ShareDiMobiHub aims to improve urban multi-modal accessibility by increasing the introduction and uptake of shared mobility hubs, resulting in a modal shift and changed behaviour towards shared mobility hubs. A modal shift from the own car to shared mobility is needed to cope with increased transport demand due to urbanisation.

To speed up the transition, we need to implement an integral approach entailing a.o. measures to provide space for shared mobility, nudging & communication, restrictions for private cars, integration with public transport and with Mobility as a Service (MaaS).

The integral approach will be used to implement:

• Plans to increase shared mobility hubs in Amsterdam and surrounding cities in the metropolitan area (through the Transport Authority Amsterdam).

• Digitalisation plans to integrate shared mobility with MaaS in Amsterdam and surrounding cities, Leuven, and the province of Utrecht.

Besides, some regions first need to implement a pilot before upscaling can take place:

• In Vestfold and Telemark Region to integrate shared mobility with public transport.

• In Rotterdam and Leuven aimed at testing how to best engage specific target groups.

• In Leuven to test shared mobility with a mixed user-group.

Based on the learnings from the pilots and the experiences of the partners implementing upscaling action plans, Rotterdam and the province of Utrecht and follower partner the Capital Region of Denmark, will draft, and adopt each an upscaling strategy to roll-out shared mobility hubs. Leuven and VTFK will implement upscaling action plans including digitalization and MaaS-integration.

Transnational cooperation is key: the more experienced partners from the Netherlands and Belgium will show the way to other partners. The partnership will also support 40 stakeholders to ensure a wider roll-out. Citizens, commuters, and visitors will benefit from the increased shared mobility offer. They will experience easier access to several modes of transport, using a MaaS-app.