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The attendees of the ECOMM conferences are well informed and experienced in MM. This provides unique opportunities to gather ideas, share visions and exchange knowledge on the different mobility challenges that are sent in. Challenge sessions are those including two or three challenge holders who present their challenge to the audience using a 5-minute power point.

A moderator, who then poses the main points and questions to the addressed to the participants in the session, leads these sessions. The challenges are discussed in small groups. Participants are invited to give feedback, come up with solutions, recommendations and share their thoughts on the topic for 35 minutes. Groups rotate between challenges and continue their discussion where the previous group ended based on notes on a tablecloth.

The moderator makes a closing end of the session. EPOMM and the hosts of ECOMM 2020 want to encourage you to think a little extra about the ways you could contribute to this session format when preparing your papers. It is the most interactive session format and therefore makes for very useful help and inspiration in your continuing work.

My 5-minute PPT will be based on the article below. It will ask the groups input on several brain picking themes. These are for the cooperative Iris Elektrick:

1. How can we reduce the expenses further in the budget over the 7-year period for the purchasing and running costs of the two second-hand e-cars? We are looking for ideas to reduce costs, increase 'income' and or clever financial solutions for all different aspects in the budget.
2. How should we organize the up scaling and the growth of this bottom-up initiative and remain faithful to the original principles?

These are for the local government:

- a. What are examples of changing local government's leading and management role to a more being one of the many partners role' in the pursuit of local policy aims?
- b. What are good examples of bottom up initiatives that reached further than a neighborhood or target group, but instead scaled up and reached out to a much wider area or widely spread among many different target groups?
- c. What skills and attitudes does this require from staff working for local authorities?
- d. How can it be made attractive for politicians and for local staff to 'believe' and support, facilitate solutions provided through bottom up initiatives by the 'commons'?

Bottom up mobility change, a civic approach

policy targets? Why don't they make more use of inhabitants showing their energy and spontaneously trying to start the changes needed?

The Irisbuurt (neighborhood) is one of 109 neighborhoods in the City of Eindhoven, fifth city in inhabitant size of the Netherlands. But also Brainport Eindhoven, the metropolitan area of Eindhoven, the second largest economic region of the Netherlands according to the GDP. Eindhoven becomes more and more known for its cooperative initiatives, also know as 'commons'. This is the story of one of those small initiatives, a car sharing, which started in the beginning of 2018. It shows the will and potential to

scale and electrify its fleet in 2020. This article tells the story from a bottom up approach, from a civic perspective. It's driven by a small group of neighborhood citizens that feel the urge to act locally for a global cause, helping to overcome the CO2 crisis and do something against climate change.

2018, year of the initiative

After half a year of talking with 'neighbors', an article in the local neighborhood news media, a small group of 4 households took the first steps to share one car. Another car was sold. However small this was our first concrete sustainability mobility contribution in the neighborhood. By the first of August 2018 the car sharing 'club' was operational. A contract with regulations between the car sharing club members functioned as the juridical agreement. Besides this the club consisted of 5 households and altogether 6 drivers. Furthermore we 'owned' two cars, one diesel and one gasoline, a digital Agenda (Gmail), a Signal group app, a booklet to note the kilometers driven and refueling by whom, an excel file, monthly invoicing, a special group insurance, personal car membership of a national foundation for shared car use, a small key box for the car keys.

2018 - 2019, overcoming fears and unease

The first year of operation was one of overcoming 'fears', getting to know each other, overcoming unease and regular evaluation and openness to adjust previous regulations and confront each other in case of shortcomings. We learned for instance, that sharing means to come to a general understanding about the concept of sharing. Sloppiness might be your way; someone else might not appreciate it. Clean and well kept is a rather personal concept and parking the car in an odd place can only be done if you tell on the app where it is. Otherwise others can't easily find it. Two-monthly group meetings functioned to discuss these issues and decide on adjusted rules and agreements.

2nd half of 2019, preparations for electrification of the 'fleet'

After one year our car-sharing club functioned smoothly. A next step was to electrify the fleet. After all our name - Iris Elektrick - had to come true one time.

<https://iris-elektrick.nl/Iris-Elektrick/>

The interest from the neighborhood was gradually growing. Also the second hand e-car market became a little bit more mature and the Province of North Brabant decided to stimulate e-mobility car sharing initiatives with a small subsidy. As we had been talking with the municipality from early 2019 for some support, things gained momentum. We entered into the second phase of electrification and scale up. We grew in size to 13 drivers from 10 households. This contains a new challenge, to see if we need 3 cars or stay with 2 cars and break up the first group and start a second. From September 2019 we wrote a project proposal to meet the demands of the municipality and the Province. By end of December we submitted our project proposal for subsidy and a request to become an official Living Lab.

The city of Eindhoven agreed on a living lab status, meaning several aspects of support - not in the least to smoothen their own internal procedures - assisting us with minor financial support, taking away barriers in procedures (examples can be given) and political clout to pressure other private organizations to speed things up to enable these kind of initiatives. Besides this, the group applied for and received the grant from the province.

March 2020, the Pandemic coming out of the blue

But then the pandemic hit and everything stopped in its tracks. Our members were confined to their homes, schools closed, weekend trips and social meetings stopped. Transport came to a halt and we discovered that some trips could be replaced by telephone and digital communication.

We requested extra time from the province in the planning of our steps: dedicated parking places installation by the municipality, approval and installment of the first charging unit by the Foundation Iris Elektrick, new contract with the car sharers and then buying the first second hand electric car.

We don't know for sure what the longer lasting effects will be. But the business model of large-scale public transport is at stake when social distancing will remain an issue in the next year(s). Loss of income from individuals, are a chance for lower cost car sharing, but sharing and car-cleaning before use, are now an important issue. The discussion on redesigning roads from transport channels to seeing them as public space that can be redesigned can be an alley

September 2020 first step in electrification of the fleet

How does our model look in the electric phase?

We will have bought the first second hand e-car; will have been granted two dedicated parking places in public space, in exchange for the removal of 2 personal cars; will have two charging poles placed, with private members electricity feed in, contracted an App on the Dutch market that opens the car, starts it, registers each users' km's and electricity usage and automatically invoices; contracted a pass for charging and signed a new contract between the car sharers of the first group. For this all to happen Iris Elektrick also became an official juridical entity.

We did not find these tasks a piece of cake. Remaining faithful to our original principles: 2nd hand car use and cutting out as many 'middle men' possible to keep the costs reasonable, use of the principles of the 'commons'; mobility for all to safeguard social inclusivity and the 'car commons' as one of the social glues for the neighborhood.

February 2021, first results

Iris Elektrick in electric mode

(We cannot produce real results now, but first results of new barriers, solutions, and CO2 reduction figures can be expected, since monitoring will be part of the living lab status. The city of Eindhoven will provide this).

Results for the City of Eindhoven?

Firstly, lessons learned how to support and nudge a 'commons' bottom up scalable model for sustainable mobility solutions. To use this model and apply this also for other city policy fields on climate change, sustainable energy and CO2 reduction, overcoming social exclusion, loneliness and organizing need for neighborhood care. Let's not forget that in the Netherlands the eldest form of democratic self-rule was created in the 13th century, with the organization of Water boards, where the people united to keep their feet dry and to protect themselves and their livestock from sea and river water flooding. Just like farmers who united to buy equipment and invested in a milk factory, to produce their own dairy products. Something the individual farmer could not do, due to heavy investment costs and ineffective market penetration.

Secondly, a strong instrument from the point of view of commitment and public support and to communicate a positive message to promote sustainable mobility and thus to get away from the top down 'stick or vinegar' policies, which in their essence are less powerful and ignore the initiatives that pop up from society.

Thirdly, the first lessons learned for the city staff, what it means to embrace a 'commons' model for their own role and attitude.