

# PROJECT SUMMARY SHEET



MOBILITY

## CO&GO

Carpooling and governance

# THE PROJECT IN BRIEF

The objective of the CO&GO project was to promote carpooling in Europe, to allow greater accessibility for all, and to complement or substitute public transport. The different stages of the project consisted of taking stock of the situation, identifying good practices, and organizing their dissemination.

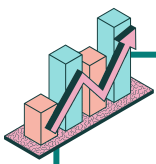


1 087 067 € (of which 133 664 € for AURA-EE),  
divided between 5 European partners



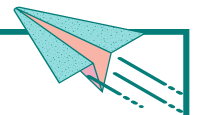
October 2017 to  
October 2021

5 partners from France and Italy: AURA-EE, Chambéry métropole, Zona Ovest di Torino, Leini, Torino Metropoli



## REGIONAL OBJECTIVE

- Promote and experiment carpooling for various audiences and contexts

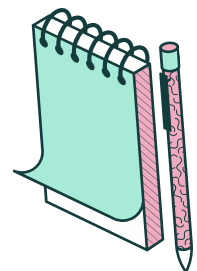


## TARGETS

- Local authorities, mobility organizing authorities, ecomobility network, TERR network

## ACTIVITIES

- Exchange of experiences and methodologies on carpooling between Italy and France
- Analysis and good practice sheets on carpooling in Italy and France with identification of obstacles and key success factors
- Survey on carpooling
- Preparation and implementation of pilot projects (Chambéry Métropole)
- Creation of infrastructures to facilitate carpooling (carpooling areas)
- Carpooling communication/promotion actions (Metropolis of Lyon)
- Evaluation of results



# ACTIVITIES CARRIED OUT

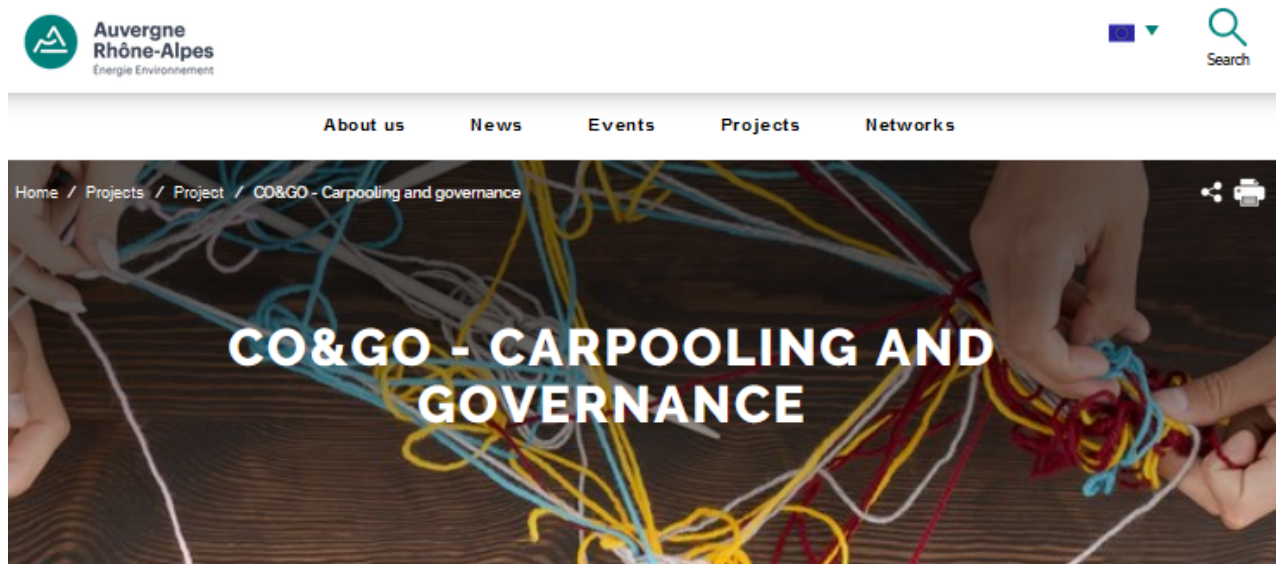


## PROMOTION OF CARPOOLING ON THE AURA-EE WEBSITE



Provision of information on the European project and its main results:

- Analysis of French experiences in terms of short-distance carpooling on a daily basis
- Provision of good practice sheets



With the support of



### Good carpooling practices

The CO&GO project aims to promote carpooling in Europe, to make it more accessible to all and to complement or supplement public transport.

The different phases of the project consist in making a state of play, identifying good practices and organising their dissemination:

- Analysis of good practices at different territorial scales, with particular attention to user engagement
- Survey on the habits and availability of the target audience to use carpooling and on the possibilities to improve the offer
- Experimentation of participatory projects and animation within voluntary territories, proposing innovative ways of involving users: providing support for Chambéry Métropole Cœur des Bauges

### At a glance

**Duration:** November 2017 - October 2020

**Budget:** € 1.087.067 - (ERDF: € 924.007)



## SHORT DISTANCE CARPOOLING CONFERENCE, NOVEMBER 9, 2018, IN LYON



- More than 240 participants, 40 speakers
- Organized by the Metropolis of Lyon, in partnership with AURA-EE, as part of CO&GO
- An event to discover the wealth of short-distance carpooling experiments
- Aimed at short-distance carpooling players, public or private platforms, experts and researchers, local authorities, companies and start-ups



## INVENTORY OF 150 CARPOOLING EXPERIENCES SHORT-HAUL CO-OPERATION IN FRANCE



A national study on the inventory and analysis of the offer of 150 daily short-distance carpooling platforms was carried out by AURA-EE, with particular attention paid to the role that local authorities can play, in the short and longer term. terms.



## FRENCH BEST PRACTICE SHEETS



- Description of 20 existing French carpooling best practices in France.

# RESOURCES PRODUCED (IN FRENCH)



Daily short distance carpooling in France.  
Inventory, description and analysis of existing short-distance carpooling experiences in France.

[Link to the document](#)



Good practice sheets on carpooling.  
Presentation of a selection of good practices in carpooling in France.

[Link to the document](#)

[Video](#) promoting carpooling, produced by Metropolis of Lyon.

Testimonies of local carpoolers

# RESULTS AND LESSONS LEARNED



## RESULTS AND IMPACT IN THE REGION



- Better knowledge of sustainable mobility and short distance carpooling
- Launch or improvement of carpooling services (Metropolis of Lyon and Chambéry Métropole)
- Exchange of experiences between France and Italy
- Analysis of the conditions for the implementation of short distance carpooling solutions
- Survey on the expectations of the population and mobility professionals
- Meeting between short distance carpooling actors in France



## MAIN LESSONS FROM THE PROJECT



Short-distance carpooling remains a very small minority in France today. The COVID crisis has also had a strong impact on the deployment of initiatives proposed by Metropolis of Lyon and the Chambéry metropolitan area. The project shows a strong need for the involvement of institutional actors in the deployment and long-term support of local short-distance carpooling solutions. Indeed, we note that the many experiments that have been deployed so far in France have had the greatest difficulties in finding their economic model.

Moreover, the project shows that the most effective communication to promote carpooling is based on word-of-mouth and not on massive communication campaigns that are little seen in the end by users.

# OUTLOOK

The COVID crisis has resulted in Western Europe in particular in a shift in working arrangements for all jobs that are likely to be switched to telework. A significant proportion of employees have changed their commuting habits: some of them travel much less to work, while others have favored the car over previous public transport habits, in view of the perceived risk of COVID related to public transport.

In this context, the promotion and deployment of short-distance carpooling (i.e., especially for commuting) is all the more justified and relevant as carpooling can significantly reduce the observed and increased congestion due to increased commuting from COVID.

## LEARN MORE

- **Web page dedicated to the project:** : [www.auvergnerhonealpes-ee.fr/projets/projet/cogo](http://www.auvergnerhonealpes-ee.fr/projets/projet/cogo)