SHAPING URBAN MOBILITY TOGETHER.
INSIGHTS INTO THE PROJECT NEUE MOBILITAET BERLIN.
FRANK HANSEN, BMW GROUP.

EIT MOBILITY TALKS EPISODE #6
SCARCITY OF PUBLIC SPACE IS AN URGENT PAIN POINT IN GROWING EUROPEAN CITIES. SNAPSHOT FROM BERLIN.
POTENTIALS FOR FREEING UP SCARCE URBAN SPACE. WHICH URBAN CAR OWNERS NEED A CAR, AND WHO COULD GET RID OF IT? RESULTS FROM A SURVEY IN BERLIN, SAN FRANCISCO AND SHANGHAI.

Types of Car Owners in Cities

- **9 %**
  - Car Captives.
  - Need it, but actually don’t want it.

- **33 %**
  - Convinced Car Users.
  - Need it and want it.

- **33 %**
  - Car Independent Pragmatics.
  - Don’t need it and don’t want it.

- **25 %**
  - Car Affine Pragmatics.
  - Actually don’t need it, but want it.

Objective car dependency

Subjective car dependency

Source: KIT Institut für Transportwesen / BMW Group.

Mobility Skeleton Survey, n=1035

Berlin
San Francisco
Shanghai

MOBILITY TALKS EPISODE #6 | BMW Group, Frank Hansen | October 2020
HOW TO LEVERAGE THE POTENTIAL?
ENGAGE WITH CAR-OWNERS. ENABLE DEMAND-ORIENTED TRANSFORMATION (1).
HOW TO LEVERAGE THE POTENTIAL?
ENGAGE WITH CAR-OWNERS. ENABLE DEMAND-ORIENTED TRANSFORMATION (2).

SCHLÜSSEL-ERLEBNIS
DEINE FLOTTE ’20

Lass Dein Auto einen Monat stehen & genieße Mobilitätsvielfalt mit Gutscheinen von:

[Images of various transportation logos]

die-mobilitaet.berlin/ deine-flotte-2020
WHAT TO DO WITH FREED UP URBAN SPACE?
ACTIVATE THE RESIDENTS. ENABLE THEM TO EXPERIENCE TRANSFORMATION.

https://www.youtube.com/watch?v=1m1Kj36bJ1k
WHAT TO DO WITH FREED UP URBAN SPACE?
ACTIVATE THE RESIDENTS. LET THEM DRIVE TRANSFORMATION THEMSELVES.

Visit us: www.neue-mobilitaet.berlin