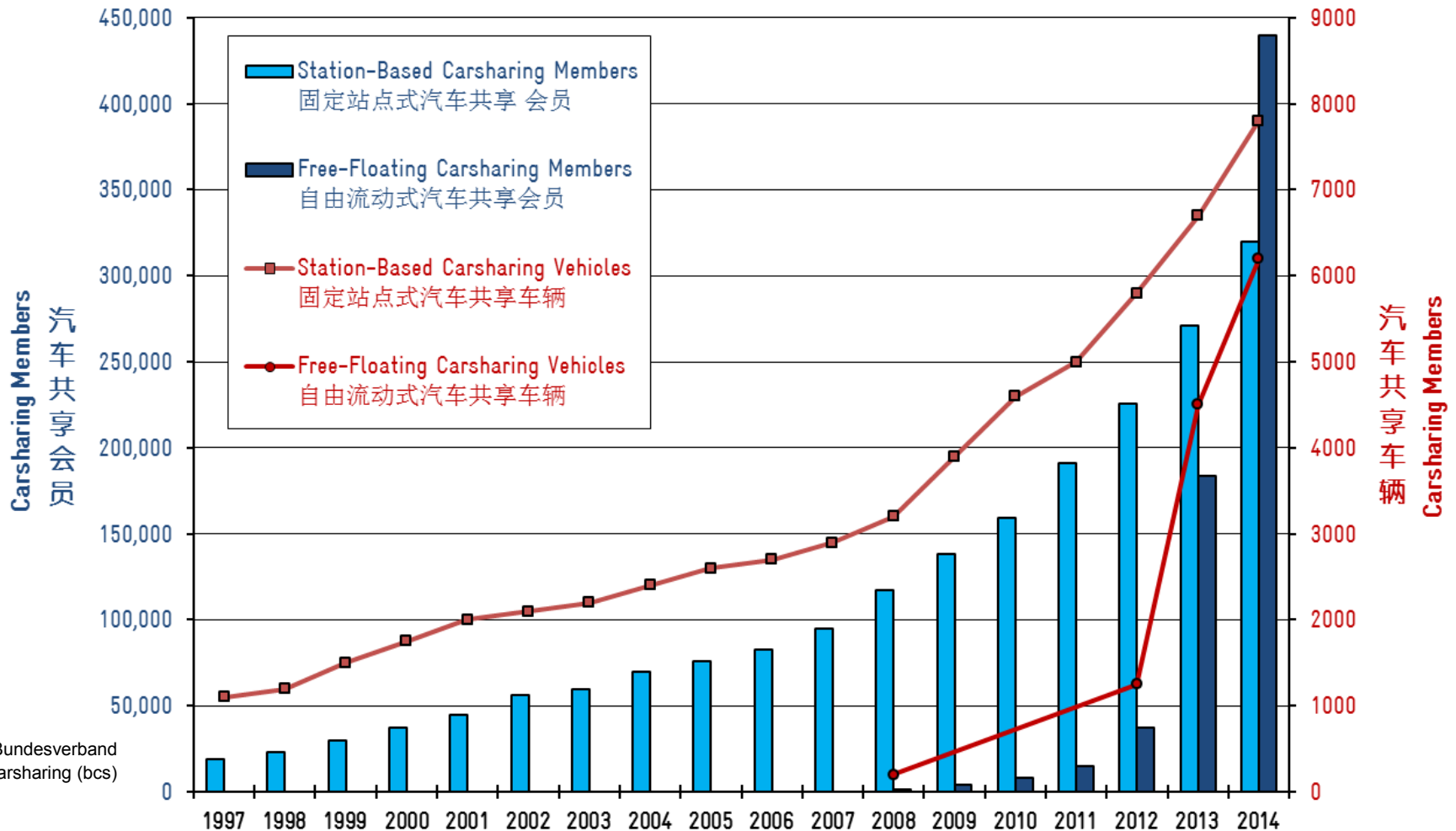
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# Carsharing Development in Germany

## 汽车共享在德国的的发展



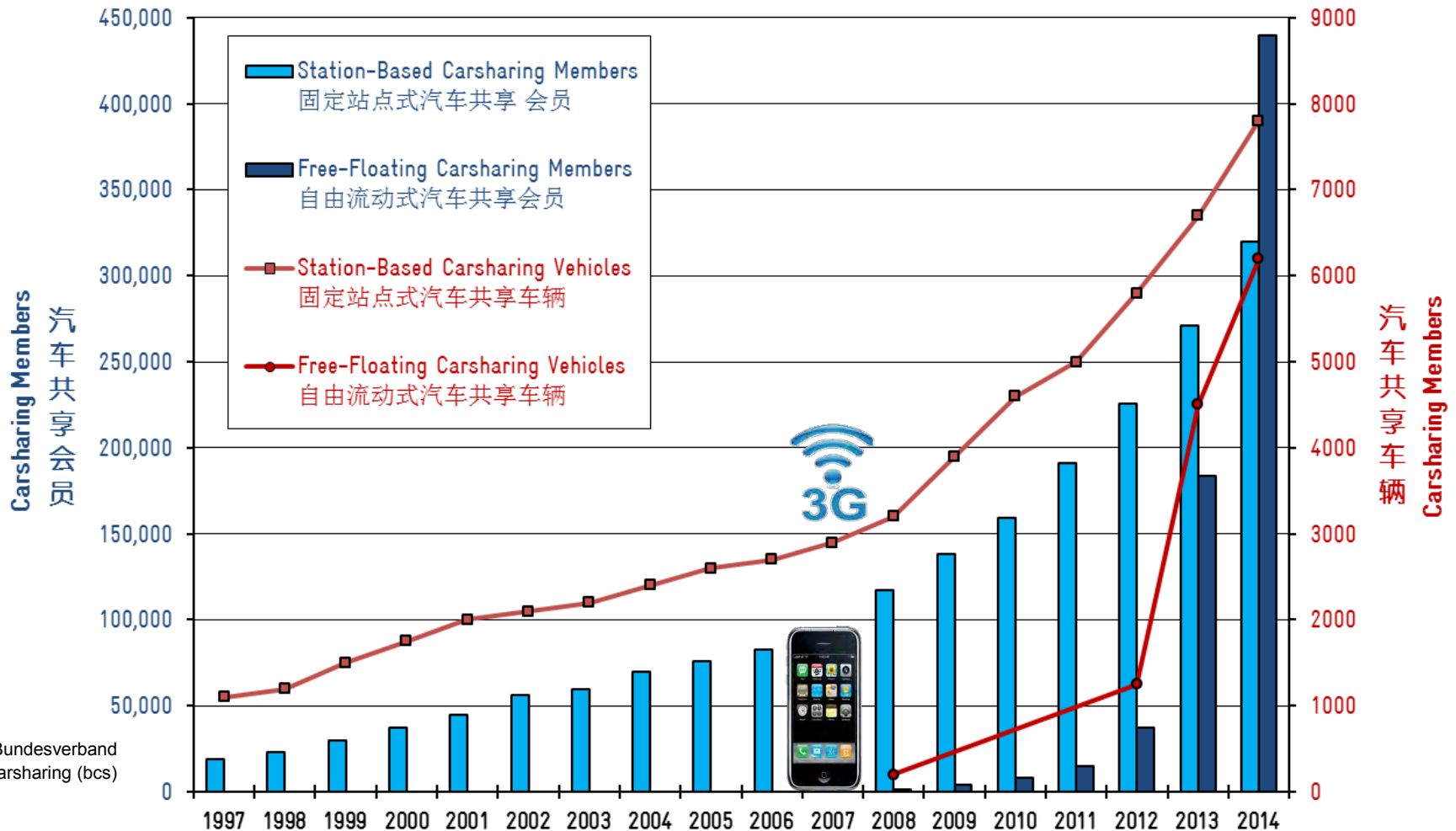
Data: Bundesverband  
Carsharing (bcs)





# Carsharing Development in Germany

## 汽车共享在德国的发展





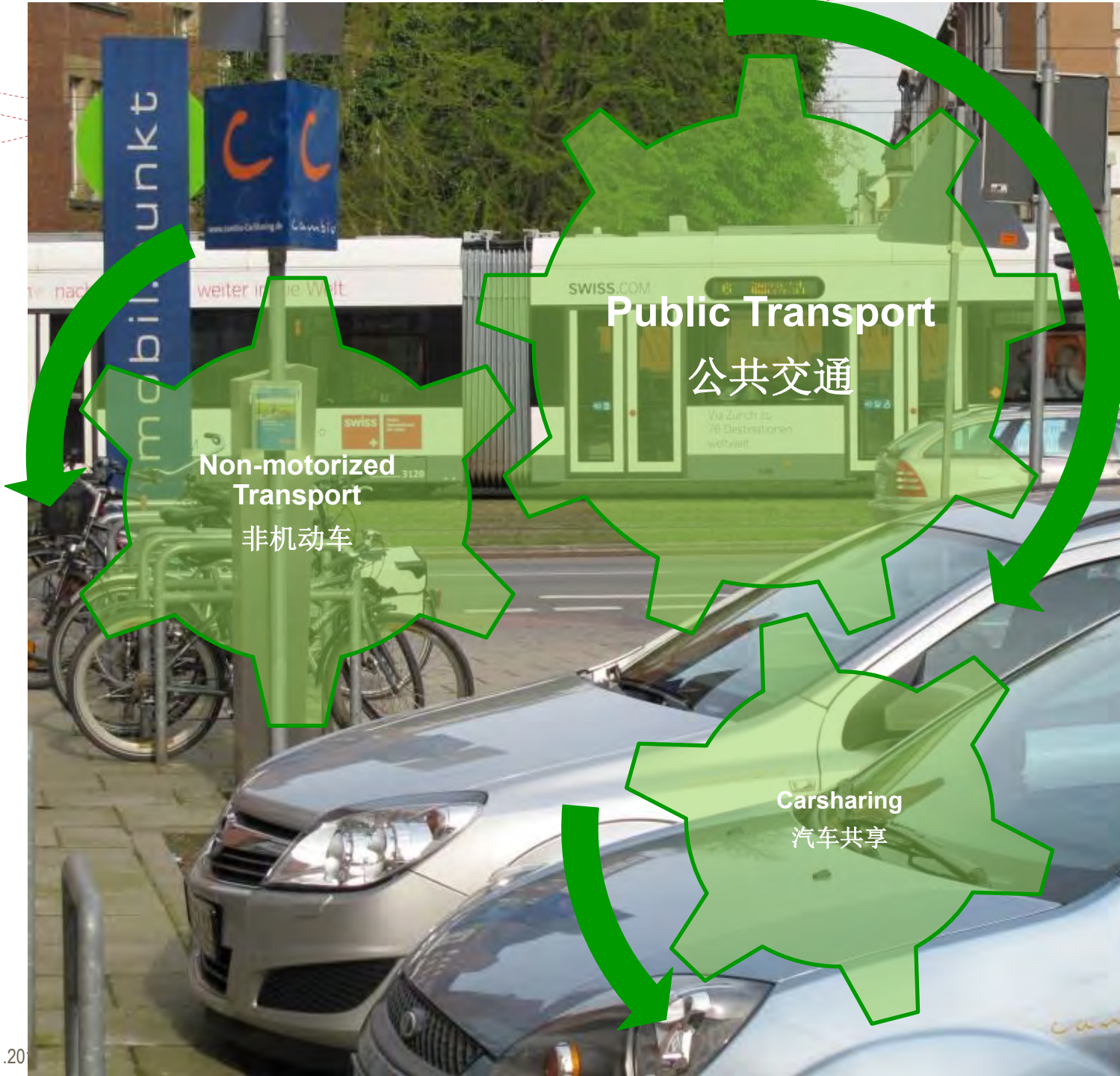
# Governmental Support for Carsharing 政府对汽车共享发展的支持

- ▶ Integration of carsharing in public transport  
把汽车共享结合到公共交通系统
- ▶ Supportive Parking Policies for Carsharing Operators  
针对汽车共享服务运营商的有利停车政策
- ▶ Integration of carsharing in new urban real estate developments  
把汽车共享整合到新的城市房产开发中
- ▶ Promotion and awareness raising  
宣传及意识普及
- ▶ Inclusion of carsharing in an overall transport and urban development strategy  
将汽车共享涵盖近交通和城市发展的综合规划



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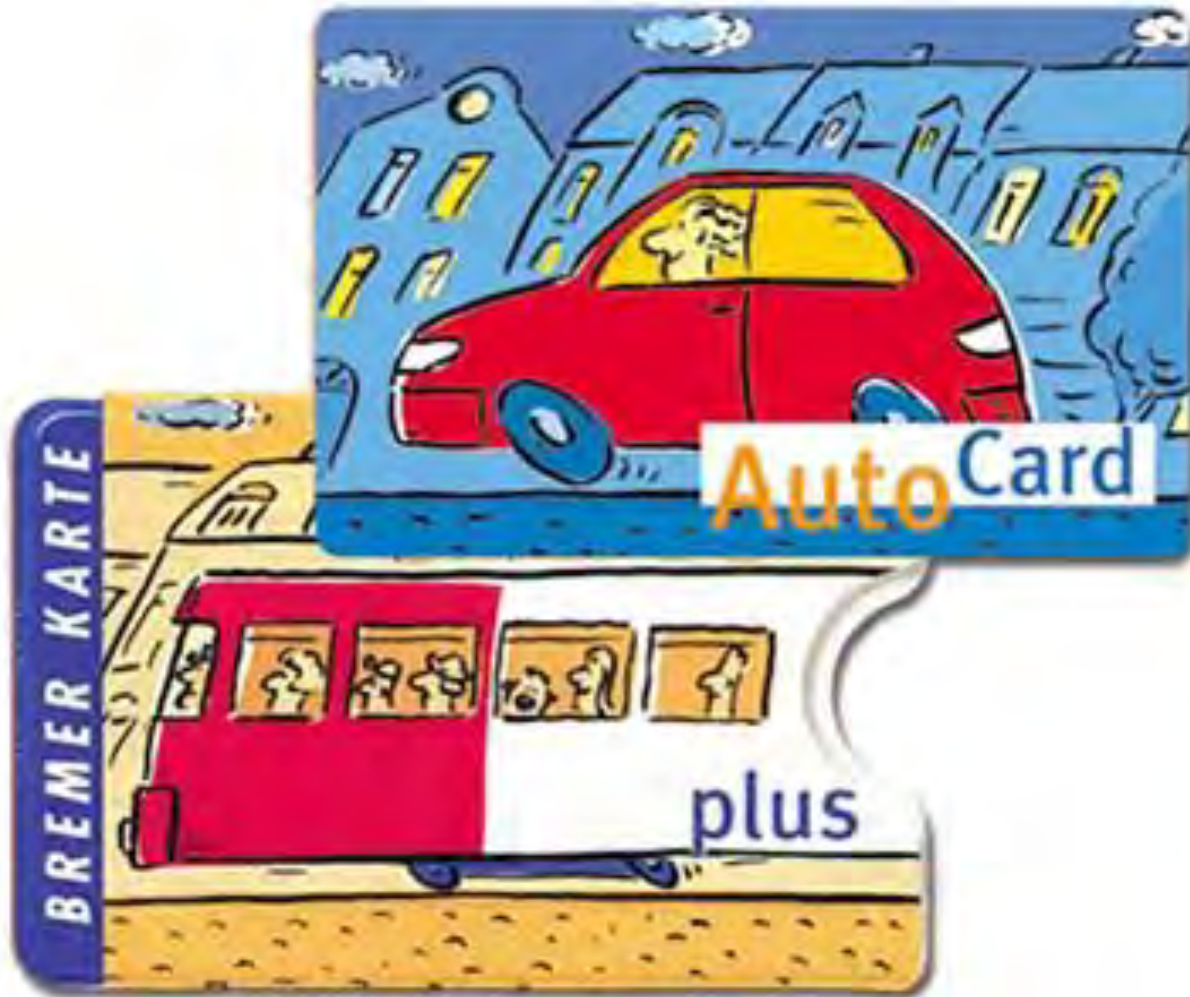


Non-motorized  
Transport  
非机动车

Public Transport  
公共交通

Carsharing  
汽车共享





# Viele Wege führen zum Ziel. Qixxit findet deinen.



Einfach planen. Einfach buchen. Einfach ankommen.

**qixxit.de**



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kostenlos  
die App  
laden!





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mobil.punkt



CAR-SHARING  
BREMEN









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## 世博会不来梅案例馆探源：“汽车共享”成时尚

人民网驻德国记者 刘华新

2010年10月08日20:40 来源：人民网

【字号大 中 小】 打印 留言 论坛 网摘 手机点评 纠错 E-mail推荐

提交

# Senator weiht neuen Stützpunkt ein Bremer, teilt Euch noch mehr Autos!

Mitte - Car Sharing wird in der Hansestadt immer beliebter. Schon über 6000 Bremer nutzen die Fahrzeuge des Bremer Anbieters „Cambio“.

Gestern weihte Verkehrssenator Reinhard Loske (Grüne) gemeinsam mit Gewoba-Chef Volker Riebel einen neuen Mobilpunkt am Rem-

bertiring ein. Dort stehen jetzt acht Fahrzeuge, die auch die Gewoba kräftig nutzen will. Riebel: „Dadurch können wir unseren Fuhrpark um fünf Fahrzeuge verkleinern, so einen Beitrag zur CO2-Einsparung leisten.“

Gleichzeitig wurden gestern noch Mobilpunkte am Tannhäuser

Platz (Östl. Vorstadt) und an der Thedinghauser Straße (Neustadt) in Betrieb genommen.

Bremen will bis zum Jahr 2020 mindestens 20 000 Menschen für das Car Sharing gewinnen. Dadurch sollen in innerstädtischen Wohngebieten bis zu 6000 Autos verschwinden. (ahm)



10月5日，德国不来梅市又一处“汽车共享”服务点开业。图为不来梅市政府环境委员莱因哈德·洛斯克博士（中）等出席剪彩仪式。彩带中间用中、英文写着上海世博会的主题“城市，让生活更美好”。人民网记者 刘华新摄



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Bremen, 11.09 2009

Der Senator  
für Umwelt, Bau, Verkehr und Europa

22-10

Tel.: 361- 6703 (Hr. Glotz-Richter)  
Tel.: 361-10859

Deputation für Bau und Verkehr (S)  
Deputation für Umwelt und Energie (S)

Vorlage Nr.: 17/ 295 (S) B+V  
Vorlage Nr.: 17/ 120 (S) U+E

Vorlage  
für die Sitzung der Deputation für Bau und Verkehr (S)  
am 17.09.2009

und

für die Sitzung der Deputation für Umwelt und Energie (S)  
am 24.09.2009

## Aktionsplan „Car-Sharing für Bremen“

### A) Sachdarstellung

Am 05.02.2009 bzw. 12.02.2009 haben die Deputation für Bau und Verkehr (S) bzw. die Deputation für Umwelt und Energie (S) den Bericht der Verwaltung zur ‚Einführung von Car-Sharing für Behörden, Gesellschaften und öffentliche Einrichtungen‘ zur Kenntnis genommen und festgestellt, dass „es nach wie vor erhebliche Potenziale zur Optimierung des Flottenmanagements und der Car-Sharing-Nutzung in Dienststellen, Gesellschaften



# Governmental Support for Carsharing 政府对汽车共享发展的支持

## ▶▶ Bremen, Germany – “Carsharing Action Plan” 德国城市不莱梅 – “汽车共享行动计划”

- ▶▶ Bremen adopted the worldwide first municipal Carsharing Action Plan in September 2009  
2009年9月，不莱梅引进世界范围内第一个市级汽车共享行动计划
- ▶▶ Carsharing operators can rent public parking spaces to set up carsharing stations  
汽车共享运营商租用公共停车位并以此建立了汽车共享站点
- ▶▶ Carsharing membership included in the public transport seasons ticket  
汽车共享会员可使用公共交通季票
- ▶▶ Carsharing campaigns (print and digital media, cinema advertising, EXPO2010)  
汽车共享活动宣传（通过报纸，数字等媒体，影院宣传，2010年世博会）
- ▶▶ Local authorities use carsharing instead of corporate fleets  
当地政府机关使用汽车共享出行，取代公车出行





# Governmental Support for Carsharing 政府对汽车共享发展的支持

## „Federal Law on Carsharing“ ”联邦汽车共享法“

Draft Version from the Federal Ministry of Transport  
联邦交通部编写的草案

- ▶▶ Legal definition of carsharing services 汽车共享服务的法律界定
- ▶▶ Municipalities can provide public parking for carsharing stations 城市可为汽车共享站点提供公共停车位
- ▶▶ Unified labeling of carsharing parking spaces 汽车共享停车场地统一标示
- ▶▶ Free parking areas for carsharing vehicles 汽车共享车辆免费停车区域
- ▶▶ Enforcement of illegal parking at carsharing parking spaces 禁止在汽车共享专用停车位的非法停车





## Governmental Support for Carsharing 政府对汽车共享发展的支持

### Carsharing promotion on the European level 在欧洲层面推动汽车共享



more options for energy efficient  
mobility through Car-Sharing

- ▶▶ November 2008 – September 2011 2008年11月-2011年9月
- ▶▶ Budget: 2,268,000 € (Financer: European Commission) 预算: 2,268,000 欧元(出资方: 欧盟委员会)
- ▶▶ Project Partners: Municipal authorities, German Federal Carsharing Association, research institutes, carsharing operators 项目合作伙伴: 城市主管部门, 联邦汽车共享协会, 研究机构, 汽车共享运营商
- ▶▶ Results:项目成果:
  - ▶▶ More than 135,000 people across Europe informed about carsharing. 超过13万5千人了解汽车共享
  - ▶▶ As a direct result of the project around 4,000 people and nearly 600 companies joined carsharing services. 4000人及600家企业使用汽车共享服务作为项目的直接成果
  - ▶▶ During the project duration membership of participating carsharing providers increase by 95,000. 在项目期间参与项目的汽车共享运营商累计共增加9万5千名会
  - ▶▶ 13 new carsharing pilots with real estate developpers established 与房地产开发商合作新建13个汽车共享试点



**谢谢! Thank you very much for your attention!**

▶ **Contact Details**

Deutsche Gesellschaft für  
Internationale Zusammenarbeit  
(GIZ) GmbH

**Alexander Jung**

Project Manager  
Sustainable Transport Programme  
alexander.jung@giz.de  
[www.sustainabletransport.org](http://www.sustainabletransport.org)

▶ **联系方式**

德国国际合作机构(GIZ)

**Alexander Jung**

项目经理  
alexander.jung@giz.de  
[www.sustainabletransport.org](http://www.sustainabletransport.org)

汽车共享  
CARSHARING