

COCHALLENGE 2022

Organisation – Challenger	Roskilde Municipality
The challenge	How to support the expansion and development of shared car arrangements?
The Sustainable Development Goals	<p>Goal 3. Good health and wellbeing</p> <p>Goal 11. Sustainable cities and communities</p> <p>Goal 13. Climate action</p> <p>Goal 17. Partnerships for the goals</p>
The challenge explained	<p>At Roskilde Municipality the green agenda have high priority. They focus on how to create sustainable changes who benefit both the municipality and the citizens of Roskilde. This includes innovative solutions which support a more environmentally friendly approach to transportation.</p> <p>Roskilde Municipality are seeking ideas and new perspectives on how to support the expansion and development of various shared car arrangements. They are interested in practical and specific insights on how to support the transition to a greener everyday life for the municipality as well as the citizens of Roskilde. Despite a focus on the green agenda people often chose to drive their own car even though there are excellent alternatives to this form of transportation. Meanwhile a lot of citizens of Roskilde have one or more cars which are not being used on a daily basis. In both examples a shared car arrangement would be beneficial.</p> <p>Roskilde Municipality wants to support the development towards more initiatives and projects that promote common green solutions - such as shared car arrangements, so the municipality can continue to be frontrunners in the area.</p> <p>They are interested in practical and specific insights, inputs, and suggestions for concepts on how to ensure a green transition in the municipality and in the everyday lives of individual citizens with regards to transportation.</p>
What initiatives have Roskilde Municipality already tried?	<p>Roskilde Municipality have previously collaborated with external consultants to create an increased focus on alternatives to private driving. Among other things via carpooling and hitchhiker stops.</p> <p>Recently, they have had a special focus on young people's traffic habits in relation to the switch to youth education, where the car is often preferred instead of the bicycle or public</p>

	<p>transport.</p> <p>In Roskilde Municipality different shared car arrangements are already available in the form of:</p> <ul style="list-style-type: none"> - Private rental of cars - when not used by the owner - Shared car companies - which are available for everyone - Privates shared car arrangement linked to housing associations <p>Roskilde Municipality's parking strategy ensures advantages for shared cars – for instance they can park for free in all car parks in Roskilde. Unfortunately, Roskilde Municipality are not yet experiencing the desired popularity of shared car arrangements.</p>
If anything is possible?	Roskilde Municipality wish that the solution could contribute to shared car arrangements becoming so widespread and well-functioning that all private car owners in Roskilde could become part of the arrangement, instead of having a private car parked in the driveway.
Which solutions do Roskilde Municipality not wish to receive?	Roskilde Municipality only wants solutions that stem from specific and practical ideas.
What kind of ideas, processes and technologies do they imagine are part of the solution?	You can, among other things, work with different target groups, with mapping of everyday patterns, with traffic data and with the collection of various cases from other places. All to qualify specific and workable solutions, which helps them clarify how they can support the 'right' measures, in the 'right' way.
What is the potential of a solution?	<p>The right solution will bring us a crucial step closer to Roskilde Municipality's goal of reducing total CO2 emissions for the municipality.</p> <p>In addition to supporting the green agenda, a solution will also mean a smaller proportion of private cars to the benefit of both the road network, the city, and air quality.</p>
Anticipated outcome	New angles and fresh ideas.
What will the winning ideas be offered?	For the right idea they offer the possibility of a follow-up collaboration so the solution can be tested in practice.