

Sustainable urban mobility: strengthening car sharing and car-pooling initiatives in Central Asia

UNECE Sustainable Transport Division



UNECE

“Strengthening the capacity of Central Asian countries to develop sustainable urban mobility policy on car sharing and car-pooling initiatives”

Project timeframe: June 2019 – December 2021

Target countries: Kazakhstan, Kyrgyzstan, Tajikistan

Funded by the **Russian Federation**

Address the challenges of **sustainable development of mobility and inland transport**, particularly within the context of the **2030 Sustainable Development Agenda** and the Sustainable Development Goals

Sustainable Development Goals



Ensure healthy lives and promote well-being for all at all ages
(targets 3.6 and 3.9)



Make cities inclusive, safe, resilient and sustainable
(target 11.2)



Take urgent action to combat climate change and its impacts
(target 13.2)

Improved **understanding of national policy** makers in Central Asia on the core requirements for the **introduction of car sharing and car-pooling initiatives**

Deliverables

- ***Desktop analysis*** of car sharing and car-pooling services globally containing good practices, and lessons learned
- ***Guidelines*** on the creation of car sharing and car-pooling services based on the desktop analysis adjusted to the needs of the Central Asian countries and selected target cities
- ***Subregional workshop*** to discuss the findings of the desktop analysis and validate the draft guidelines.

Improved capacity of national and local policy makers in Central Asia to develop and implement **sustainable transport policies** focused on car sharing and car-pooling initiatives

Deliverables

- ***ForFITS assessment*** for each of the three target cities (demonstrate the likely impact of these car sharing and car pooling initiatives in the framework of a wider shift towards sustainable transport)
- ***Pilot projects*** in Kazakhstan, Kyrgyzstan and Tajikistan on the setting up car sharing and car-pooling services in their capital cities
- ***Subregional workshops*** to discuss the pilot projects and to update the guidelines according to the lessons learnt

2020

- **Desktop analysis** of car sharing and car-pooling services
- **Guidelines** on the creation of car sharing and car-pooling services

2021

- **Subregional workshop** to discuss desktop analysis and validate guidelines
- **ForFITS assessment** (Almaty, Bichkek, Dushanbe)
- **Prepare pilot projects**

2021/2022

- **Pilot projects** in Kazakhstan, Kyrgyzstan and Tajikistan on the setting up car sharing and car-pooling services in their capital cities
- **Subregional workshops** to discuss the pilot projects and to update the guidelines

- The importance of shared mobility services for **transport and environmental issue**
- Analysis of the **current situation in the markets of car sharing and carpooling services** in Western Europe, Asia and North America
- Comparative analysis of the **legal context**
- **Case studies** of car sharing/carpooling initiatives
- **Challenges** related to car sharing and carpooling services
- Potential usage of the learned experience in the **priority countries of Central Asia** (Kazakhstan, Kyrgyzstan and Tajikistan)

Desktop Analysis and Guidelines

Definitions

Car sharing

A service that provides members with access to an automobile for intervals of less than a day

Carpooling

Adding passengers to a private trip in which driver and passengers share a destination.



Desktop Analysis and Guidelines

The importance of shared mobility services for transport and environmental issue



Car sharing and carpooling contribute to a more efficient use of available resources and to achieve several United Nations (UN) sustainable development goals

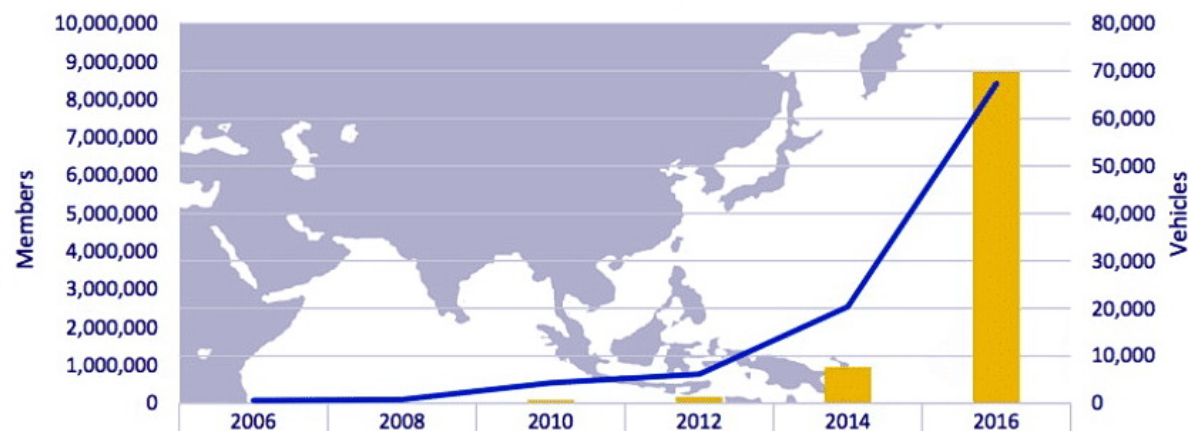
Car sharing and carpooling can:

- be a tool for phasing out private car ownership
- help to reduce the number of cars in cities (traffic congestion / pollution)
- offer a more affordable mobility solution for work and leisure

Desktop Analysis and Guidelines

Analysis of the current situation in the markets of car sharing and carpooling services

Car sharing is operational on all continents (except Antarctica!)



236 operators in **3128 cities** in **59 countries**

Station-based

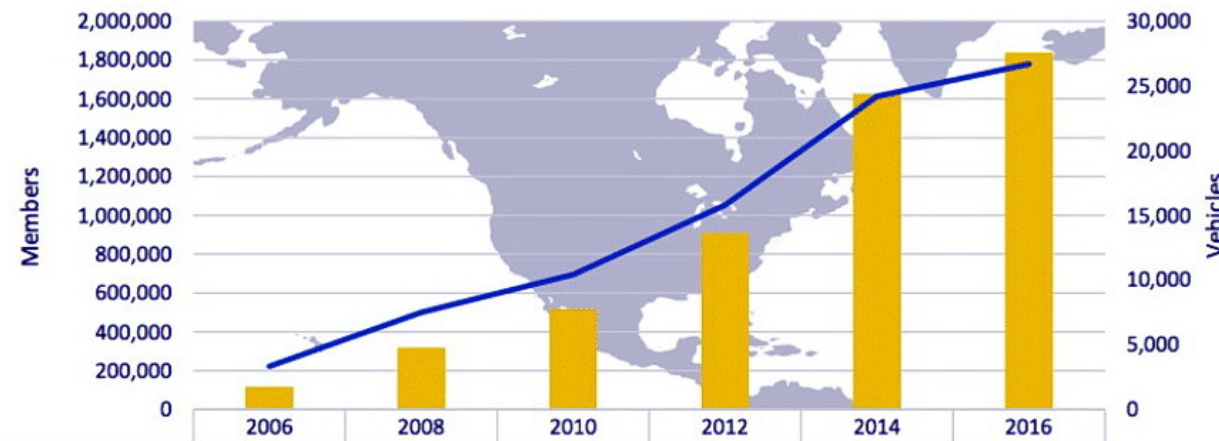
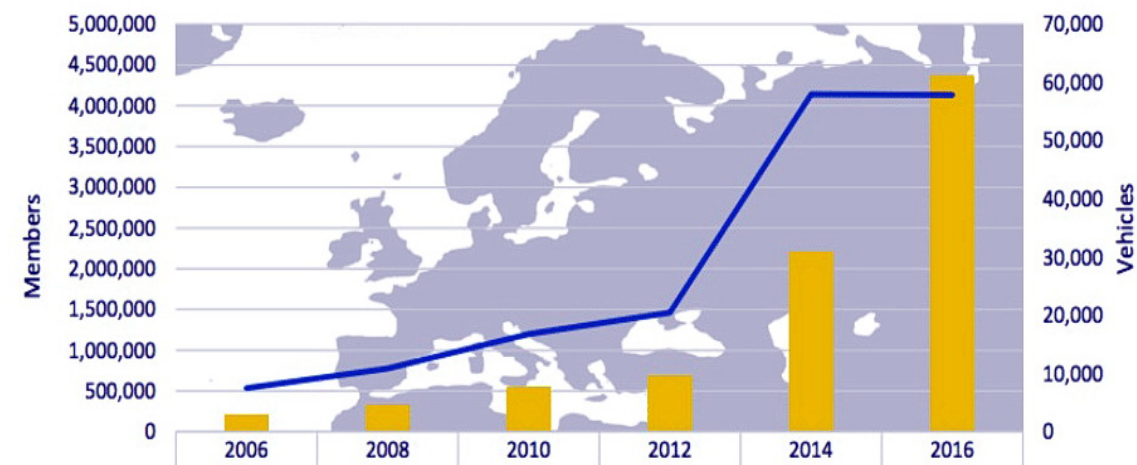
143 operators in
1358 cities in
51 countries

Free-floating

77 operators in
160 cities in
36 countries

Peer-to-peer

25 operators in
2190 cities in
19 countries



Desktop Analysis and Guidelines

Comparative analysis of the legal context



Legal context of the target countries (Kazakhstan, Kyrgyzstan, Tajikistan)
> no specific references to car sharing or carpooling services

How to encourage shared mobility ?

Desktop Analysis and Guidelines

Challenges related to car sharing and carpooling services



- Illegal activities
- Fake accounts
- Insurance
- Opposition to car sharing and carpooling services

Desktop Analysis and Guidelines

Potential usage of the learned experience in the priority countries of Central Asia (Kazakhstan, Kyrgyzstan and Tajikistan)



Lessons learned / limitations and possible solutions

Limitations:

- Local traditions of purchasing and using a private car
- Lack of awareness about car sharing benefits
- Competition with taxis, minibuses, car rental, etc.
- Need for significant investment when launching car sharing activity
- Low income of the population

Possible solutions and opportunities

- Adoption of digital technologies and platforms
- Spread of shared economy models
- Adoption of a relevant regulatory framework
- Developing partnership of shared mobility operators and car manufacturers

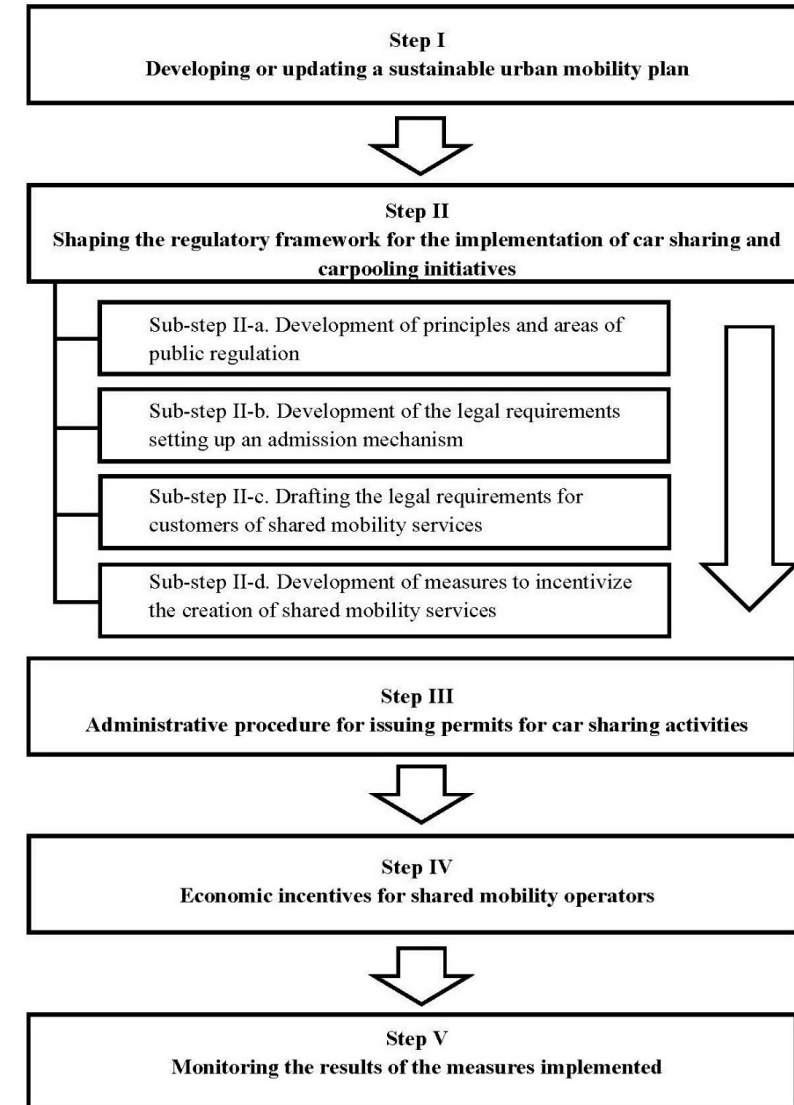
Desktop Analysis and Guidelines

Potential usage of the learned experience in the priority countries of Central Asia (Kazakhstan, Kyrgyzstan and Tajikistan)



Guidelines for the local and national authorities on the creation of car sharing and carpooling services

1. Develop or update a sustainable urban mobility plan
2. Shaping the regulatory framework for the implementation of car sharing and carpooling initiatives
3. Set administrative procedure for issuing permits for car sharing activities
4. Propose economic incentives for shared mobility operators
5. Monitoring the results of the measures implemented



Strengthening the capacity of Central Asian countries to develop sustainable urban mobility policy on car sharing and car-pooling initiatives



Conclusion