

# FESEDIT Project for Promotion of Car-sharing

2011

 **University**  
University of Girona (UdG)  
**Country**  
Spain

**Location**   
Urban and Peri-urban

**Size**   
10,000-20,000

**Mobility Organizational Structure**   
*Green Office*

## Summary

The FESEDIT initiative is a carpooling platform based on new technologies.

## Aims

- Use new technologies to contribute to improving the environment and reducing the emission of greenhouse gases.
- Simplify mobility of people and reduce the use of the private vehicle through car sharing.
- Promote the everyday use of carpooling for short trips.
- Use new technologies to resolve inconveniences associated with hitchhiking from a trust point of view.
- Offer flexibility and comfort to users.
- Favour local commerce.
- Create a social currency that enables the user to travel free of charge.
- Create a social mobility network.
- Reduce and optimise economic costs.
- Get to know new people in your environment, your community, as well as favour networking with other communities.
- Guarantee the reliability and confidence of users who are members of the same community.
- Form part of an innovative carpooling project, the first in Catalonia and Spain.
- Offer social benefits.

## Stakeholders

Technological spin-off of the UdG EASY INNOVA.

## Background

E-hitchhiking pilot test 2009 (grant from the Ministry of Development.), implementation in 2011.



### Description

It consists in promoting contact (through a cell phone application and / or Internet) between people from the same community who make similar trips so that they can do them together. It is a dynamic system that enables real time queries, last-minute changes and even tracking of the position of the driver or passenger using GPS.

In addition, it incorporates an assessment routine based on artificial intelligence that ensures the whole system is trustworthy and secure.

The activities performed were:

- Management and follow-up activities: reservation of parking spaces, creation of statistics, indicators.
- Internal dissemination activities.
- Presentations in different forums.
- The tools used were:
- Web site.
- Application for mobile devices.
- Incentives through a system of social

currency that values "dormant assets".

- Communication resources such as flyers, posters, lip dub, press releases, ads on the radio, reports on local, regional and national television, promotional video on YouTube, presentations, conferences, etc.

The FESEDIT initiative has been developed by the EASY Centre (member of the TECNIO network) of the University of Girona, together with the University Green Office.

The platform has also been used for special events that involve the mobilisation of large numbers of people with the inclusion of an edit button on web pages providing information about these events.



### Indicators

The 2015-16 indicators show that the UdG community consists of 857 registered users sharing 2,520 trips which implies savings in CO2 emissions of 14.8 Tn.

## Results

- Very good acceptance of the service among students, good among teaching, administration and services staff.
- Experience repeated in other user communities: territorial seat of the Generalitat (Government) of Catalonia in Girona (900 employees), and other universities around Spain (URV, UPC, UB, UZar)
- Reduction of CO2 emissions compared to other means of travel.
- Support of the Girona City Council who included the initiative in their Municipal Urban Mobility Plan and reserved parking spaces for people using the service.

## Cost

- Implementation of the service: 16,000 €
- Annual cost: 2,000 € updates + maintenance.

## Financing

- Grant from the Ministry of Development.
- In-house resources of the UdG Environmental Awareness Plan.

## Findings

The Fesedit platform offers a sustainable response to environmental aspects caused by obligatory travel habits by reducing per capita emissions. From a social and economic aspect, by considerably increasing the mean occupancy rate to 1.3 people per vehicle the associated expenses of the journey decrease having therefore a positive economic benefit for the participants.

In any case, according to the UdG annual mobility survey (2015), 11% of the University community share vehicles, the equivalent to some 1,650 people and almost double the number of people registered in Fesedit. This indicates that the incentive of being able to park just a few minutes from the campus does not encourage users to register on the platform, (a feature is authorised parking closer to university centres). This situation means that, in general, to advance towards a new mobility model based on alternatives to an individual and unconscious use of the private vehicle, the implementation of sustainable mobility initiatives must be accompanied by users' reduced expectations of being able to park in areas close to campus centres.

 Pictures

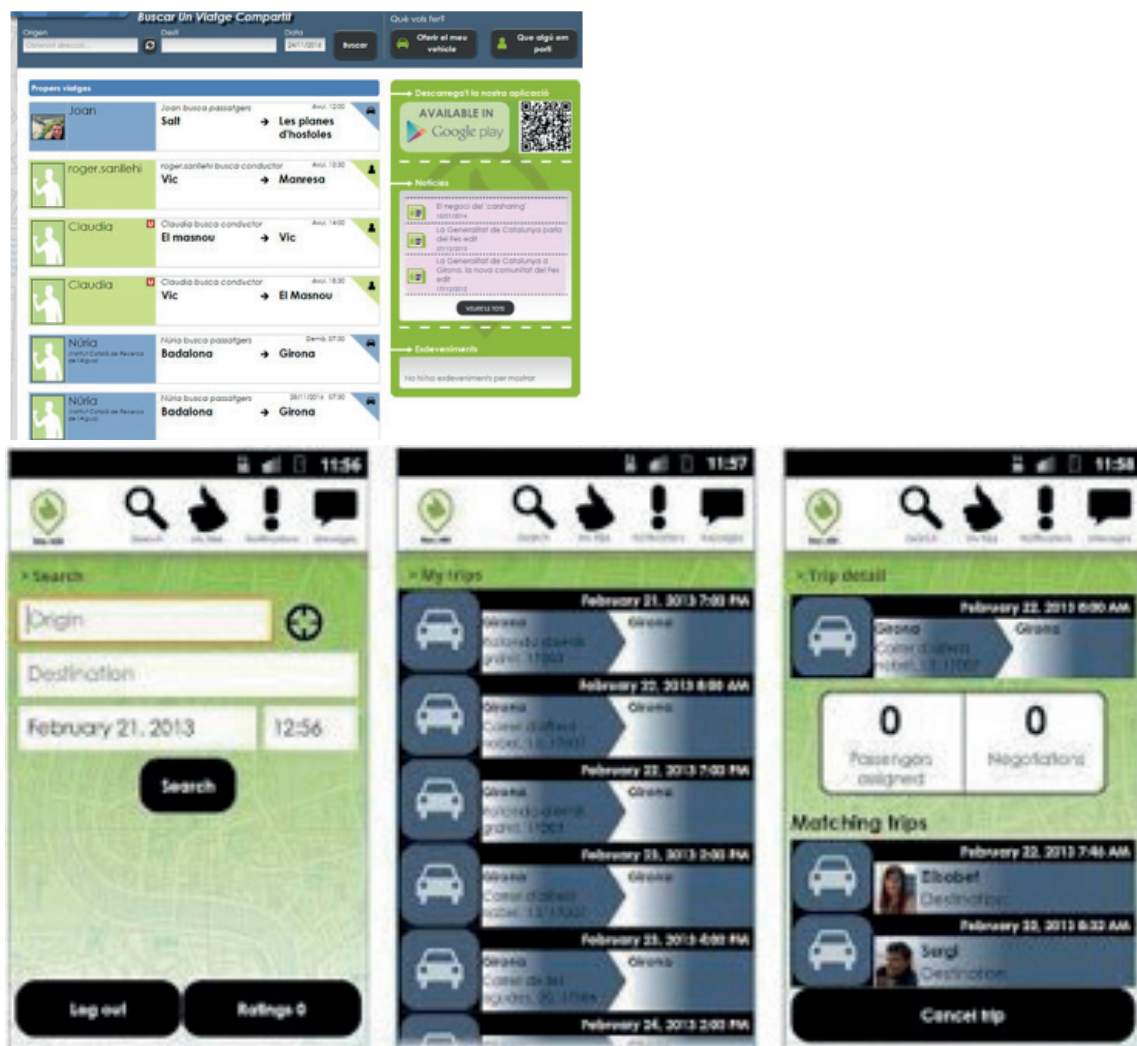


Fig 1. Screenshots of the CAR-SHARING app

 Links

<http://www.udg.edu/ov/>  
<http://mapscloud.udg.edu/itinerarissaludables/>  
<http://www.udg.edu/tabid/20846/activitat=24>

 Contact person

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