

# The CHUMS Project

## FINAL CONFERENCE

*Match, Motivate and Mentor – the 3 M's for a successful carpool scheme*

05 July 2016 | KBC building | LEUVEN, Belgium

## Report

This was the final public event in the frame of CHUMS - Changing Habits for Urban Mobility Solutions – Intelligent Energy Europe funded project. Targeting local and regional decision makers, mobility managers, local authorities, businesses, mobility services providers and researchers, the event presented the results of the project, disseminated the CHUMS approach and good practices and was an opportunity for strengthening the CHUMS network and the take-up of the CHUMS approach in selected cities and organisations.

The CHUMS project is due to end at the 31<sup>st</sup> of August 2016 and the final conference was organized to present the results of the implementation of the CHUMS approach in the 5 CHUMS cities – Craiova (RO), Edinburgh (UK), Leuven (BE), Perugia (IT) and Toulouse (FR). Furthermore, the keynote presentations were delivered to present to the 46 participants the future of carpooling in the context of new mobility services, technologies and the sharing economy.

### First part

The event started with a small presentation delivered by one of the hosts of the event, **Mr. Tim Asperges (Stad Leuven)**, on the mobility developments in the city of Leuven. In order to present the projects better a bike tour through the city was organized.



Mr. Tim Asperges on the 2030 mobility goals of Leuven



The mobility tour of Leuven, on bikes

The first session of the Conference was moderated by **Mr. Paul Curtis (Vectos)**, the project coordinator. **Mr. Laurent Frankx – researcher at VITO, Belgium** – delivered a presentation on carpooling as a manifestation of shared mobility with different aspects related to the future of carpooling or ridesharing, barriers to carpooling and new developments in mobility as part of the shared economy.



Mr. L. Frankx on Mobility and the shared economy



Ali Clabburn sharing insights from UK's leading carpool provider

Following the introductory presentation, **Mr. Ali Clabburn – CEO of Liftshare, UK** – shared the way the company that he runs has changed alongside the competition and the market. Insights from the leading carpooling provider in the UK were delivered in an inspiring talk about how companies/authorities should approach carpooling. A few quotes and snippets below:

*“Demand Trumps Supply / Algorithms Trump Humans / Access Trumps Ownership”*

*“The mobility race will be won by those who know the most about demand and can most efficiently supply capacity.”*

The first round of presentations was closed by **Mr. Angelo Meuleman - Project manager of shared mobility at Taxistop, BE**, who shared on the fact that carpooling is often overlooked in transport plans, that there is a current of not promoting this mode by policy makers and mobility experts, but that the shared economy will soon change this landscape and will organically help increase the share of carpooling in the modal split.

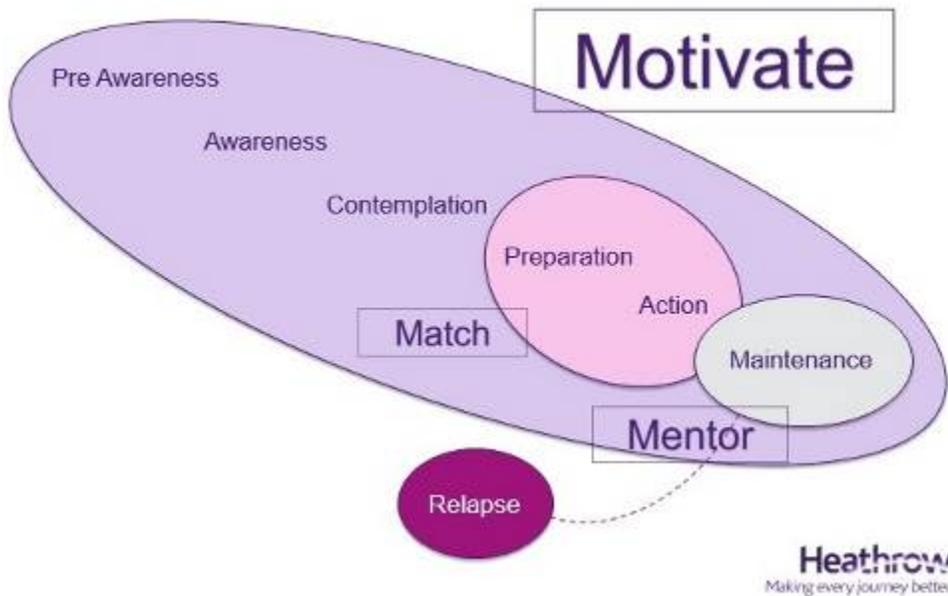


Angelo Meuleman from Taxistop, on the sharing economy

*“If every-one carpools once a week, congestion would be reduced with 25%”  
(Research T&M Leuven on motorcycling)*

**Mr. Theo Panayi, Sustainable Travel Manager at Heathrow Airport in the UK**, connected with the audience via Skype and presented one of the largest carpooling scheme in Europe. The Motivate, Match and Mentor approach they are using is similar to the one developed in the CHUMS approach and Mr. Panayi’s presentation showed audience that regardless of the scale of the client, carpooling is a solution and it works.

*The 3 M’s fits well with behavioural change theories too...*



Q&A session through Skype with Mr. Theo Panayi, Sustainable Travel Manager at Heathrow Airport, UK



Mr. Bogdan Toader, from the University of Luxembourg on the prototype of the GO2UNI platform

Following the Heathrow example, **Mr. Bogdan Toader, from the University of Luxembourg**, presented the prototype of the GO<sub>2</sub>UNI platform: website and mobile application – a system that uses a multitude of sensors, GPS, Wi-Fi, GSM, trackers etc., to automate carpooling.

## Second part

The second part of the CHUMS Conference was aimed at presenting the results of the project and the future plans after CHUMS. The 5 implementation cities presented their results, tips and tricks, good practices and failures in a session moderated by **Mrs. Laura Watling from Liftshare**.



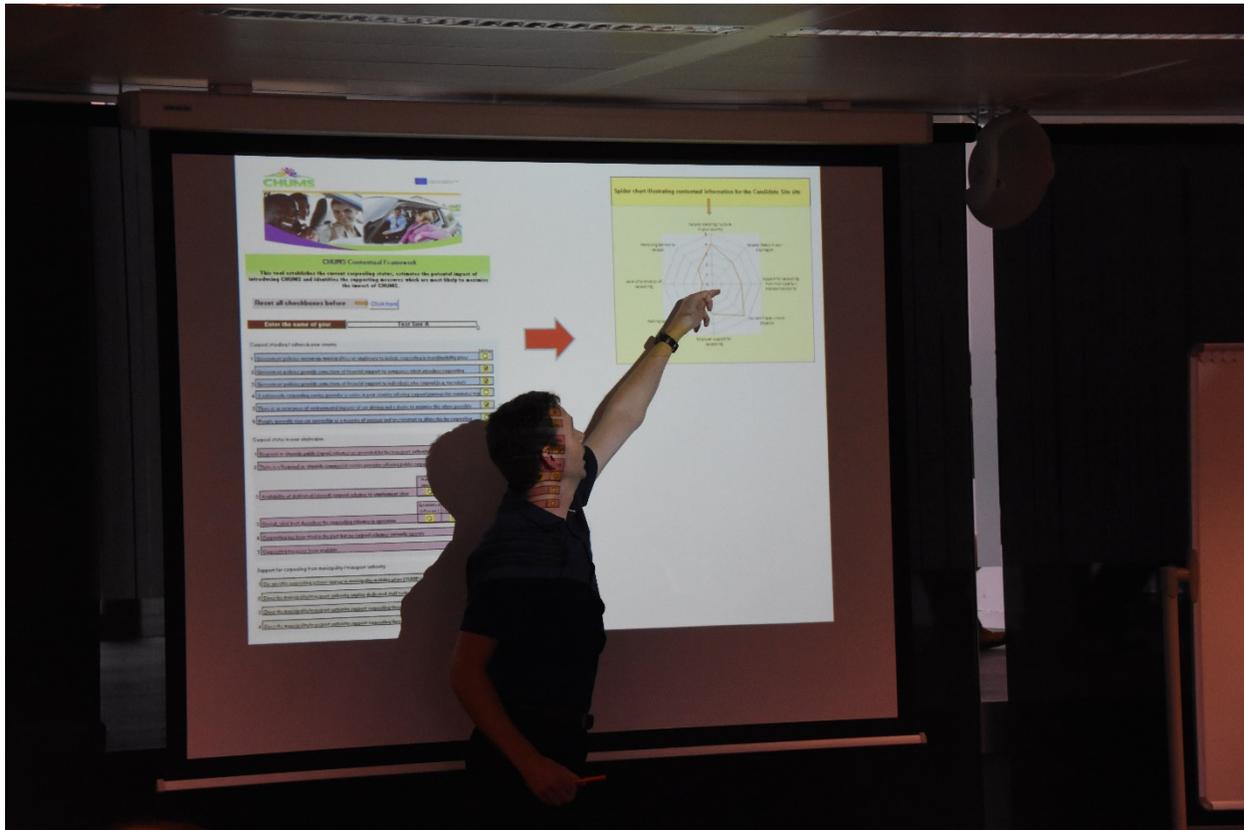
CHUMS Implementation sites presenting their results  
(left – Lisa Freeman, SESTran, UK, center – Laura Watling, Liftshare and Mary Malicet and Valerie Vincent from SMTC Toulouse and right Elke Vandenbroucke, Taxistop)

Following this, **Mr. Michiel Binnard of Colruyt Group**, one of the local clients of Taxistop in the frame of the CHUMS project presented a view from the client side in working with a carpool service provider. He stressed the most important points in his view that ensure a successful implementation, like getting to know the users (carpoolers) or repeating the communication about the service over time.

**Mr. Dirk Engels, expert at Transport & Mobility Leuven**, followed with a presentation on the key findings arising from the evaluation in the CHUMS project liked to age, gender and attitudes of the users towards carpooling. Also, he presented the evaluation of the impact of the CHUMS measures in the 5 implementation sites of the project.

*“Supporting carpooling needs a permanent effort of CHUMS-like measures”*

The next session addressed the take-up and transfer of the CHUMS measures to other municipalities or organisations. **Mr. Steve Wright - Research Fellow at the University of Aberdeen, UK** – summed up and responded to the most frequent questions a possible client of a carpooling scheme would pose: How can I implement carpooling and CHUMS? What site should I choose? What technologies can I use? How do I engage with employers? How should I engage with employees? What tools and guidance are available? Given the fact that the CHUMS project is due to end at the 31<sup>st</sup> of August 2016, some of the deliverables were not ready at the time of the Final Conference. Mr. Wright presented the available tools existing at the moment and the deliverables that will be produced and made available until the end of CHUMS.



Mr. Steve Wright on the CHUMS Site Appraisal Tool available online, at [chums-carpooling.eu](http://chums-carpooling.eu)

Finally, **Mr. Radu Gaspar – project manager at European Integrated Projects, RO** – talked about the Short term and Long term plans for dissemination and take-up of the CHUMS approach, discussed about the CHUMS Network and the possibility of linking it to similar initiatives to continue to provide support for the Network Members and about the available services for followers of the CHUMS project.



CHUMS Infobooth



Audience



“The Wall of Fame” – dissemination materials examples