



Shared mobility hubs - what is it and how do we do it?

29th May 2024 12.00-17.00. Starting with lunch from 11.00 and ending with a networking event Fylkeshuset in Tønsberg

Shared mobility is part of the solution to increase active and greener mobility in our cities and regions. Organizing shared mobility in hubs seems like the way to go! Hubs make shared mobility more accessible and widen the travel options.

“The Shared and Digital Mobility Hubs”-project (Interreg North Sea Region) invites you to a conference where European cities, regions, operators and other stakeholders will share experiences and perspectives on how to facilitate shared mobility organized through hubs.

What are mobility hubs, and why are they useful tools for mobility policies in urban planning? How to organize car sharing and micromobility into physical and digital hubs? What are the potentials for shared mobility in cities and regions in Norway? What are the roles of the various stakeholders and how can we all cooperate to make shared mobility happen? These questions will be answered during our conference.

Also, we will discuss how we can make shared mobility viable and available to citizens in less densely populated cities and regions.

The goal of the conference is to showcase the benefits and possibilities of shared mobility, how to implement them, and to get a better understanding of the responsibilities in developing shared mobility hubs.

Target groups

Politicians and civil servants from local municipalities, regional administrations, national governments, (shared) mobility providers, public transport companies, transport authorities, research institutes and universities, mobility planners and practitioners. Participation is free of charge.

Our hosts [Linda Ehnmark](#) and [Lene Stenersen](#) from Vestfold County are looking forward to welcoming you.

Program

11.00	Lunch
12.00	Welcome and introduction by Anne Strømøy - County Mayor of Vestfold County Frank Pedersen - Mayor of Tønsberg Eric van Dijk - Province of Utrecht
12.15	Mobility Hubs: What are they? This introduction dives deeper into the basics of mobility hubs. We will focus on the following questions: <ul style="list-style-type: none">• What are mobility hubs and why are they useful tools in mobility policies?• Who are the different stakeholders involved when deploying a mobility hub network?• What does a network of hubs look like (typology, quantity, branding)? Presenters: Jelten Baguet (Mpact), Daniel Herrera & Jorge Manso (POLIS Network)
13.00	How to successfully integrate shared mobility into mobility hubs? This presentation showcases best practices from across Europe regarding the integration of car sharing and micromobility mobility into mobility hubs. Presenter: Jeffrey Matthijs (Autodelen.net)
13.30	Digital integration: what are the bits and bytes of digital mobility hubs? This presentation highlights the importance of digital integration and explains, in an understandable language, what happens behind the interface of your travel app. Presenter: Tjalle Groen (Mpact)
14.00	BREAK
14.20	What is the potential for shared mobility in Norway? How can the different stakeholders cooperate? What is the key contribution of the different stakeholders? How can we make shared mobility grow in less densely populated areas? Insights from: <ul style="list-style-type: none">• Bane Nor- Trine Marie Molander Fjeldstad• Statens Vegvesen – Karolina Hye Aaland• Vestfold Kollektivtrafikk, VKT – Bjørn G. Aasebø• Entur – Kenneth Wiik• GetAround – Thea Martine Samer• Voi – Øystein Sundelin

15.40	SHORT BREAK
15.55	<p>How to establish a network of mobility hubs? Practical insights from our panelists:</p> <ul style="list-style-type: none"> • Angelique Morcus, Municipality of Amsterdam • Wouter Slob - Province of Utrecht • Lars Ove Kvalbein - City of Bergen • Magnus Martin - Municipality of Tonsberg <p>Moderator: Bram Seeuws (Autodelen.net)</p>
16.40	<p>Wrap-up session and concluding remarks: what are the main takeaways?</p> <p>Using the input from the audience, we will define some main takeaways from our study afternoon. They will serve as a source of inspiration for Norwegian towns, cities and regions that aspire to develop mobility hubs.</p> <p>Moderator: Eric van Dijk (Province of Utrecht)</p>
16.50	<p>Walk to networking event – Huset, Tollbodgaten 22 https://www.husettonsberg.no/</p>
17.00-18.30	Networking event

About the project

ShareDiMobiHub increases urban accessibility and liveability for its citizens and visitors by introducing shared mobility hubs at a city or metropolitan or regional scale. The project supports public authorities to implement similar solutions.

The specific objectives to achieve this are to:

1. Effectively implement and integrate shared mobility hubs into urban and regional transport systems, resulting in better accessibility and liveability.
2. Contribute to achieving a significant modal shift from private car usage to shared mobility options, public transport, and active modes of transport in NSR cities, leading to more liveable and greener streets, while maintaining or even increasing accessibility levels.

ShareDiMobiHub draws on a wide range of multidisciplinary expertise. The project, led by the Province of Utrecht, runs until 2025 and includes the following partners: Province of Utrecht, Capital Region of Denmark, Vestfold County, Tønsberg municipality, City of Amsterdam, City of Leuven, City of Rotterdam, Norwegian Public Roads Administration, POLIS Network, University of Antwerp, Transport Authority for the Amsterdam Region, Mpact, Autodelen.net, Hamburg University of Applied Sciences, and the University of Applied Sciences Utrecht.

[Find out more about the project on our website: Shared & Digital Mobility Hubs ShareDiMobiHub | Interreg North Sea](#)

Hosted by:



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