

Carsharing Day: Our Street, our Choice Citiz in France

Jean-Baptiste Schmider, Roma, 17 september





Citiz in France

- A cooperative network
- 15 independent local CSO
- 50 urban areas
- 109 cities
- 800 cars
- 16000 members





History

2001 Birth of Auto'trement , a citizen initiative in Strasbourg

**2002 Birth of France Autopartage , a coop including Marseille
Grenoble and Lyon, citizen initiatives. Tosca project**

2003 First on street locations and combined tarif with PT

2004 Auto'trement becomes a cooperative SCIC

2010 All local organisations adopt the same IT

2013 France Autopartage becomes CITIZ





Main factors of development in France

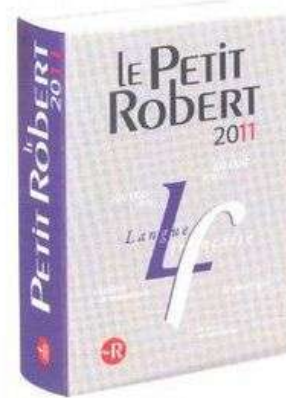
- 2003 First on street locations
- 2004 First agreement with public transport (combined abo, communication, ...)
- Official recognition
 - 2005 A law proposal is adopted by the French Senate
 - 2010 Carsharing Label in the law Grenelle of environment
- 2007 – 2008 First major groups investing in carsharing : Vinci, Véolia, ...
- 2007-2008 : Start and success of Velib in Paris



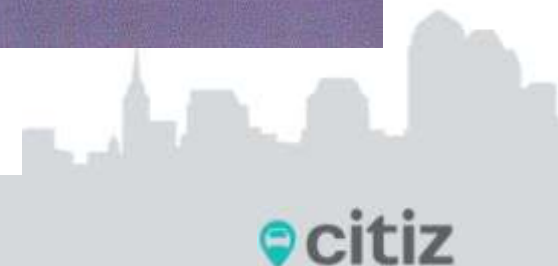


The word Autopartage in The French Dictionary Petit robert 2011

AUTOPARTAGE
n. m. – 1993 Ø de auto et partage.
d'après l'anglais car-sharing • Utilisation
partagée d'une flotte de véhicules
par différents usagers, pour une
courte durée et par abonnement.
Société d'autopartage. Voiture en autopartage.



Nouveaux **sens**,
nouveaux **mots**.





SCIC : A new coop status mainly used by Citz

- General interest
- Multistakeholder
 - Customers : 10 to 20% are stakeholders
 - Local authorities (up to 20%)
 - Partners such as Public Transport, Parking
 - Employees





A common technology used by citiz





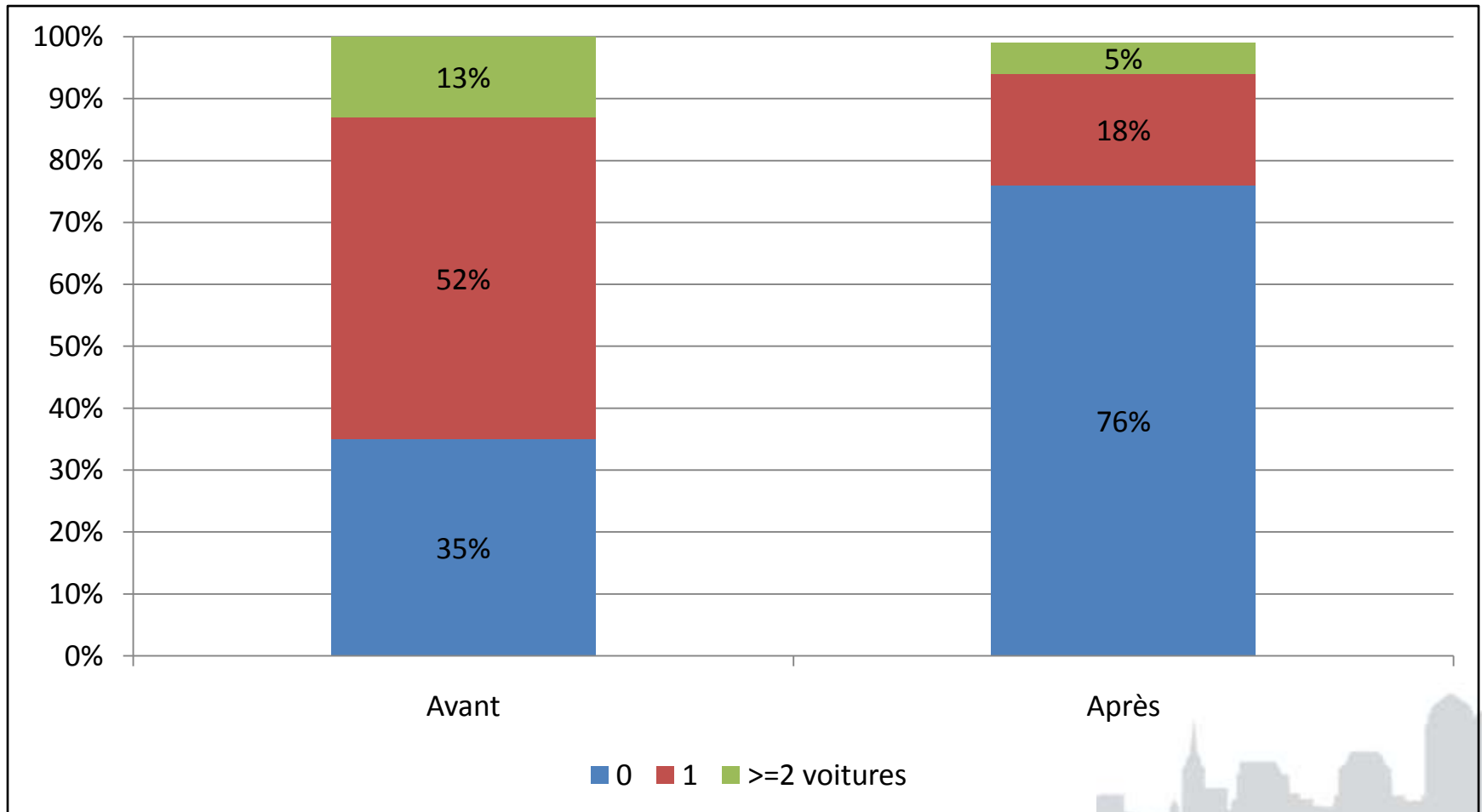
Environmental impact

- Each carsharing car replaces 9 private cars
- Each carsharing reduces km driven by 41% (75% for former car owner)
- Carsharing leads to major changes in mobility behaviors



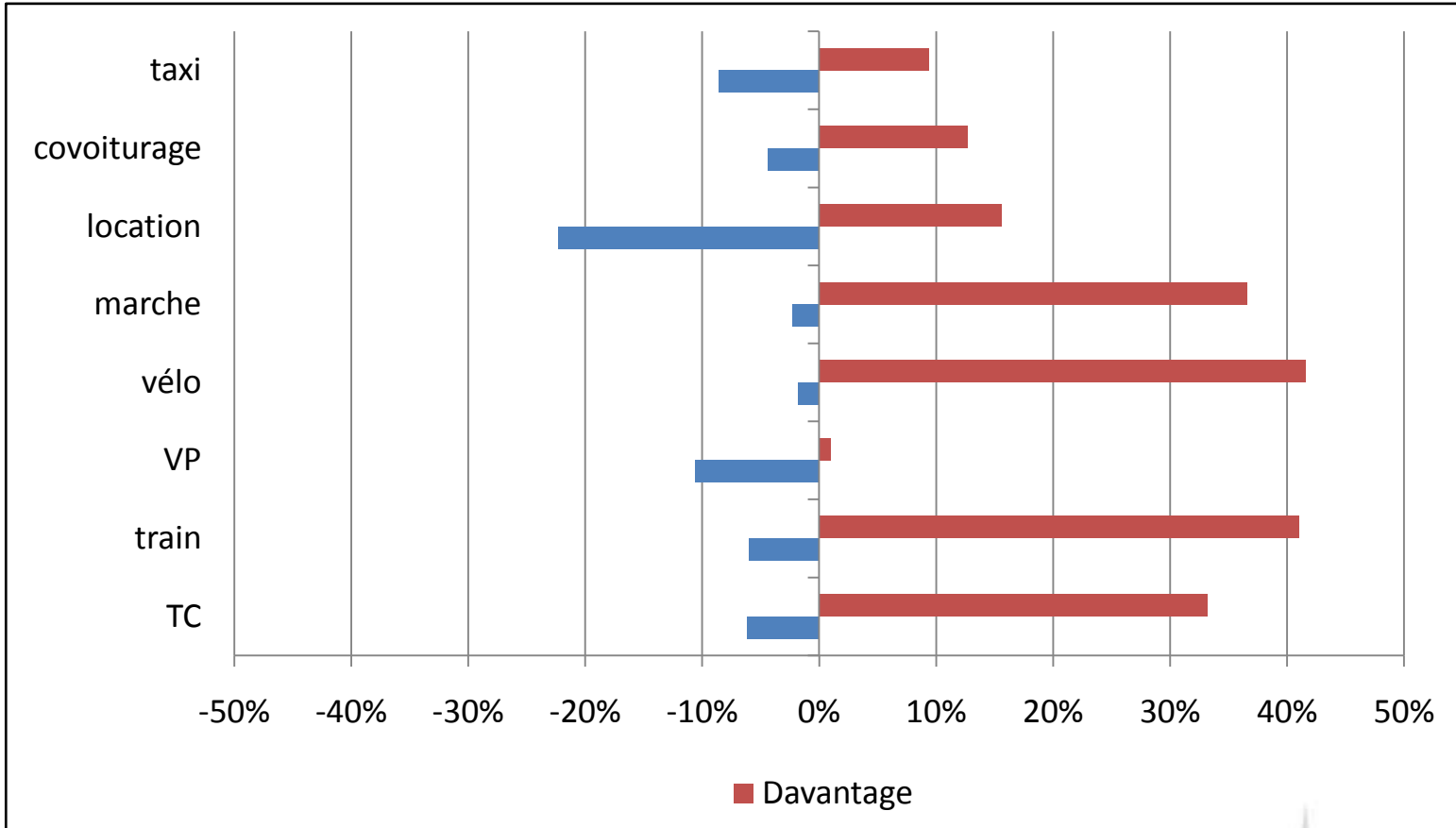


Carsharing reduces ownership





Since carsharing, do you use more or less ?





Key points of success for Citiz

- Pure player
- Bottom up approach with step by step integration
- Local management
- With strong Partnership with local authorities and public transport
- On street locations
- Realistic business plans





Combined public transport and carsharing annual or monthly fees

- Many offers of combined abo
- Combined abo including public transport and carsharing for 1 € more (Bordeaux, Nancy, Metz,...)
- Carsharing sold by public transport offices





Citiz, the new brand of the network

- More visible cars and locations
- Lifestyle oriented





Main difficulties

- Smaller cities and Suburbs
- Business model for electric car sharing ?
- Change of scale ?
- Integration of 15 independant companies and founders



Thank you for your attention

