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Integration vs fragmentation: alternative tactics of local mobility businesses in response to a global wave of market disruptions

In this research we present the results of a facilitation process for consensus building among local mobility stakeholders (public transport providers, taxi associations, carpooling organizations, local authorities, etc.) aimed at identifying business modelling patterns related to travel assistance services integrating regular and on-demand mobility solutions.

This process was centred on a service model deployed by the SocialCar platform, providing planning and booking services for multimodal trips, combining collective transport modes with community-based services (carpooling).

Local consultations were held in ten European cities where stakeholders were asked to assess four potential scenarios enabled by the SocialCar service model.

The business patterns will define an investment blueprint for local business development in Europe facing the current fragmented environment in the local transport market and including the key elements of legally sound public-private data integration, monetization and financing •

