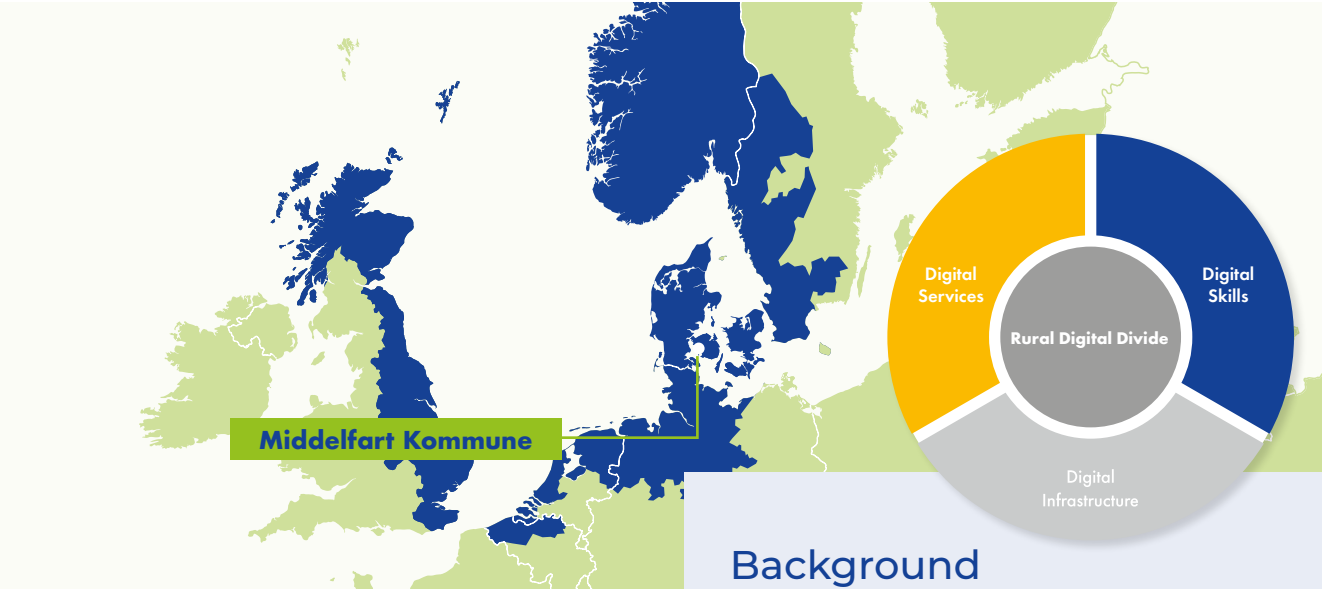


Middelfart Kommune, DK

COME ALONG (KørMed) – sustainable transportation and mobility in rural areas

The aim of the COME ALONG – sustainable transportation and mobility in rural areas pilot, called KørMed in Danish, was to make ride-sharing easier, greener and more attractive to the inhabitants of the Middelfart Municipality. The pilot team planned to develop an IT-based car-sharing platform to make transportation in the countryside smoother using digital solutions, and provide training and local workshops to enhance take-up of this solution.



Designing and delivering the pilot

How has it been designed?

This pilot was designed to support short, local trips in rural areas outside the major cities of the Middelfart Municipality. The aim was to first investigate technological solutions, test those solutions using small groups in the Municipality, and then design concepts to influence people’s behaviour and encourage greater ridesharing.

Who is it for?

Local knowledge held by the staff of Middelfart Municipality was used to help determine the most appropriate target audiences. First, the Municipality identified three target groups to test the technology solution: employees of a local workplace (city hall), members of a local sports club (gymnastics) and an educational institution (high school). These three test areas helped confirm the expected target audiences. Once operational, the target audiences are

Background

Transportation is a major source of CO₂ emissions and car or ridesharing is a mechanism to reduce this. Mobility is also more of a challenge in rural areas where local buses may not be available, and those who do not have their own car are therefore often left without the appropriate means to get around. In the Middelfart Municipality, the local committee examining sustainable traffic and public transportation has great interest in these issues, and this pilot hopes to make life in rural areas easier, whilst supporting the environment.

believed to be local residents, young people of school and college age, and people of working age.

How has it been delivered?

KørMed engaged residents in market research around ridesharing apps, particularly GoMore, which is an existing ridesharing online platform gomore.dk. They set up a partnership with the regional bus company, FynBus, which had data on the habits and needs of citizens regarding

public transport. Through this they identified that transportation was a critical issue for young people, and worked with a local high school to design a survey around transport needs and to explore whether there was interest in car-sharing.

KørMed then set up a partnership of three local groups to act as a ‘test bed’ for the actual ridesharing app (local workplace, sports club and educational institution), and conducted first trials of the ridesharing solution in Autumn 2019. They are now focusing on designing the final stages of the pilot and designing concepts to influence people’s behaviour by making it easy and attractive to share rides.

Outcomes of the pilot

What outputs have the pilot achieved?

Approximately 200 people responded to the initial survey about transportation habits with the overall conclusion being that people are willing to offer rides and take rides in rural areas. The project team has gone onto successfully design a pilot ridesharing concept that was tested in late 2019. During the test period, the target groups were able to sign up to offer or use transportation in different ways using digital services. The pilot team has collected and analysed the data from this test period to make further plans.

Unintended outcomes?

Significant partnership opportunities have emerged with local communities, high schools and the Local Government Denmark, which is the association of all Danish municipalities.

Wider benefits?

By including the local high schools in designing and testing the idea of a car-sharing platform, the pilot has contributed to education opportunities for local residents. The partnership opportunities created through KørMed have also created a greater awareness around digital possibilities in rural areas.



Check out the KørMed video on CORA YouTube Channel
<https://youtu.be/fPBohO2u4cQ>



Lessons learned

Technology versus Behaviour

- Digital Tool availability: technology and ridesharing apps are either already available or are being developed, so it is more effective to identify existing tools, than design new ones.
- Individual and collective behaviour: regardless of digital tool availability, the main challenge for the project was about how people behave and how to change peoples’ behaviour to maximise a technology-related solution. The inhabitants showed an interest in doing “something for the environment and each other” through ridesharing, but needed help and nudges to move this forward and make it happen. Identifying how to do this might ‘crack the code’ for more ridesharing in the future.

Remaining pilot activities and future plans

Based on the findings and experiences gained in KørMed, Middelfart Municipality has received further funding under the Danish Business Authority to develop and test new ways to get (even) more citizens to drive together. The behaviour-changing measures will be tested in three different settings, workplaces, leisure institutions and educational sites, and will include nudging, digital nudging and nudging through communication. This will help make ridesharing accessible to more citizens in rural areas, benefiting the local community, economy and environment.