

momo Car-Sharing in Finland Evaluation results

Consortium meeting
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Motiva



The content of presentation

- number of CS cars and users in Finland
- unitvalues for the evaluation
- results for so far
- number of (new) CS services
- number of people impacts by campaign
- a study of evaluating the potential and effects of CS



Number of car sharing cars and users

- Number of cars:
- About 80 pc owned by City Car Club (CS provider, the only one in Finland)

- number of users:
- now total number is 3700 users.
Starting point was 2100.
So the amount has incriedesed to 1500.



Unitvalues for the evaluation

Unitvalues:			
cs-users/cs-car	50	users/cs-car	country/service specific
replacement of private cars by 1 cs-car	20	cars/cs-car	country/service specific
reduction of cars per cs-user	0,4	cars/cs-user	derived from the above
cost of one parking place	15 000	€/parking place	have to be decided commonly
space per one parking place	22	m ² /parking place	have to be decided commonly
parking places per car	1	parking/car	have to be decided commonly
reduction of personkilometers by car per cs-user per year	2 500	vkm/cs-user/year	from the Finnish surveys (private customers)
reduction of CO ₂ per cs-user per year	300	kg/cs-user/year	derived from the above and average unit emission in Finland

Results for so far

	Before City Car Club	Beginning of momo	Year 2010	Year 2011	Opened calculation
	2000	2008			
Car-Sharing users (all)	0	2200	3 500	3 700	
Car-Sharing users (effective/active)	0	1 980	3 150	3 330	(=0,9*3700)
Reduction of cars	0	713	1 134	1 199	(=3330*0,4*0,9)
Savings of car-parking costs (€)	0	10 692 000	17 010 000	17 982 000	(=1199*15000*1)
Savings of car-parking space (m2)	0	15 682	24 948	26 374	(=1199*22*1)
Reduction of personkilometers by car (vkm/cs-user/year)	0	4 455 000	7 087 500	7 492 500	(=3330*2500*0,9)
Reduction of CO2	0	534 600	850 500	899 100	(=3300*300*0,9)

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Number of (new) car sharing services

- New: none
- Something new:
City Car Club made a fusion with O2-media (was a car rental company) = more bigger CS provider than before in Finland



Number of people impacts by campaigns

- 34484 (the effectiveness)
includes TV, articles, radio, press releases,
meetings and events

A study of evaluating the potential and effects of CS

- The potential and effects of car-sharing have been evaluated in Helsinki metropolitan area, Tampere and Turku
 - About 100 000 potential car shares in the area, which is 5% of the population. Key potential is approximately 40% of the full potential; about 40 000 car sharers (based on a European comparison)