



Sharing Opportunities

**UMEÅ
KOMMUN**



**Sharing
Cities
Sweden**

A NATIONAL PROGRAM
FOR THE **SHARING**
ECONOMY IN CITIES

ViableCities™
Smart, sustainable and attractive.

Med stöd från:



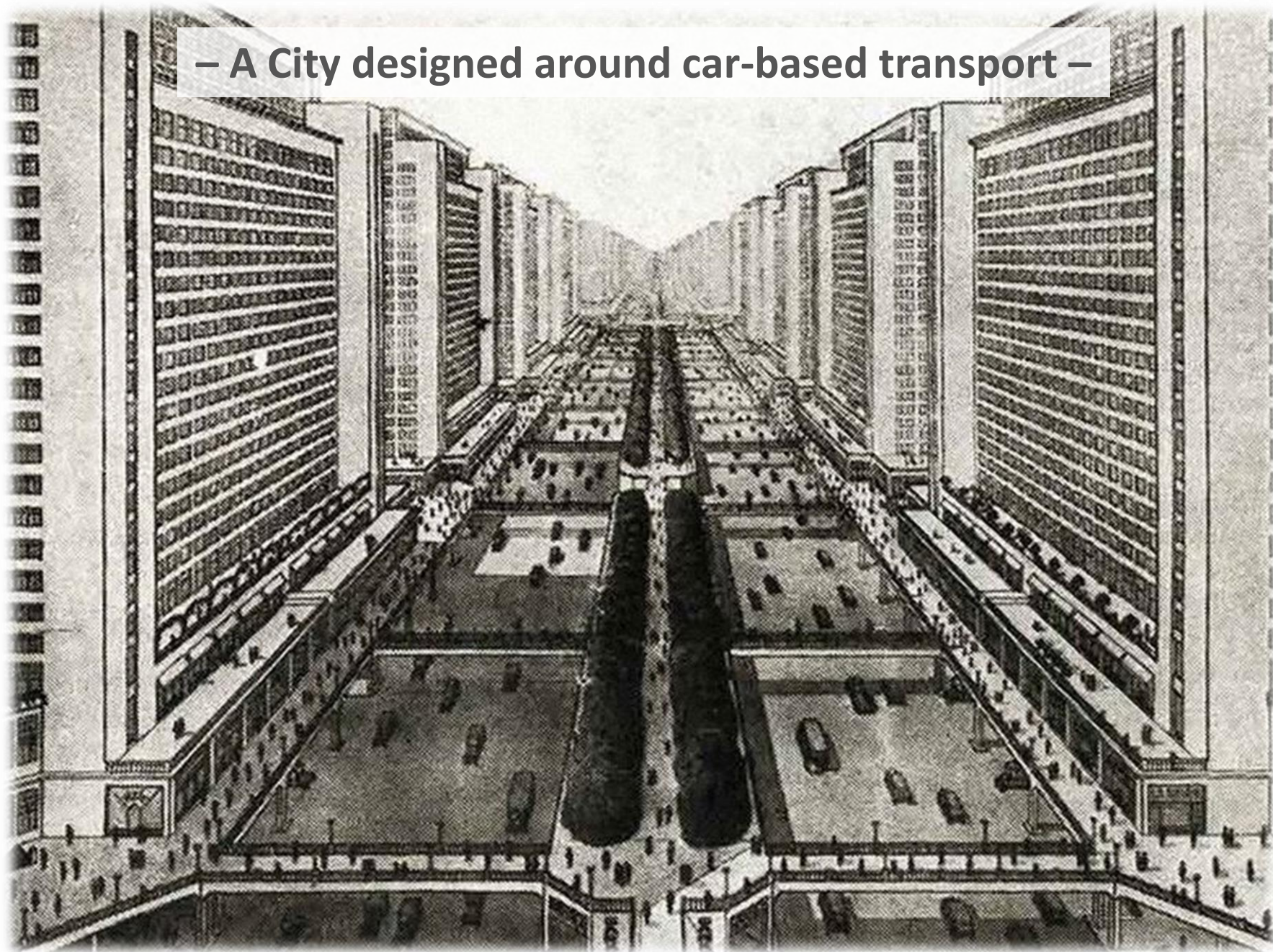
STRATEGISKA
INNOVATIONS-
PROGRAM

Yesterdays Future

Le Corbusier – 1930

“The Radiant City”

– A City designed around car-based transport –

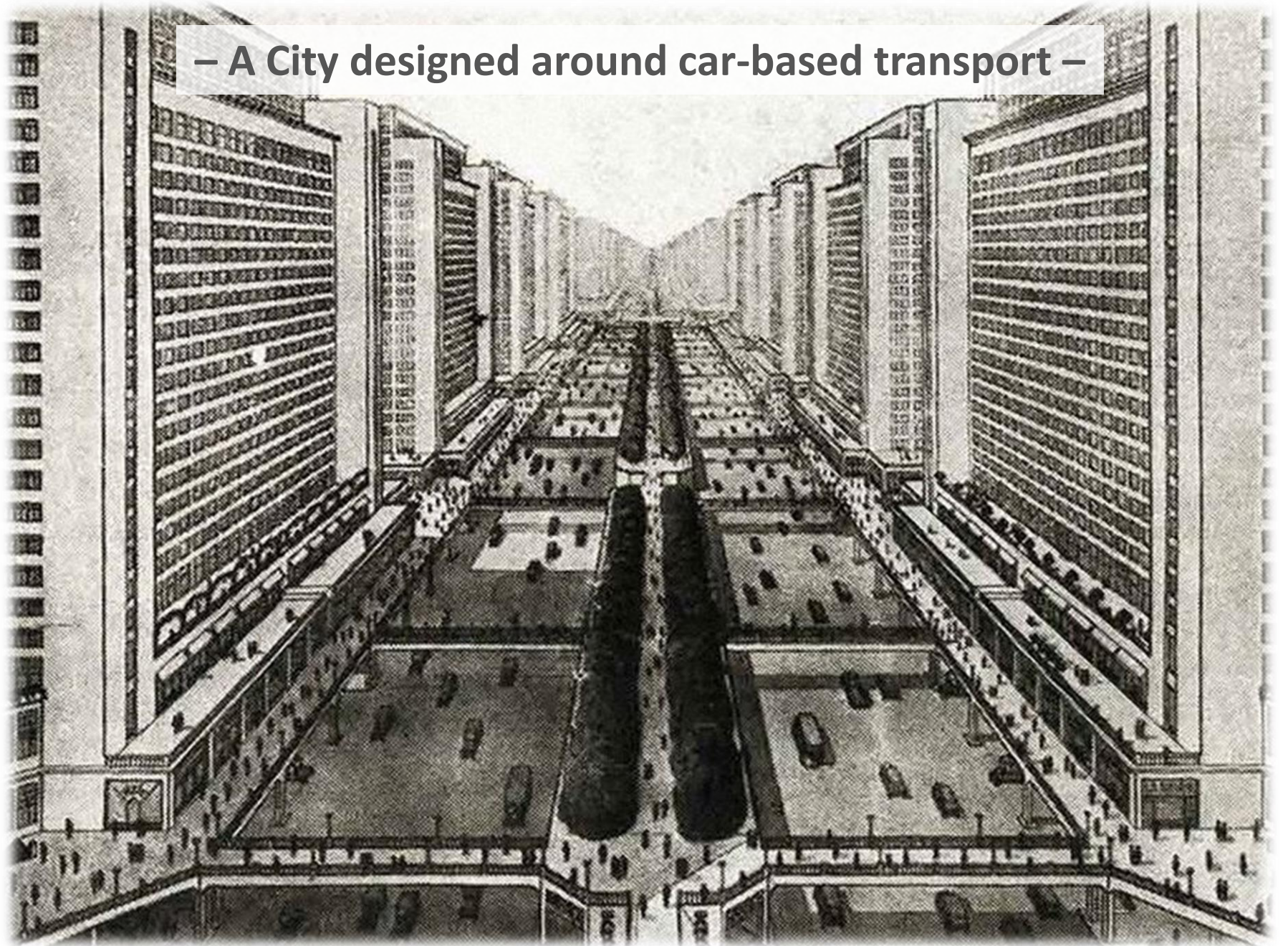


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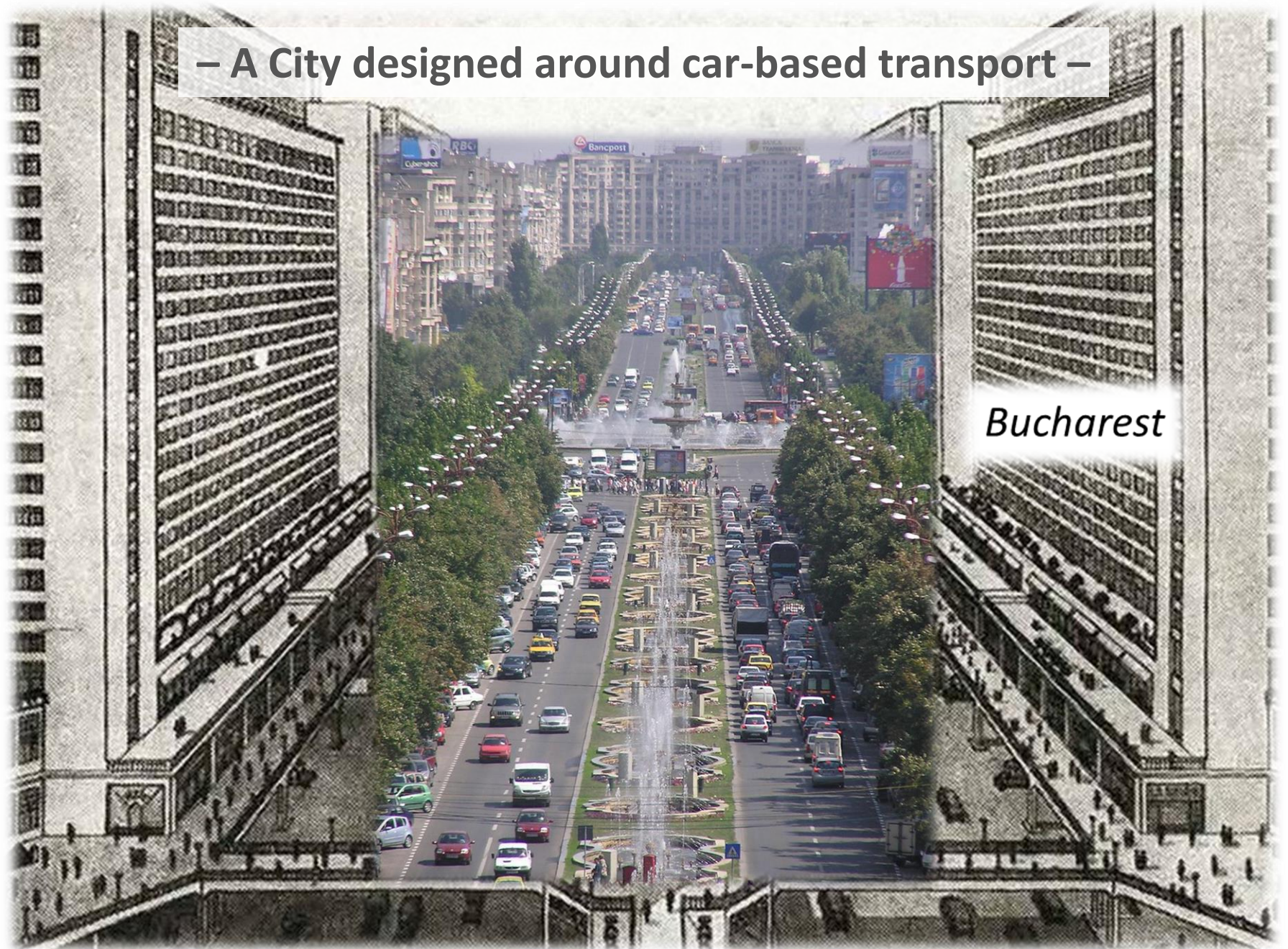


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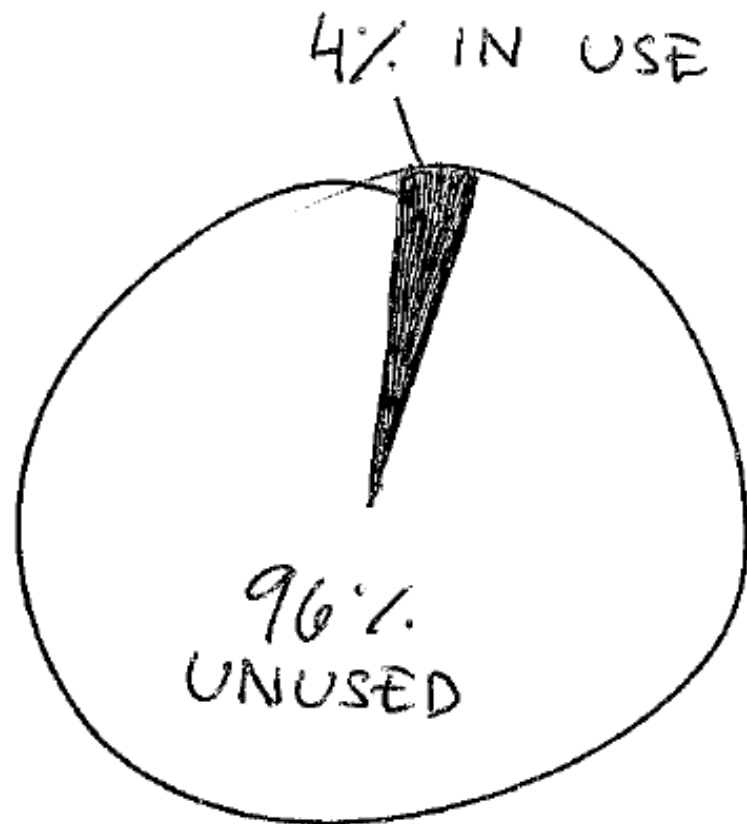
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Bucharest

How we use cars today



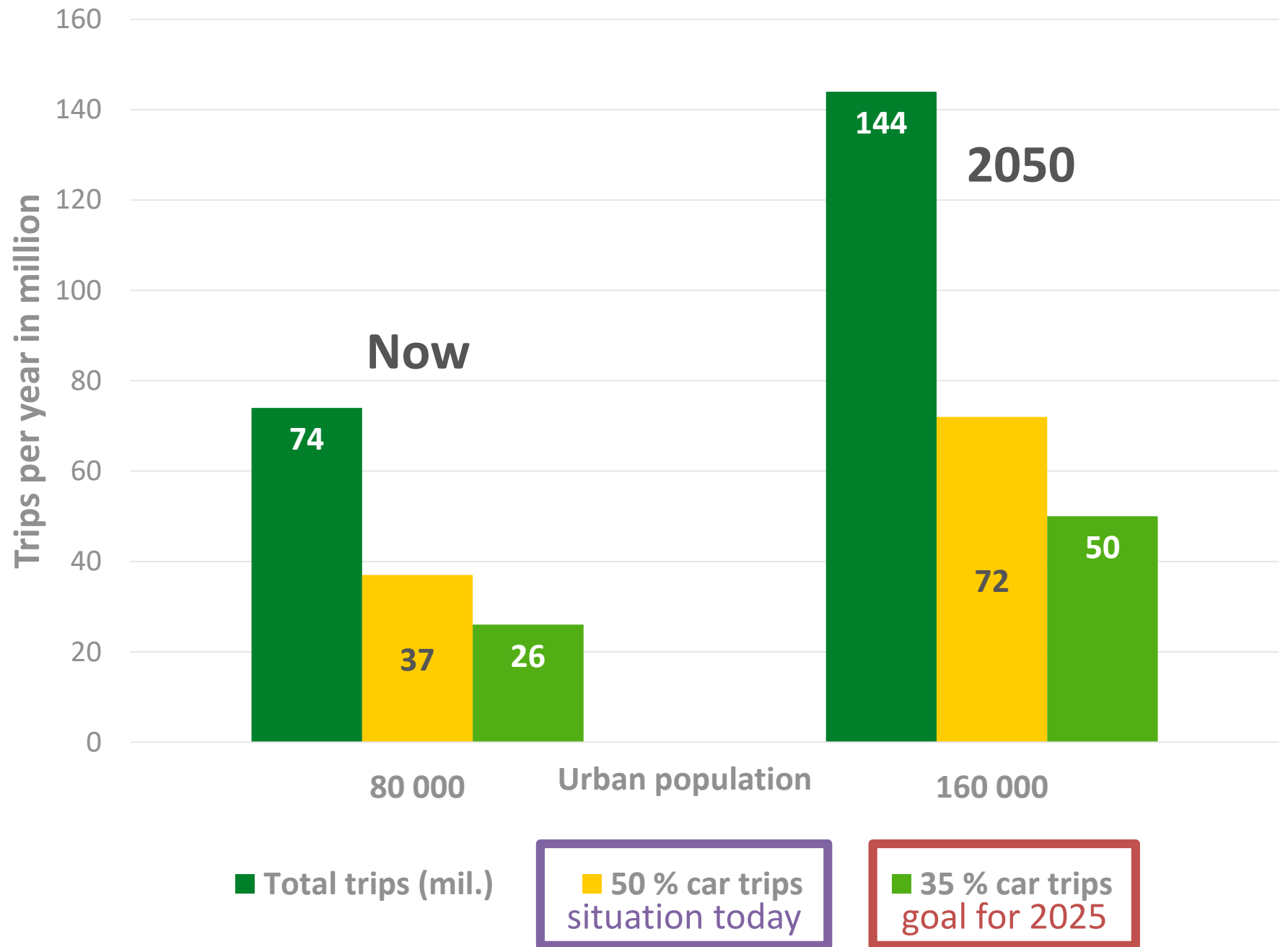
Reclaiming public space

Before, it was a big parking lot.



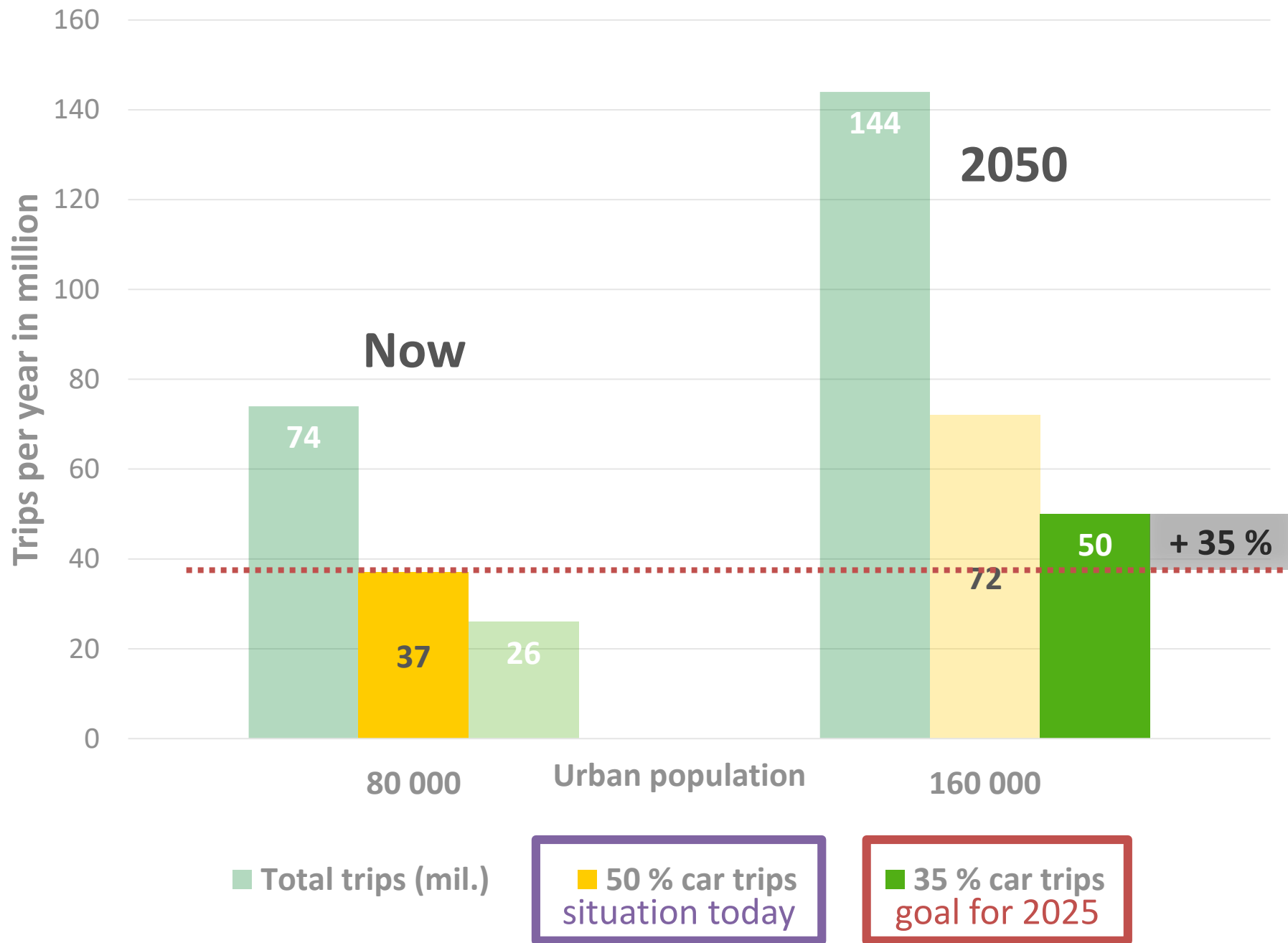
Mobility Transition in Umeå

future traffic



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future traffic



Service hub *Cykelstället* and *U-Bike*

*A space for everybody,
a place for cyclists.*

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[www.umea.se
/cykelstallet](http://www.umea.se/cykelstallet)



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Shared Mobility

15 examples of
service based
business model

Bla Bla Car



Citymapper



DiDi

cityway

JETTY

KEOLIS



LimeBike

lyft

mobike

motivate

ofo



OLA

scoot



Transit

UBER



VIA



zipcar.

These 15 companies together
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 **SUSTAINABLE DEVELOPMENT GOALS**

Sharing makes for more sustainable cities

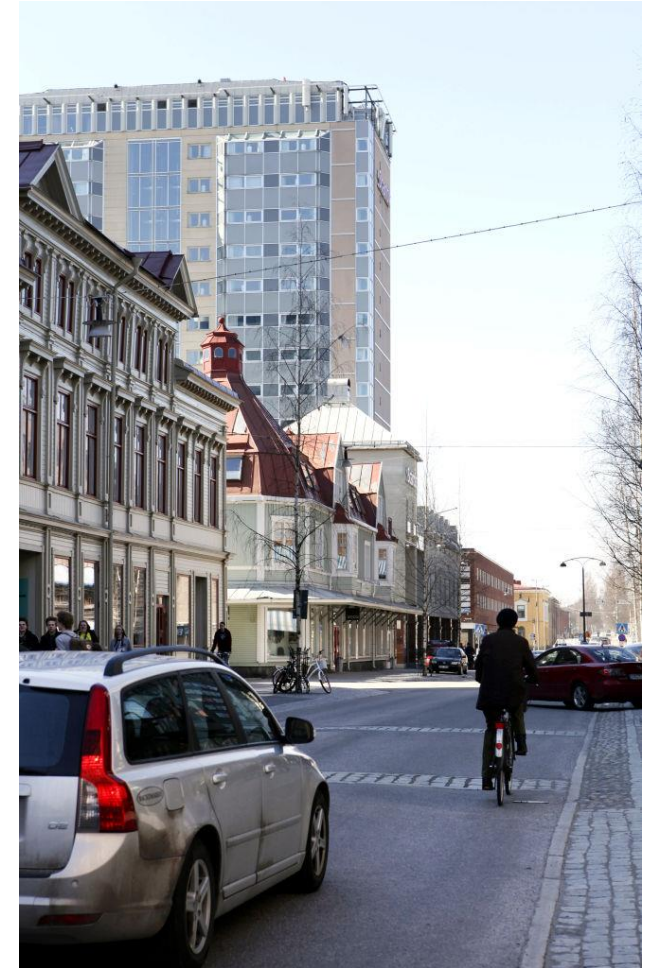


Responsible Consumption through service based business models

- Resource efficiency (*used time vs. life time*)
- increasing duration of products by changing the business model to service based

Challenging behavior

- Car owners are car users
- Need for car-based mobility leads to lock-in effects



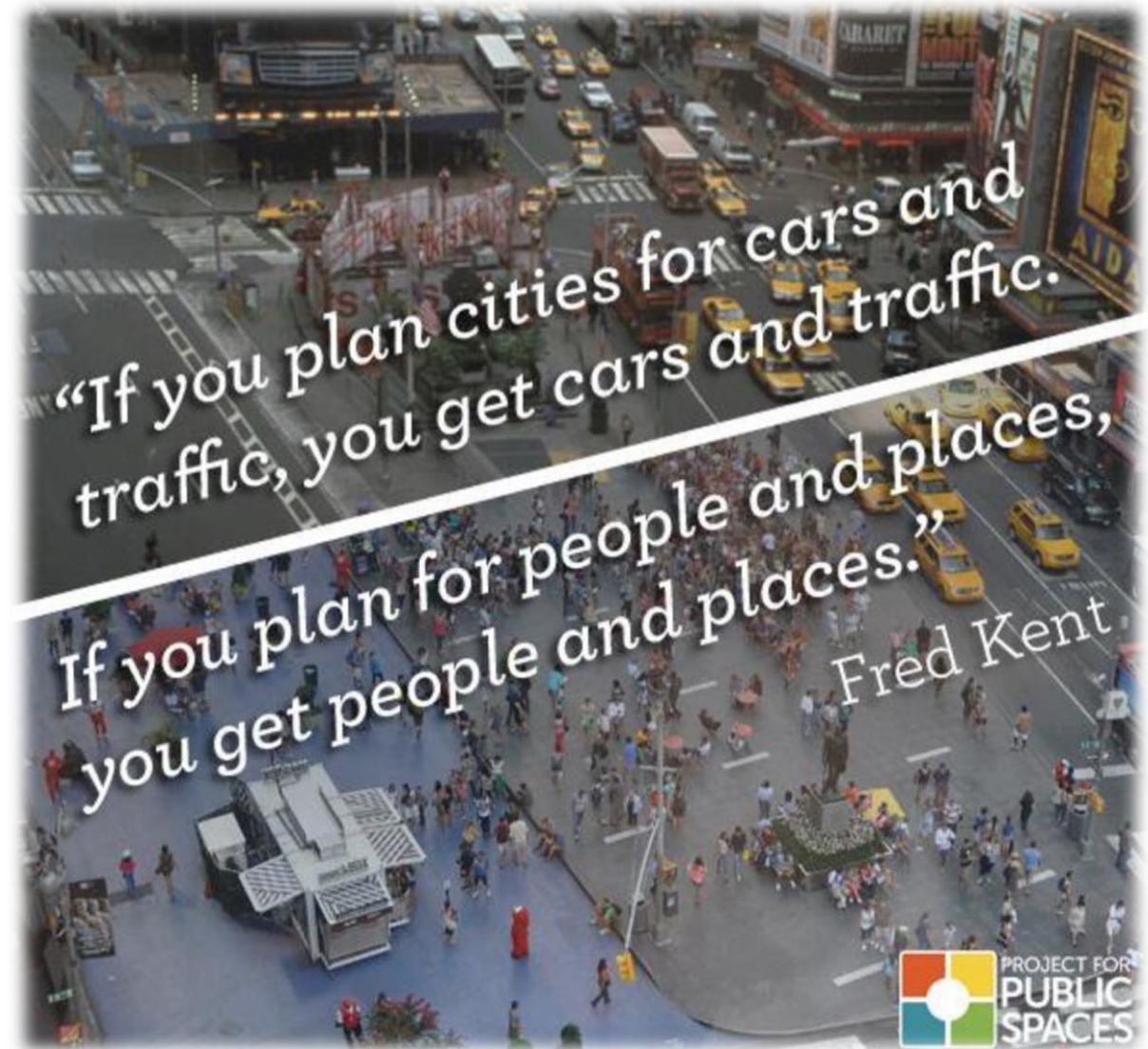
Thanks for your attention!

Lucas Röhlinger

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