



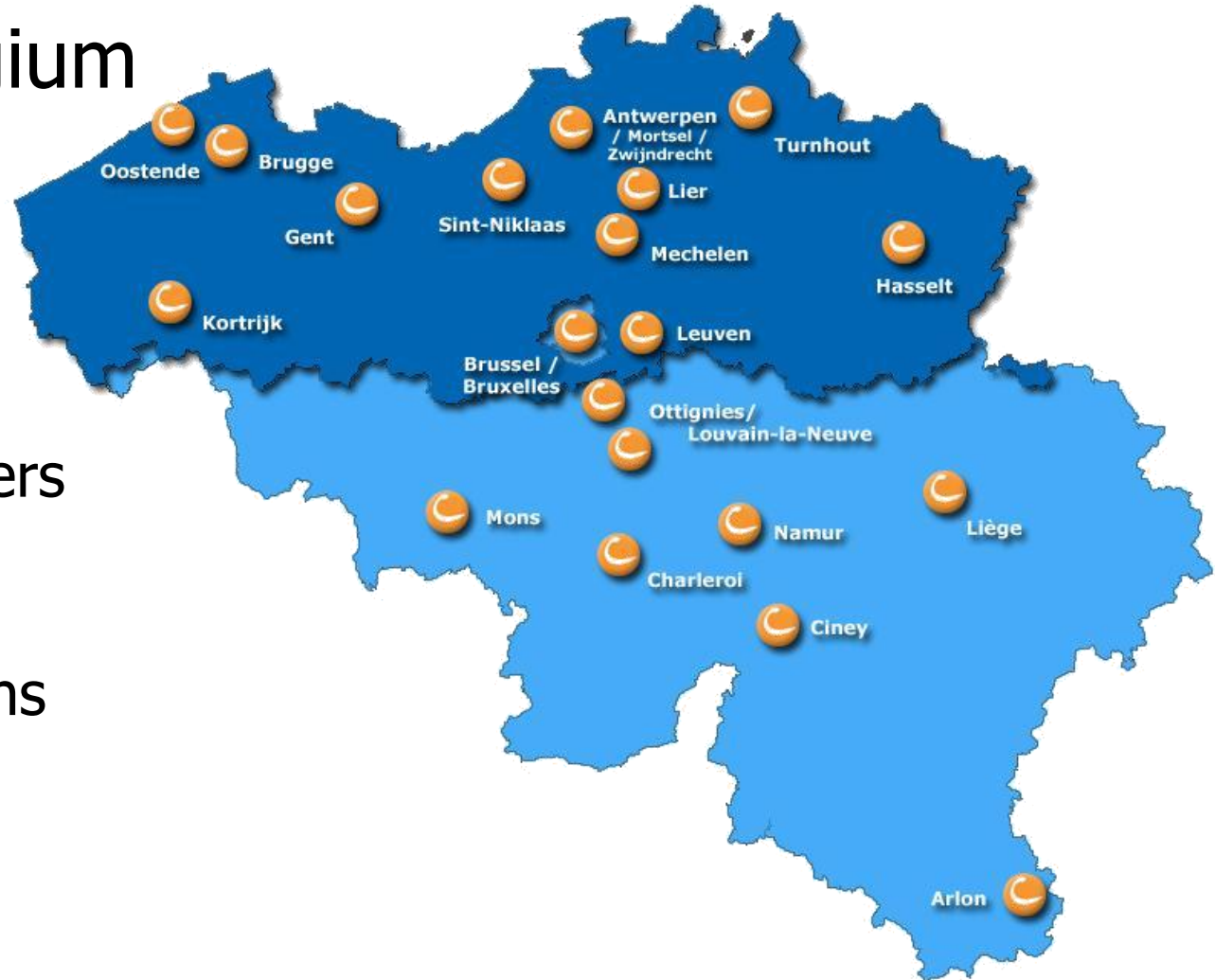
more options for energy efficient
mobility through Car-Sharing

Evaluation workshop– Belgium

By Angelo Meuleman – Taxistop
Rome, 9th of June 2011



Cambio Belgium



- ▼ 11.558 users
- ▼ 396 cars
- ▼ 461 stations
- ▼ 21 cities



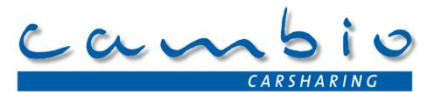
more options for energy efficient
mobility through Car-Sharing

1. Impact of campaigns and press

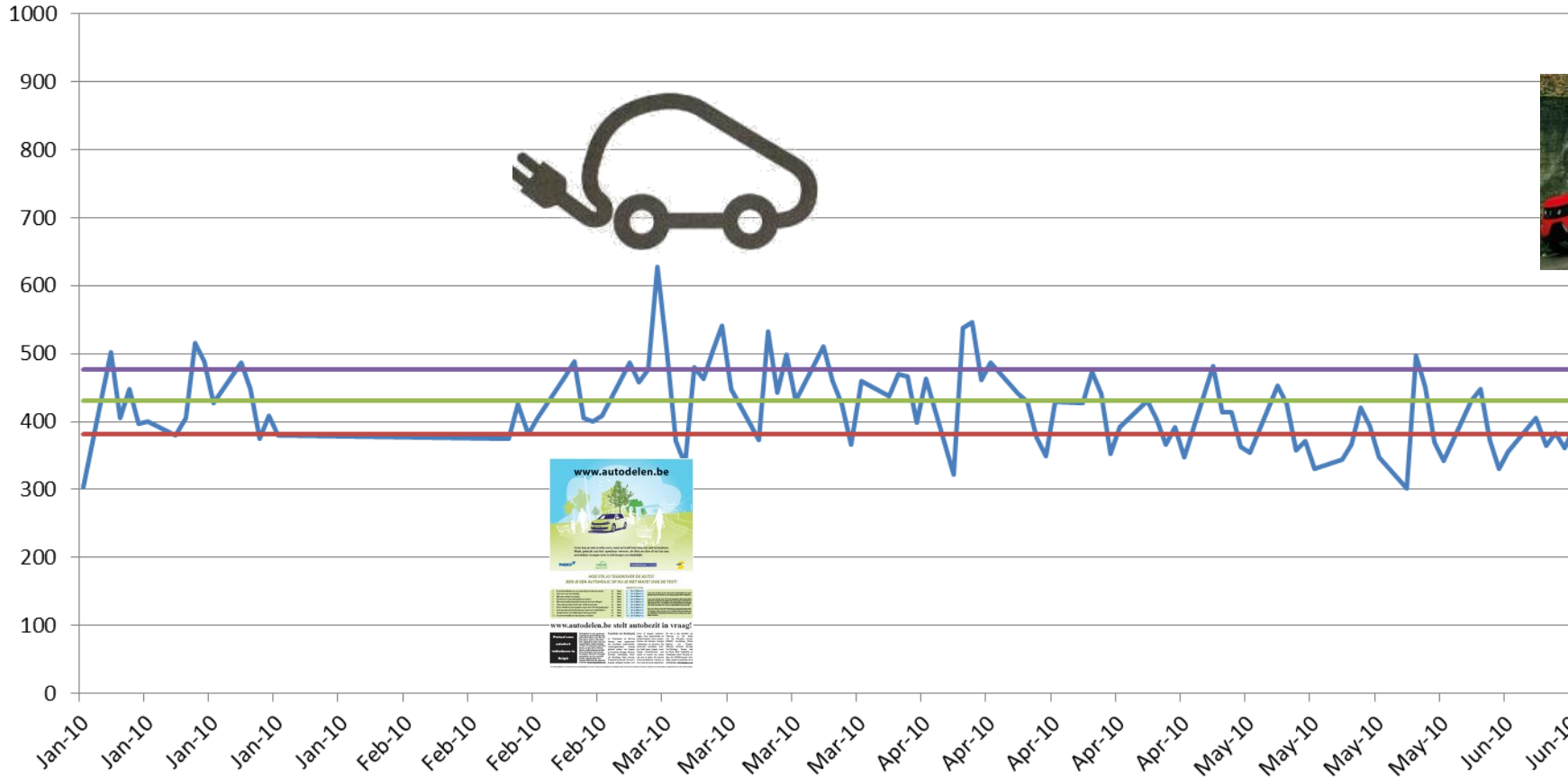




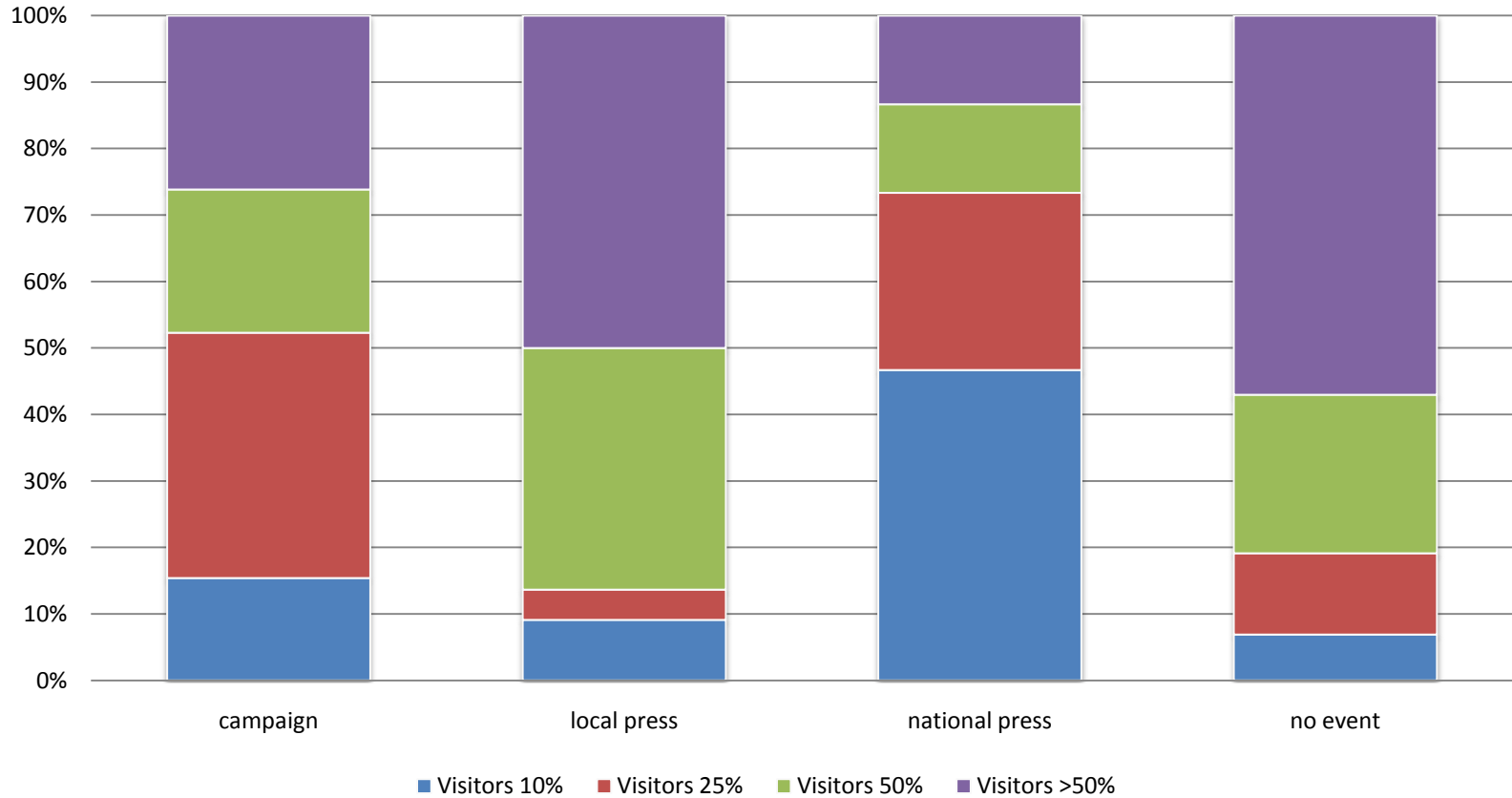
more options for energy efficient mobility through Car-Sharing



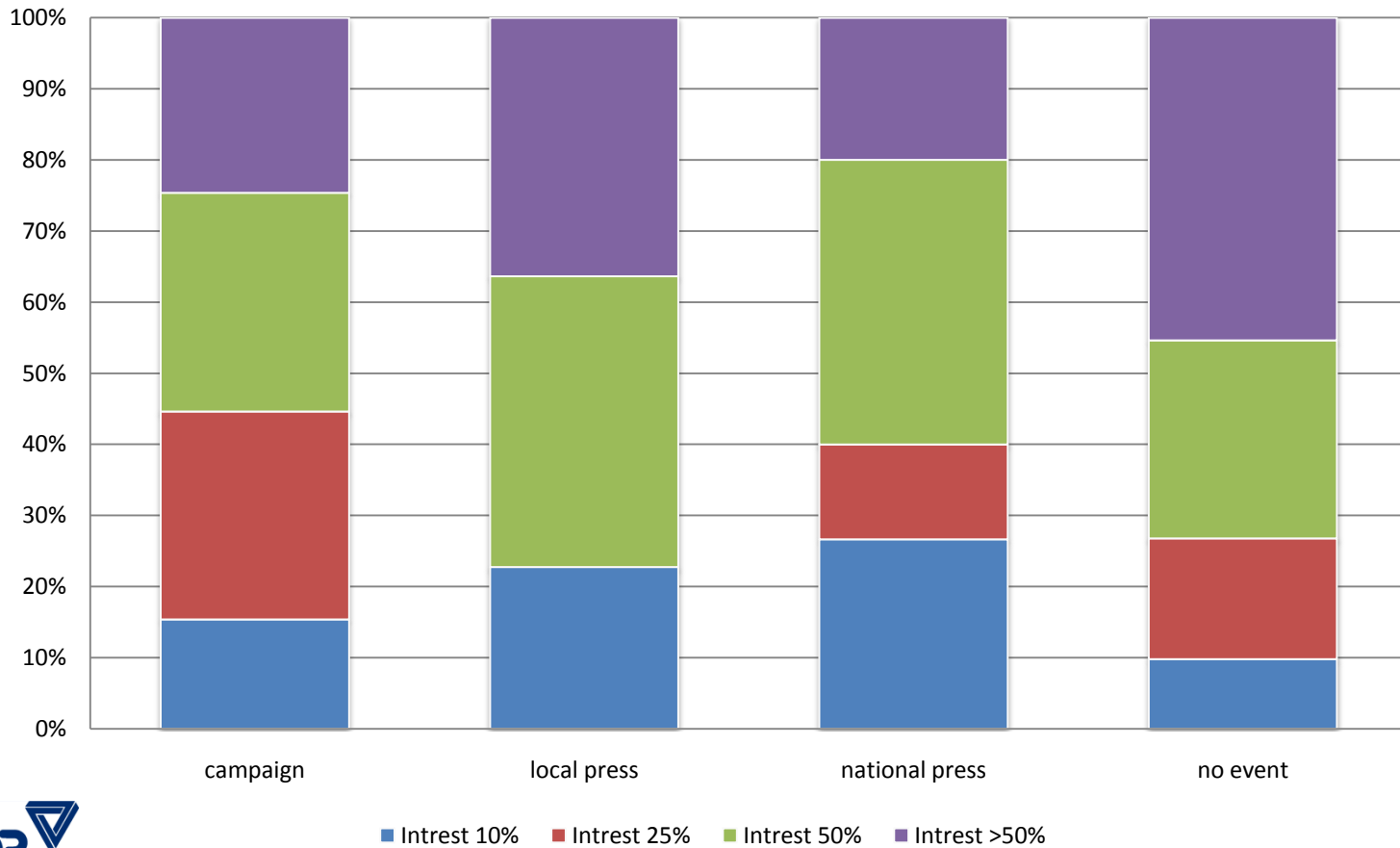
New visitors on cambio.be



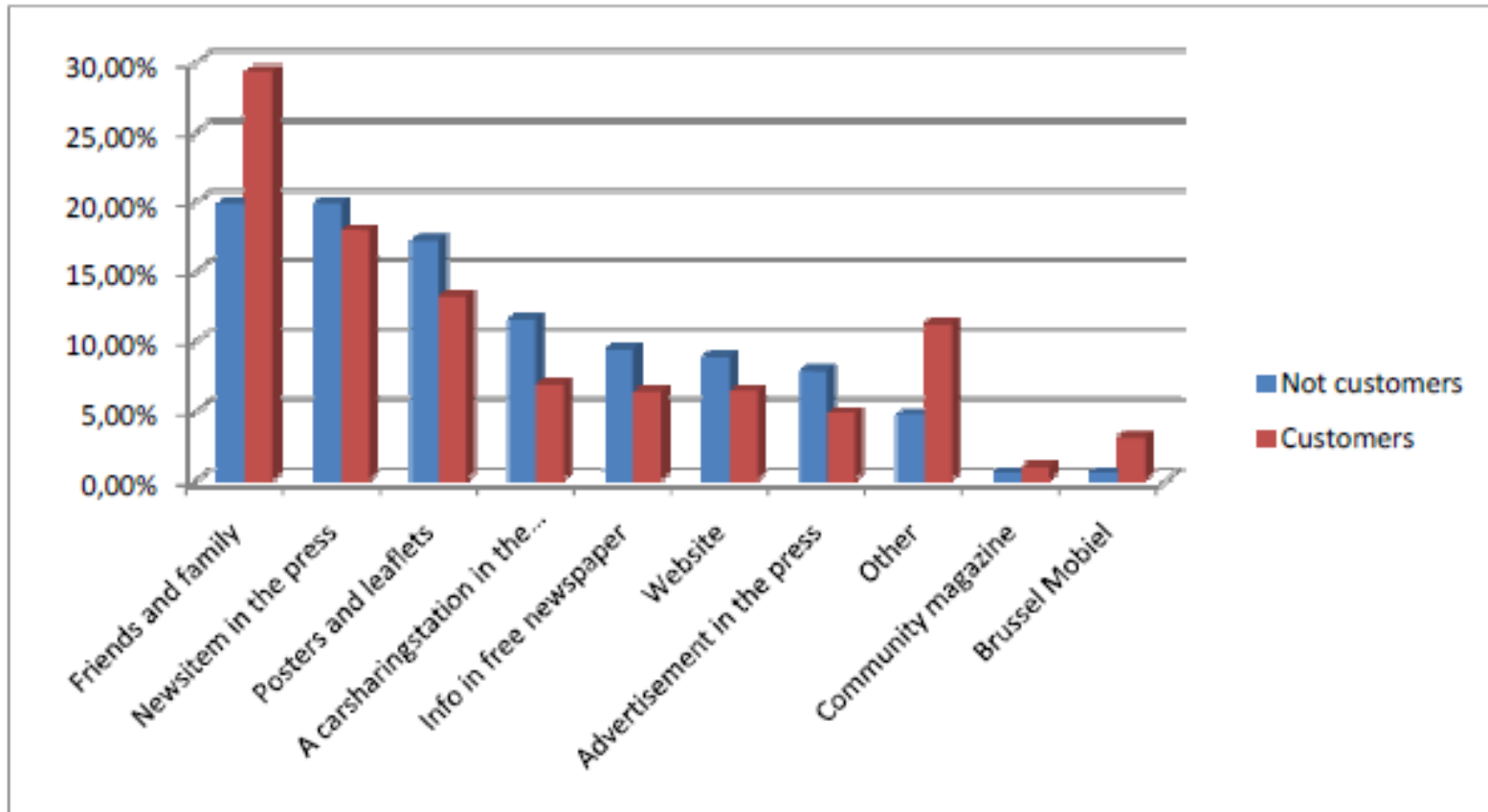
New visitors related to events:



People who showed interest related to events:



Momo-questionnaires: 'acquaintance'





more options for energy efficient
mobility through Car-Sharing

2. Impact of car-sharing on space consumption and mobility patterns



Momo questionnaires:

	Flanders	Brussels	Wallonia
Date of questionnaire	dec/09	apr/09	march/2010
Nr of respondents asked	1840	3399	744
Nr of respondents answered	884	1148	284
RESPONSE DEGREE	48,04%	33,77%	38,17%

Questions related to car-ownership:

1, Did you get rid of your car after joining cambio	Flanders	Brussels	Wallonia
Yes	35%	18%	32%
2, Would you have bought a car if you would not have joined cambio	Flanders	Brussels	Wallonia
I would definitely have bought a car	13%	10%	9%
I would probably have bought a car	14%	13%	17%

Measuring the impact:

	Flanders	Brussels	Wallonia
01-02-2011 – Number of cambio cars	133	201	46

$$\frac{\text{"Yes" \times \#clients} + \text{"definitely" \times \#clients}}{\# cars}$$

rid of car

1 cambio car replaces at least ... private cars	12,0	7,8	10,0
1 cambio car replaces probably ... private cars (at least + probably)	15,6	11,4	14,2

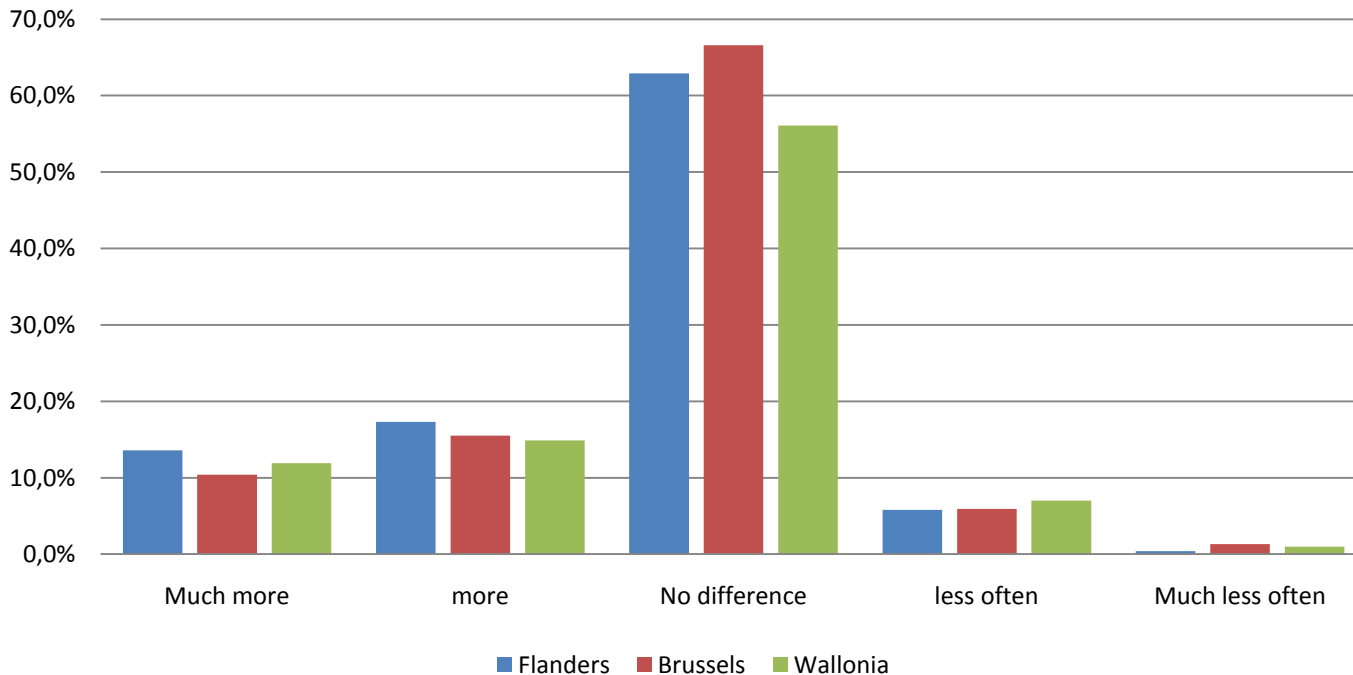
Impact on Belgian space consumption:

	Flanders	Brussels	Wallonia
01-02-2011 – Number of cambio cars	133	201	46
Cars replaced (at least)	1600	1560	461

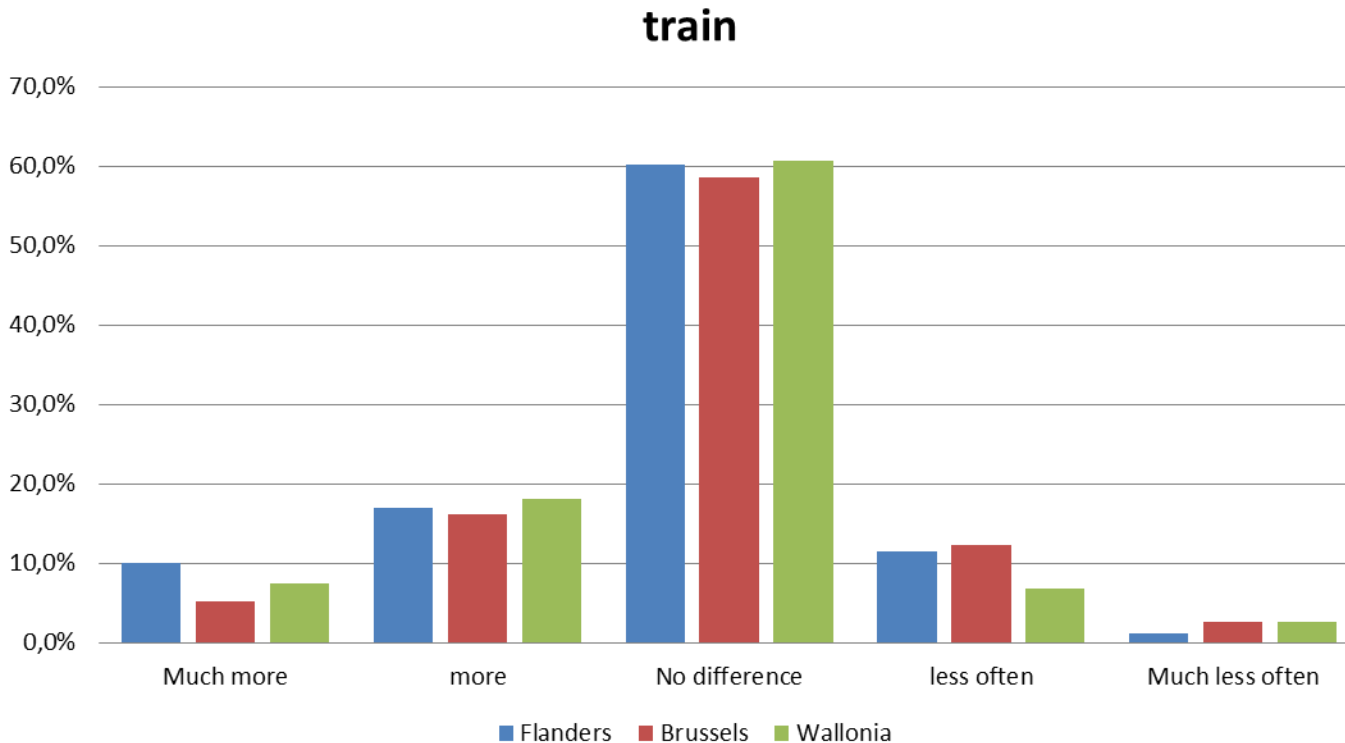
- 3620 cars less / 10.042 customers
- 22 km of street space (6m)

Do you use more ... since joining cambio

bus-tram-metro

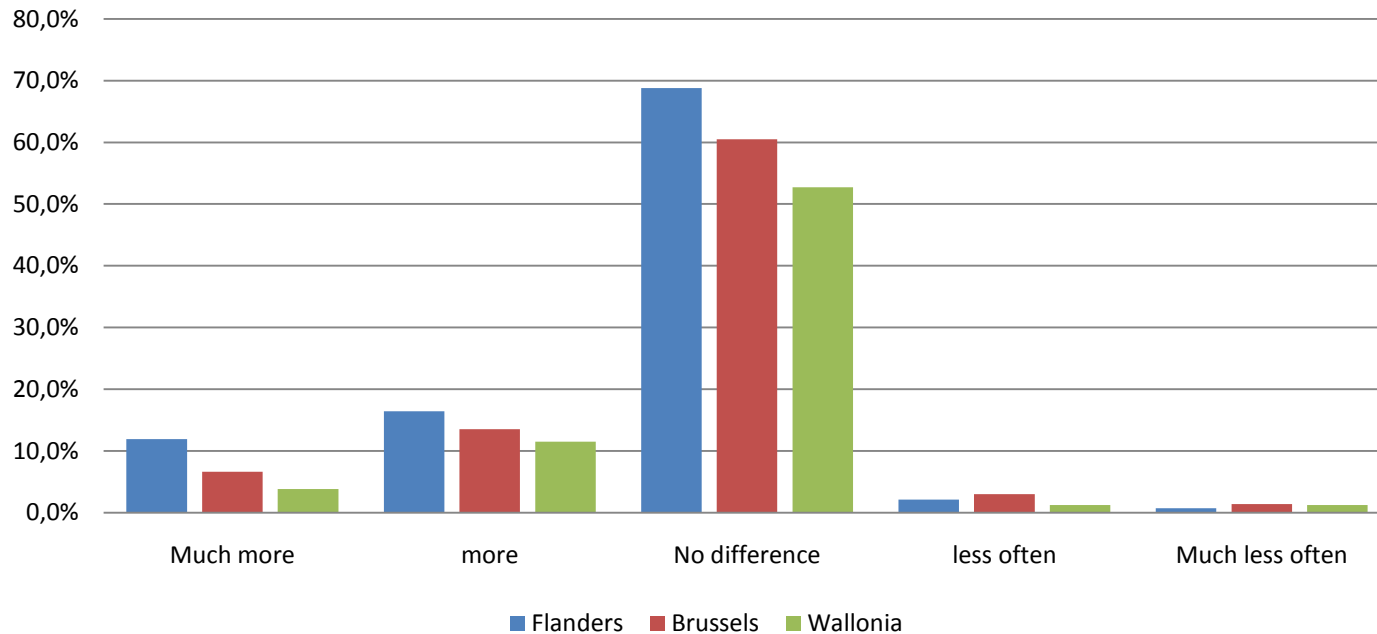


Do you use more ... since joining cambio



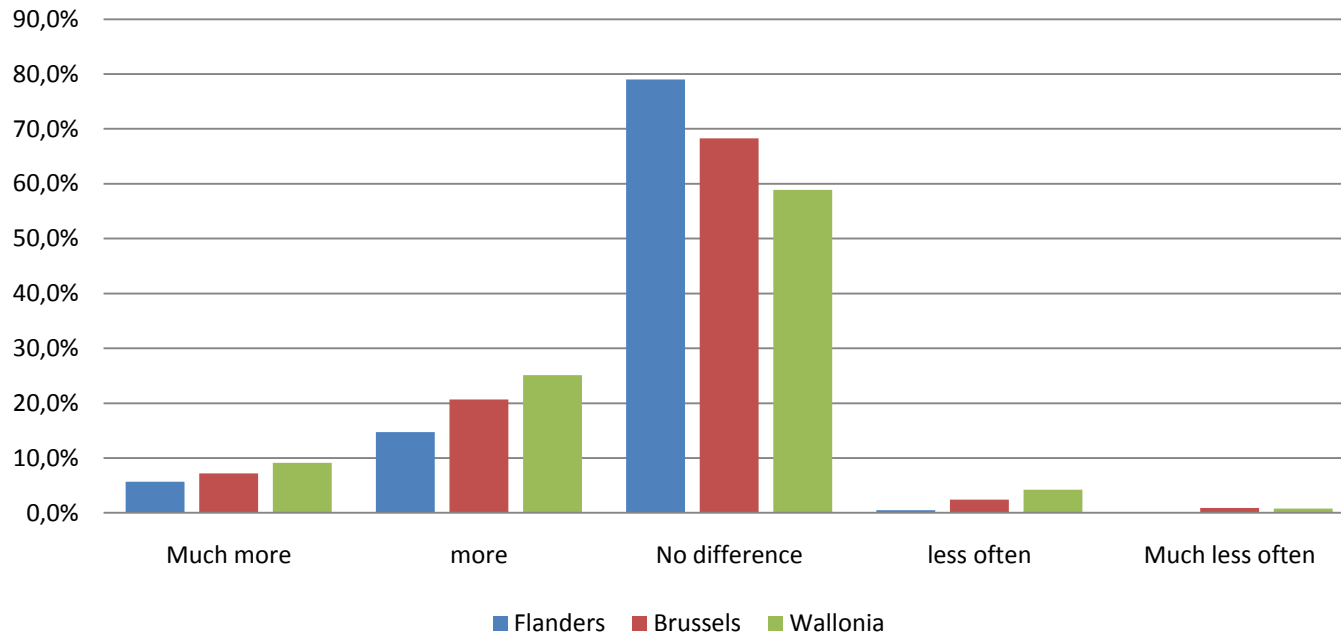
Do you use more ... since joining cambio

bicycle



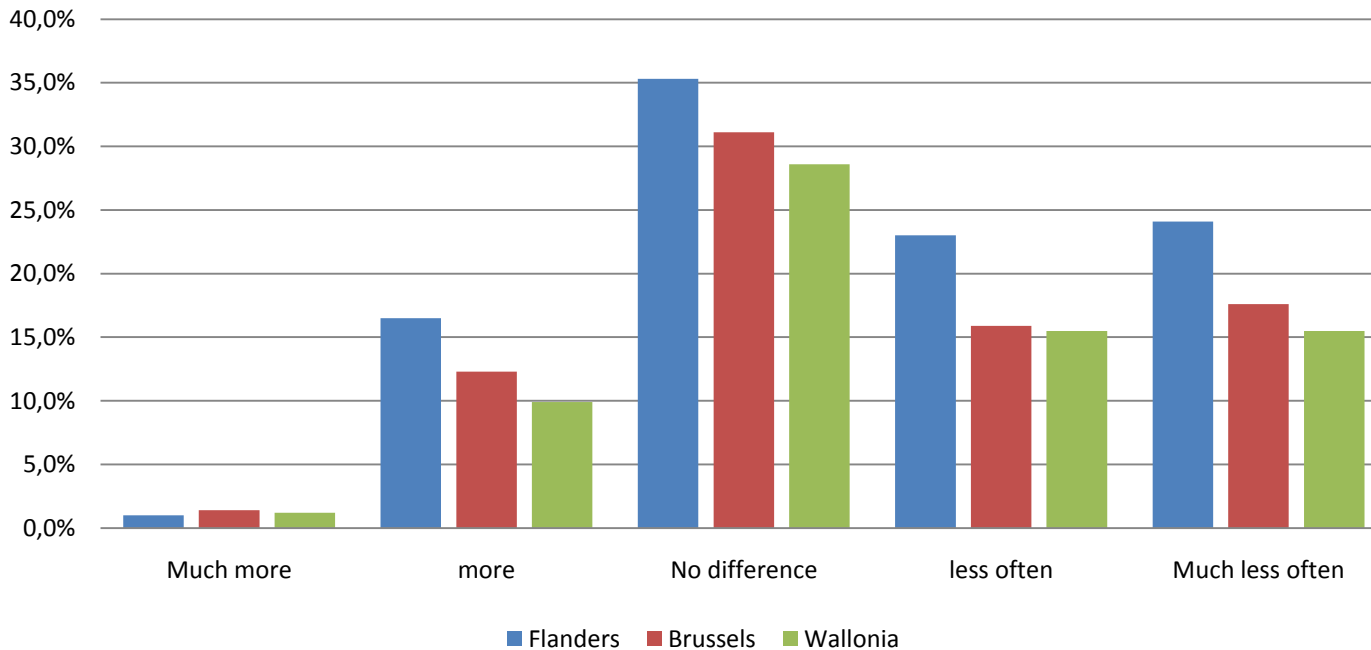
Do you use more ... since joining cambio

walking



Do you use more ... since joining cambio

any use of car



Conclusion:

*We knew about the positive effects of
car-sharing!*

And again it has been proven!

