

Guangzhou International Award for Urban Innovation Application Form 2012

Please return the Application Form to the Guangzhou Award Secretariat at info@guangzhouaward.org by 30 September 2012.

A. Profile of the Initiative

Name of City/Community:	Bremen	
Name of Province/State:	Bremen	
Name of Country/Region:	Germany	
Geographic Region (Please select and tick one):	Africa (Sub-Saharan)	
	Asia and Pacific	
	Europe	x
	North Africa and Middle East	
	North America	
	Latin America & Caribbean	
Title, name and position of person(s) submitting:		
1.		
Basic City Data:		
Population size:	550,000 inhabitants (city)	
Surface Area:	325,42 km ²	
Population Density:	1685 inhabitants / km ²	
GDP per capita:	46,000 € / inhabitant	
Other: (please specify)		

B. Background Information:

Title of Slogan of the Initiative (25 words max.): Towards a new mobility culture: Reclaiming street space in the city through innovative Car-Sharing	
Start date of the initiative: 1990 / 2009	
Tentative end date of the initiative: 2020	
Thematic area(s): <ul style="list-style-type: none"> • Transport and mobility • Integrated Transport options • Urban design • "Better City – Better Life" • Energy efficient transport • Efficiency of transport infrastructure • Mobility culture 	

C. Summary of the origins of the initiative:

Describe how the initiative came about and what challenges or issues of sustainable development it is meant to address using the following lead questions as your guide (350 words max).

1. Describe briefly the reason(s) for undertaking initiative including challenge(s) or issues confronting the city/region/community. Include where relevant number of people, enterprises or institutions affected.

The Cities are facing a number of transport related challenges: limited oil supply, climate protection and CO₂ emission, air quality and noise in the cities but as well space consumption of roads and parking space.

An increasing level of car ownership jeopardizes quality of life in our cities. Many cities have reached a saturation point in the number of cars. Innovative solutions are required to combine a high level of mobility for all with the requirements for good urban environmental quality. It is a common problem in densely built urban areas – where public space is at a premium – that any measure of greening, widening sidewalks for pedestrians etc. is confronted with possible trade-off of the limited space available for parking cars.

Innovative concepts need to exploit the availability car as a viable supplement to public transport – forming a bouquet of mobility options as alternative to private car-ownership.

The City of Bremen is implementing an integrated transport concept – including improvements in public transport and as well in cycling and walking. The additional element of Car-Sharing makes the bouquet complete by offering an alternative also to car ownership.

The modern service of Car-Sharing gives access to cars without the need of owning one. With on-line booking and 24/7 call centres, decentralised stations and smart-card based access to the fleet composed of various types of cars; the use of Car-Sharing is a good alternative to car-ownership.

Bremen is well-known for its Car-Sharing strategies. Seeing the advantages of Car-Sharing for transport and urban development, a municipal Car-Sharing Action Plan was adopted in 2009, setting the target of quadrupling the Car-Sharing numbers by 2020 (to a level of 20,000 +) and replacing 6,000 private cars.

The commercially operated service is a major instrument to reclaim street space for pedestrians and cyclists.

2. Describe the goals of the initiative in terms of desired change or outcome and timeframe for achieving the change or outcome (for example, change in policy, strategy, business model, technology, means of implementation, financing arrangements, measuring and evaluating, etc.)

The City of Bremen (550.000 inhabitants) is well known for its ambitious strategies on transport and quality of life in the city. Knowing that sustainable mobility means more than just the use of clean fuels and cars, Bremen improves its cycle infrastructure and public transport system (e.g. by extending the tram network to neighbouring towns). Today already about 60% of all trips of all Bremen citizens are done by the sustainable modes of walking, cycling and collective transport – to be further

increased.

Car-ownership predetermines mobility patterns – thus innovative alternatives are required. The dense urban public transport network and cycling options reduce the need for a car. The offer of a car *just when* it is really needed is the smart answer to car-ownership.

The Bremen Car-Sharing operator cambio has a variety of cars in their fleet, allowing you to choose the most appropriate vehicle for any given journey. Fuel and insurance costs are included in the rates, making the cost of every journey highly transparent.

Car-Sharing customers can book a car at any time of the day or night, in advance or on short notice, by phone, smartphone app or through the Internet. Car-Sharing cars are located at reserved parking spots (stations) throughout the city. You simply return the car to the Car-Sharing station when you're done with it and are invoiced according to your use (time and mileage based).

A video shows the principles of Car-Sharing in Bremen:

<http://www.momo-cs.eu/index.php?obj=page&id=145&unid=1738bb6fb0548b209185c65444e9d056>

(You can find versions in English and in Chinese).

3. List the parties and partners to the initiative (specify public, private, non-governmental, individual, etc.) and who is or was the leading partner(s) and the role they each played.

The operation of Car-Sharing in Bremen started in 1990 as a small-scale environmental initiative and evolved over the year to an environmentally committed self-sustaining business – under the brand 'cambio'.

The City of Bremen sets the framework for transport planning and urban development. It supports the Car-Sharing operation through

- provision of street space for Car-Sharing stations,
- integration of Car-Sharing into new urban developments
- integration of public transport and Car-Sharing
- fleet management
- PR and awareness raising.

Important partners in these strategies are public transport and also taxi.

In Bremen, the collaboration between the public transport operator and the Car-Sharing operator cambio has a long history: the offer of the joint public transport season ticket with Car-Sharing access – known as "Bremer Karte plus AutoCard" – was implemented in June 1998. This new offer and its PR campaign were awarded in 2000 with the OECD's best-practice award ('environmentally sound transport').

4. Describe the resources used for implementing the initiative including funding/financing strategy or arrangements and Include any significant contributions that are not in cash, for example, in human, technical or managerial resources.

The operation of Car-Sharing in Bremen has reached a level of commercial operation

– thus is self-sustaining. In order to enhance the growth and to increase the very positive impacts, the City of Bremen has put Car-Sharing in the focus of neighbourhood parking strategies with some more cycle- and pedestrian-friendly re-design of street space. The development of the intermodal Car-Sharing stations ‘mobil.punkt’ was done by the City of Bremen.

Also some promotional campaigns were carried out by the City of Bremen (e.g. ‘would you buy a cow for a glass of milk?’ – see picture below)



Being selected as ‘urban best practice’ example for the World Exposition in Shanghai/China (‘Better City – Better Life’), the City of Bremen organized the presentation and thematic workshops in Shanghai.

The collaboration with public transport and taxi works on the base of sharing the responsibilities (each partner is covering its own costs – for mutual benefits).

Since 2010, more than 250,000 € were invested in new Car-Sharing stations (‘mobil.punkt’) and in promotional work. These stations are of high design quality, good accessibility and well located to serve the needs of the citizens in the densely built areas. (see panoramic picture

<http://www.360cities.net/image/bremen-cambio-car-sharing-station-remberti#-359.79,5.76,80.0>)

D. Summary of the innovation for the initiative:

Describe the innovation for the initiative using the following lead questions as a guide (350 words max).

1. Describe whether the initiative should be considered evolutionary or revolutionary. Evolutionary would imply that innovation evolved over time based on lessons learned from experience and that the changes or outcomes are cumulative. Revolutionary would imply something quite new or something that has been borrowed from elsewhere but never been tried before in the sector or context in question and therefore bears a certain degree of risk.

Establishing a new mobility culture – based on a principle of ‘use it –don’t own it’ is definitely revolutionary.

At the same time, the Car-Sharing development as a market based service happened rather evolutionary.

The integration of new technologies and the political and strategic support through a municipal Car-Sharing Action Plan can be considered as revolutionary step forward.

The Bremen Car-Sharing Action Plan is the first of its kind and also awarded by the German Transport Planning Award 2010 and the Austrian VCÖ Mobility Award in 2011.

2. Describe where the innovation is being applied, for example, in policy, strategy, implementation, financing arrangement, technology, governance and administration, planning and design, etc.

Because of its positive impacts on both urban transport and on the quality of the urban environment, Car-Sharing has become a crucial part of urban transport strategies in Bremen. This involves the (private) operator cambio, as well the City of Bremen and the Public Transport operator

Car-Sharing goes beyond the 'traditional' transport strategies – the well developed service of Car-Sharing offers the alternative to car-ownership. Bremen was the first city world-wide with a municipal action plan to enhance the development of Car-Sharing in the city. The politically adopted Car-Sharing strategy wants to achieve at least 20,000 active Car-Sharers by 2020 – replacing more than 6,000 cars from Bremen's streets.

Main elements of the municipal support for the Car-Sharing development are:

- giving dedicated street space for Car-Sharing stations ('mobil.punkt' = mobility points)
- promoting Car-Sharing for new urban development in order to reduce the need for providing car-parking – which also reduces construction costs
- enhancing joint offers of public transport and Car-Sharing
- promoting Car-Sharing for a more efficient fleet management of companies and authorities (and giving a good example by doing it so)
- Enhanced Public Relations and awareness work.

The Car-Sharing service in Bremen has developed a size and growth that it is self-sustaining. The high quality of the service attracts more and more users – from private as from business sector (optimising fleet management – thus reducing costs!).

3. Describe whether the innovation was inspired or borrowed from other experiences and how was the linkage with the other experiences made. Similarly, describe whether other parties have benefited or are benefiting from your innovation and how?

Bremen works intensely in the international exchange about innovative transport solutions. Bremen has transferred its Car-Sharing experience within European projects to other countries. In a joint venture, Car-Sharing was successfully set-up in Belgium – with direct involvement of the Public Transport operators in the Belgium cambio service.

In several presentations also in Shanghai and Beijing, Bremen showed its insights and experience with Car-Sharing – in order to support a similar development in other regions world-wide.

See <http://worldstreets.wordpress.com/2011/01/10/car-sharing-will-ease-shanghais-traffic-problems/> as well:

Bremen is a world-wide recognised city for innovative transport concepts, being awarded several times (e.g. 1998 est-best award for environmentally sustainable transport (est) of the OECD, 1998 the “Project of the Month” award of the International Climate Alliance, 2005 “CIVITAS City of the Year” – award handed out by the Vice-President of the European Commission, Jacques Barrot, 2008: awarded by the German Minister for Transport for innovative concepts to improve life quality in urban neighbourhoods).

In 2010, the World Exhibition took place in Shanghai with the theme: „Better City – better Life“. In an “Urban Best Practice Area” and presented selected showcases for sustainable urban development. The Bremen Car-Sharing system was selected as one of three world-wide examples in the field of sustainable mobility.

Car-Sharing has a huge potential in Megacities worldwide to improve life quality, where reallocation of road space is even a much more urgent problem. Transferring the experience to a city like Shanghai (with about 20 Mio inhabitants) – there is short-term potential (according to current Bremen situation) of about 160.000 Car-Sharers; 2.000 stations would be available all over the Beijing city – the number of cars could be reduced by about 60.000 - replaced by the highly efficient service of Car-Sharing. In terms of space this is a row of 300 kilometres parked cars!!

This is an important option to reduce as well congestion and improve air quality.

4. Describe whether there was or is any obstacles or resistance to the innovation and if so, how it was or is being overcome.

The approach of ‘use it – don’t own it’ is quite revolutionary in a country that is known for its motor-industry.

The car had a role not only as tool or transport but as well as a status symbol.

But Car-Sharing users started with a new thinking. The high quality level of the service convinced more and more users. It took a number of years and also intense awareness measures to achieve a sufficient level of information and acceptance.

Bremen was one of the very few municipalities seeing the potential and implementing measures to exploit the potential.

Meanwhile, even car manufacturers are starting with providing Car-Sharing services.

The car is going to lose its role as status symbol among young urban people – smartphones and social networks became more important.

E. Summary of the desired change or outcome and how it is being measured

Describe how the initiative, and in particular the innovation, is or will be making a qualitative and/or quantitative change and how that change or outcome is being measured (350 words max)

1. What change(s) or outcome have you already achieved or hope to achieve. Please describe the nature of the change or outcome in, new urban quality of life, new levels of social, economic or environmental sustainability including new attitudes and behaviour, improved efficiency, effectiveness, accountability or transparency, etc. Please also describe the scale of the change, for example, primarily local, regional, national or global.

Car-Sharing has shown very positive impacts on the urban environment and good options for a more efficient urban development. Car-Sharing supplements Public Transport in a good way. As joint, integrated offer, there is less need for space consuming parking.

In Bremen, Car-Sharing has reached about 8,000 users of the service of the operator *cambio*. The fleet of about 200 Car-Sharing cars parked at 50 stations in the city have already replaced more than 1,500 private cars – but we see a much higher potential to be exploited.

Bremen is one of the showcases how the innovative service of Car-Sharing is offering a more intelligent solution to urban transport problems than building (expensive) underground parking. The urban environment wins if fewer cars are required to maintain a high level of personal mobility. The variety of Car-Sharing cars available allows for a choice of the most appropriate car for each trip, which usually leads to a downsizing of vehicles used – a step to more energy efficiency – and the pay-as-you-drive principle of Car-Sharing supports a change in mobility patterns toward more bike and public transport use locally, with rail serving for long-distance.

2. What measurements or metrics are you using to assess the change? Describe who is doing the measuring and who is using the measurements and how.

We see targets on two levels.

The major (and measurable) impacts of Car-Sharing are

- reducing the number of cars
- initiating mobility patterns with less using car but more using walking, cycling and public transport

With questionnaires we can follow the level of car-ownership before and after joining the Car-Sharing service. In Bremen, 43% of the users had a car before – a year later only 12% - so 30% of the new Car-Sharing customers gave up a car – meanwhile more than 1,500 cars are given up. By 2020 we expect to have about 6,000 cars given up through Car-Sharing in Bremen

Surveys also show a reduction in driven mileage and a shift towards cycling, public transport and rail. Car-Sharers drive less and use public transport and other sustainable modes more. According to a Swiss study, Car-Sharers reduce their CO2 emissions by 200-290 kg annually. In Bremen, the meanwhile about 8,000 Car-Sharing users have replaced more than 1,500 private cars.

The overall level is related to parameters of urban mobility. Here we have as major parameters:

- The modal split (share of modes for all journeys of the citizens), where the sustainable modes (walking, cycling and public transport) have today a share of 60%. This share is to be further increased (e.g. cycling from today 25 to 30% by 2020)
- The level of transport related emission is decreasing (air quality monitoring). A clean zone bans all Diesel vehicles below Euro IV emission standard from entering the inner city
- The number of trips by public transport is increasing. Especially the extension of the tram network and of regional light rail leads to more passengers.

3. Describe any specific tools or methods that were developed or applied to improve the chances of attaining the desired outcome or change, for example, new working methods, new data and information, new incentives or disincentives, new means of communications and knowledge, etc.

Car-Sharing is not a stand-alone measure. It requires a well functioning system of public transport, walking and cycling.

In order to overcome the lack of awareness, provocative awareness raising measures were necessary (and taken).

With a municipal Car-Sharing Action Plan, Bremen developed the first municipal Car-Sharing development plan. Herein, the municipality works closely with the Car-Sharing operator, with public transport and other operators (e.g. taxi) but as well with housing companies and the Chamber of Commerce.

At the end of the day, the principle of 'Use it – don't own it' is going to be developed as a modern lifestyle element of an efficient and environmentally friendly city with a high level of quality of life.

4. How does the initiative and its intended change(s) or outcomes contribute to a new image or reputation for your city or community?

The City of Bremen has gained quite some world-wide reputation with its ambitious mobility plans. The image of Bremen shows how efficiency and environmental concern may merge to a high level of sustainability, The quality of life for its citizens and a good framework for business activities are part of that picture.

With the selection in a world-wide competition as 'urban best practice' of the EXPO 2010, an independent jury (involving besides the EXPO organisers also UN-Habitat and OECD) was convinced of the contribution of Bremen and its Car-Sharing strategies for the sustainable city world-wide.

Bremen became a symbol for a new mobility culture.

F. Detailed description of the initiative and innovation

Choose any of the above headings or a particular aspect of the initiative that you wish to highlight and that you think best describes the reasons why the innovative aspect(s) of the initiative could be of benefit to other cities, regions, communities or parties (400 words maximum).

The quality of public space is a key indicator of the quality of the urban environment.

Congestion and parking problems are two examples for an unbalance between available space and the transport demand. As public space is limited, we have to develop and apply innovative solutions of more space efficient transport.

The Car-Sharing strategy has a huge potential as it requires (in comparison to many other transport related measures) relatively small investment. But it requires a political commitment and a professionally working operator.

As all cities world-wide face a similar challenge related to the quality of public space and the over usage by parked cars, the Bremen strategy is a good example of a new principle. 'Use it – don't own' is a symbol of a new mobility culture for a more efficient use of our public resources.

www.expo.carsharing.info (website in English, German and Chinese – prepared for EXPO 2010)

Be invited to join a video tour on sustainable mobility in Bremen...

<http://www.youtube.com/watch?v=QDVZy-IBN0A>

...and you will understand that even James Bond uses the sustainable modes in Bremen:

http://www.youtube.com/watch?v=13160wfp_N8

and

<http://www.youtube.com/watch?v=ckdgxHObN8Q>

G. Descriptive material in annex to the document (Optional)

These are materials destined to allow members of the Technical Committee to have a rapid visual or graphic view of your initiative. Additional material can be submitted in DVD or CD formats.. Please provide, where possible, the following:



Graph 1:
,mobil.punkt' Car-Sharing station in Bremen (Leibnizplatz) – integrating public transport, cycle parking and Car-Sharing (as the “car-on-call”)

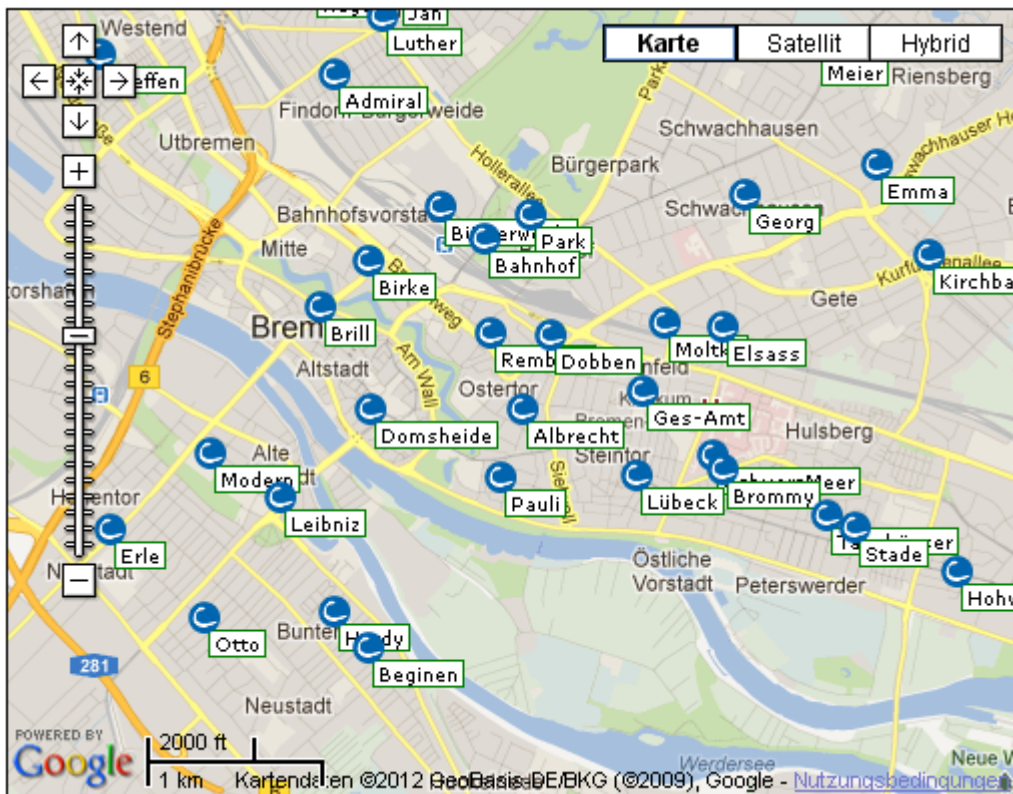


Graph 2: ,mobil.punkt' Car-Sharing station in Bremen (Leibnizplatz) – very visible as a symbol of the new mobility culture

- (direct access to the cars via a transponder field at smaller stations)



- Indicating the dense network of Car-Sharing stations in Bremen



http://www.cambio-carsharing.de/cms/carsharing/de/1/cms/stdws_info/stationen.html

- 1 chart that best illustrates the initiative

The user survey of cambio Car-Sharing users in Bremen indicate the high level of service quality –as

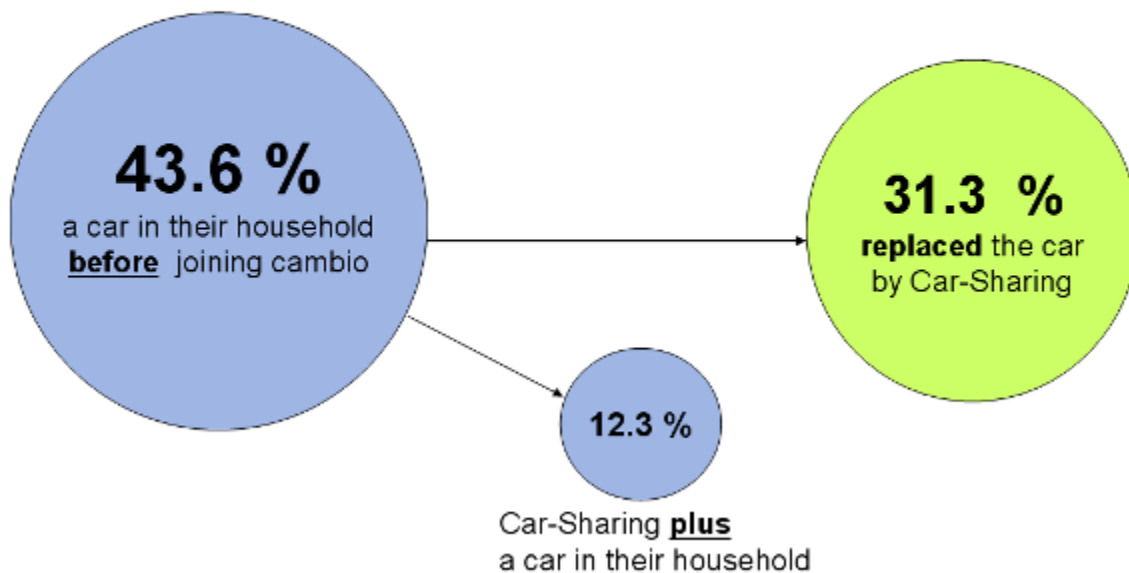
- 88% of the users don't need to own a car
- 31% replace a previous private car by the Car-Sharing service

user survey



new customers 2009/2010

Getting rid of existing cars:



Figures: cambio Car-Sharing survey

Der Senator für Umwelt,
Bau und Verkehr

Freie
Hansestadt
Bremen

世博会不来梅案例馆探源：“汽车共享”成时尚

人民网驻德记者 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 网络 手机报 邮箱 E-mail 分享

搜索



10月5日，德国不来梅市又一处“汽车共享”服务站开业。图为不来梅市城市环境规划委员会主席76岁高龄女士（中）剪出原彩和仪式。背景中可见中、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

10月5日，记者到德国不来梅市采访“汽车共享”，正赶上该市新开3处“汽车共享机动点”。记者在中市区兰博蒂环路，出席了其中一个“机动点”的开业剪彩仪式。

这里停放着机动点运营商cambio公司提供的10多辆各式各样的汽车，街道立

Report in ‘People Daily’ (08-10-2010) about a new mobil.punkt Car-Sharing station in Bremen