



Driving Change: bridging sustainable mobility and urban planning

Integrating (e)car sharing and housing

Brussels | 15 October 2025





Introduction

- The **transport sector** is one of the largest sources of GHG emissions in the EU (**>70%**)
- **Low and Zero-Emission Zones** are a popular tool to achieve cleaner air and decarbonisation, but they generate **public backlash**
- The **electromobility transition** is here to come, but still faces challenges: **affordability**, lack of **public space**, misalignment with **parking** and **urban planning** strategies...
- **Car sharing** is part of the solution, as it reduces the need to private car ownership; and when **electrified**, can contribute to zero pollution cities and support the grid (V2G)
- But shared mobility is still not yet an priority for **housing developers...**
- ... And car sharing operators face difficulties in finding **viable business models**



But first, let us know you!

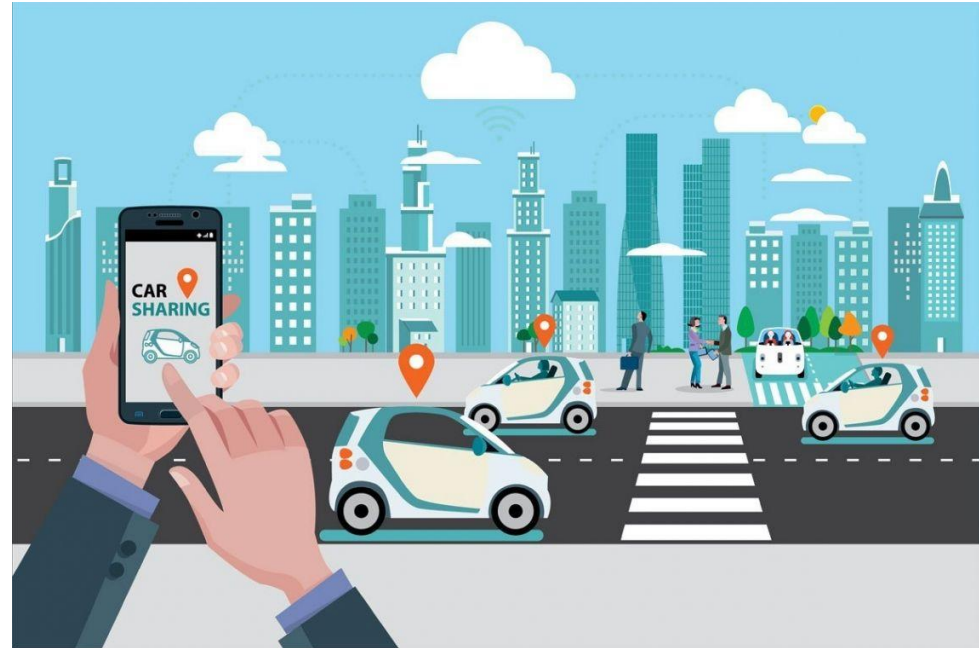
- ...Raise hand if you are a **technician/politician/researcher/other**
- ...Raise hand if you are from **local/regional/national/EU level**
- ...Raise hand if you **do not know anything /know a bit/ know enough** about the topic of carsharing



What is car sharing?

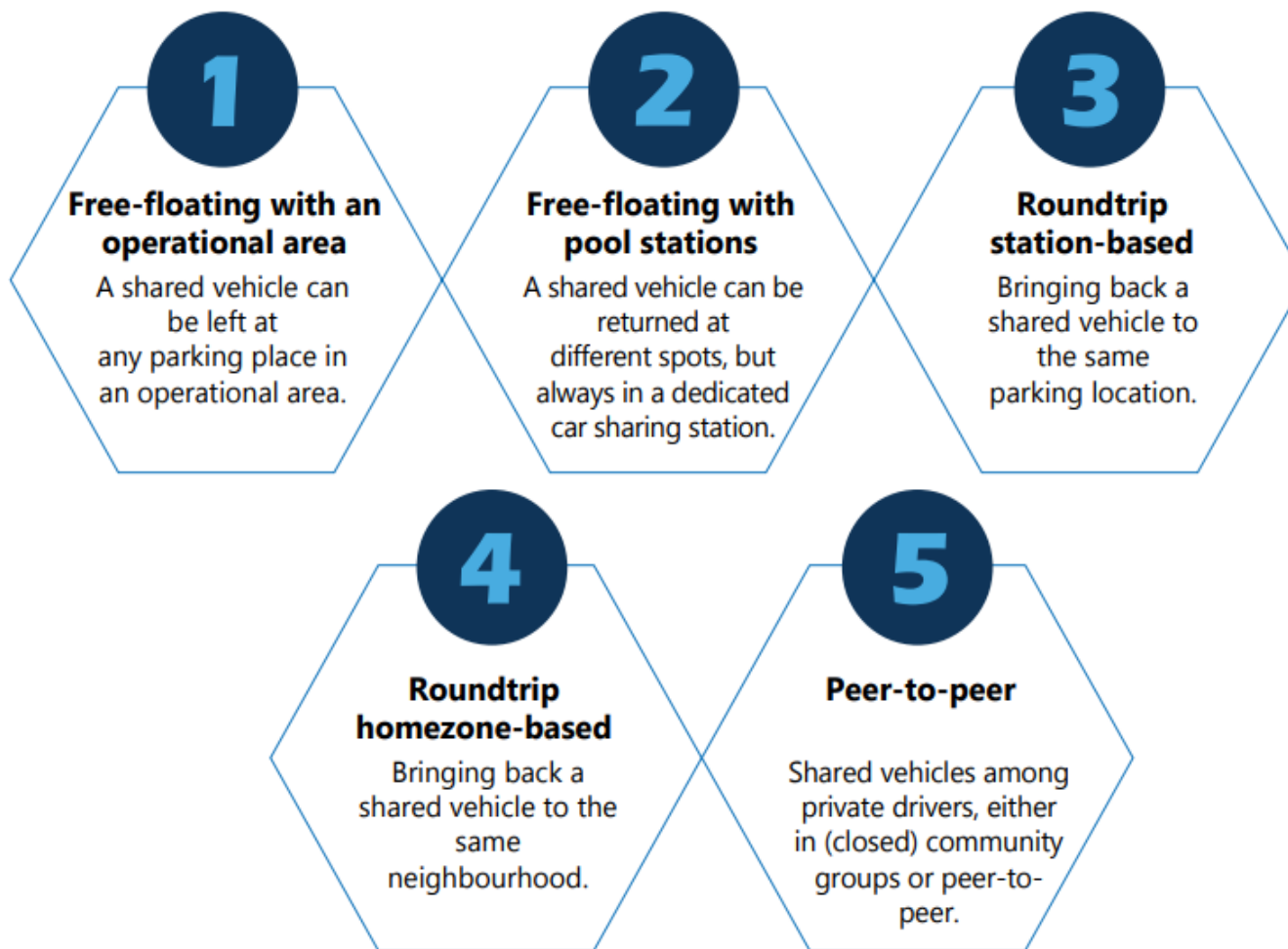
The **alternating** and **systematic** use of a vehicle by **different** natural or legal persons at **different** times (Label carsharing Flanders, 2023)

- ≠ car rental
- ≠ private lease
- ≠ carpool
- = car club (UK)





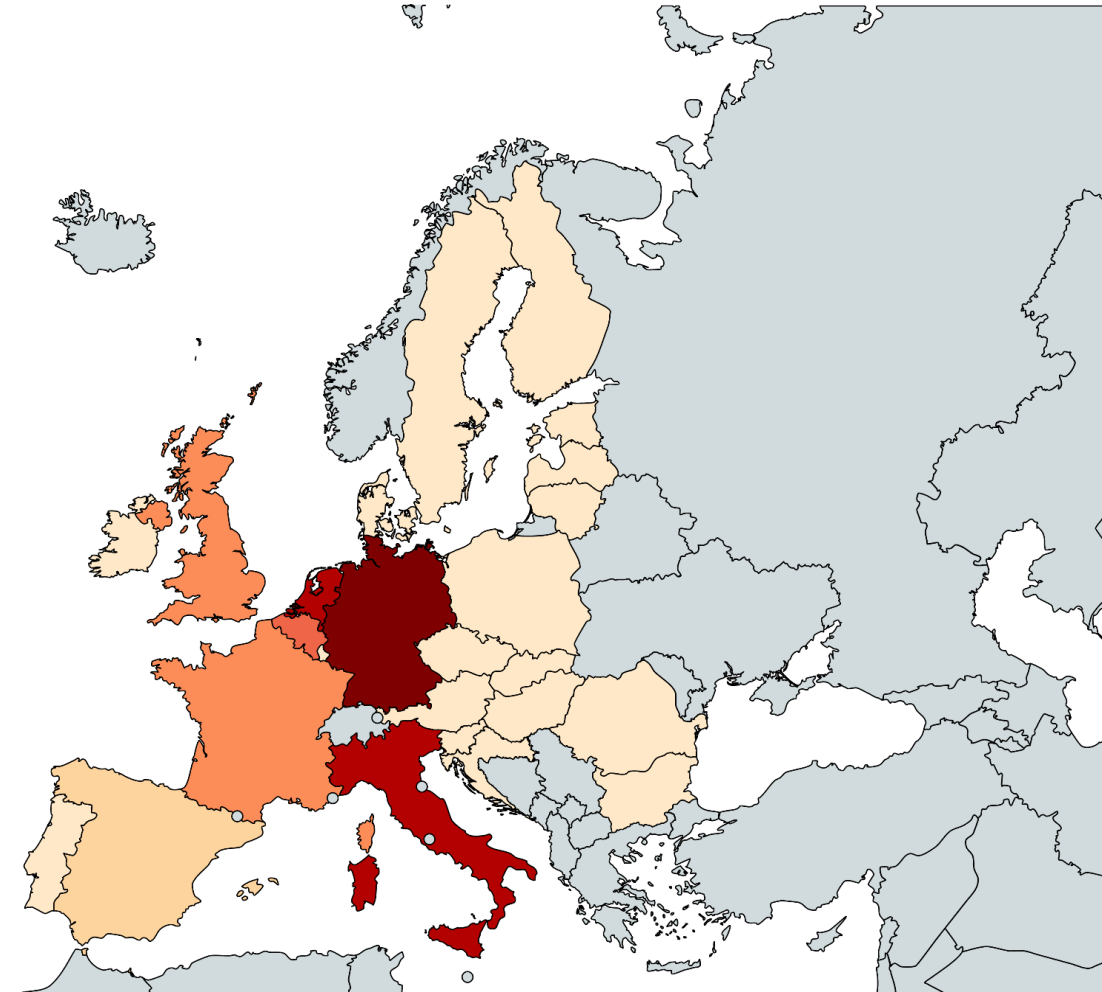
What is car sharing?





Status of car sharing in the EU

- 1-5 carsharing organizations
- 6-10 carsharing organizations
- 11-15 carsharing organizations
- 16-20 carsharing organizations
- 21-25 carsharing organizations
- 25+ carsharing organizations



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Let's hear our speakers!



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Carsharing

The Shared Mobility Navigator

Policy



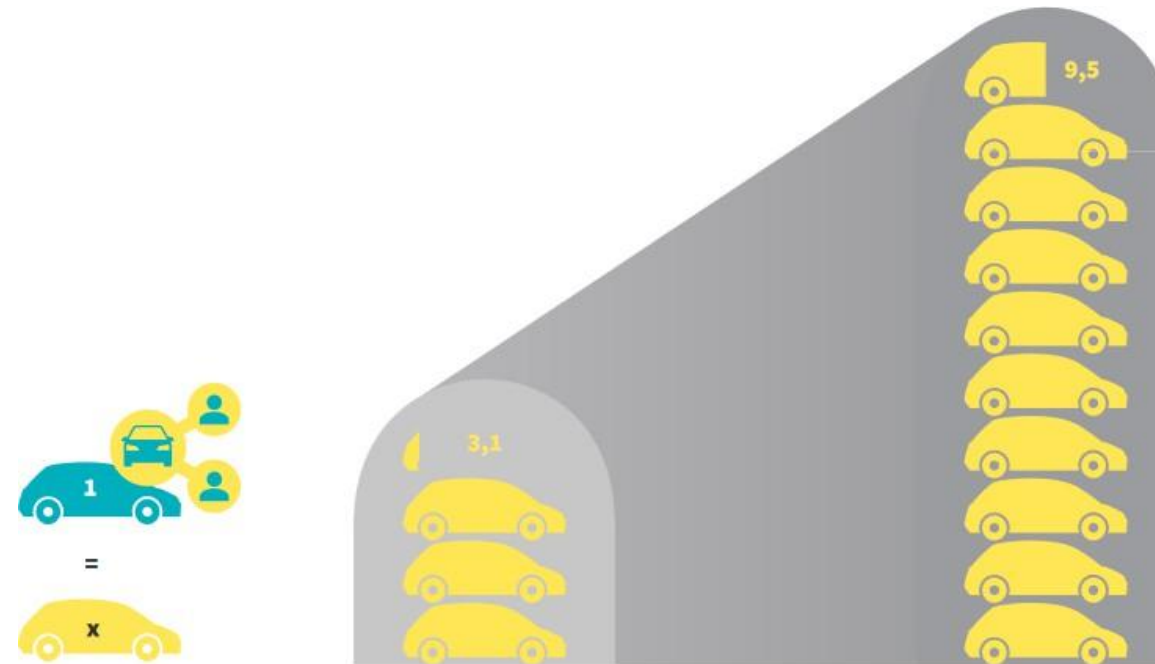
Community



1

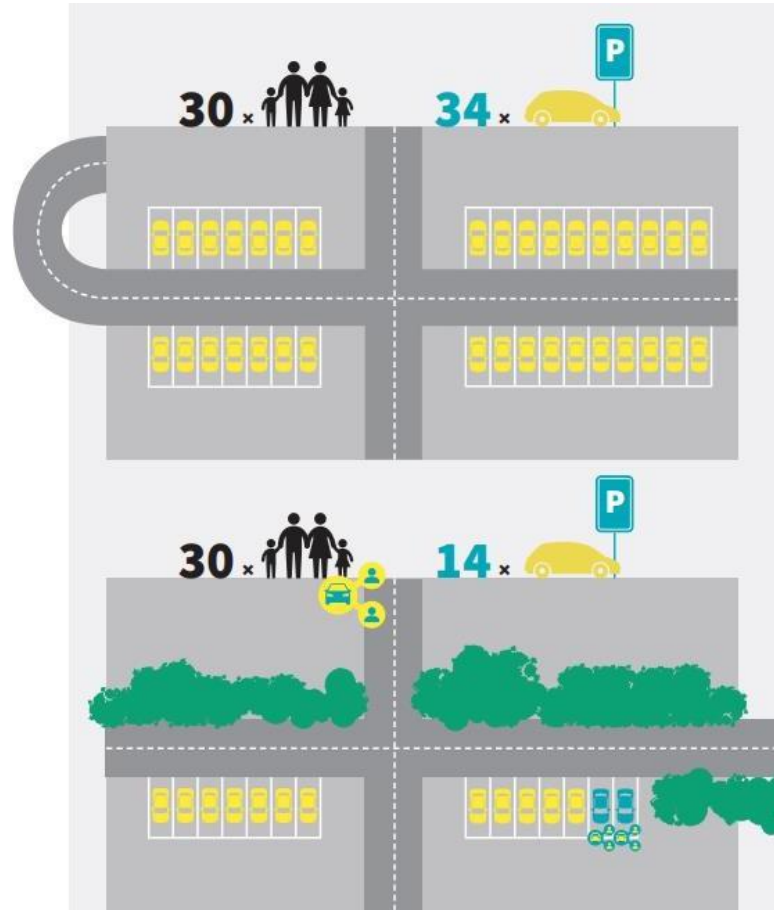
Why?

The impact of a shared car



One shared car replaces 3.1 to 9.5 private cars, according to the type of car sharing.

The impact of a shared car



TO E, OR NOT TO E?
THAT IS THE QUESTION.



Golden rules

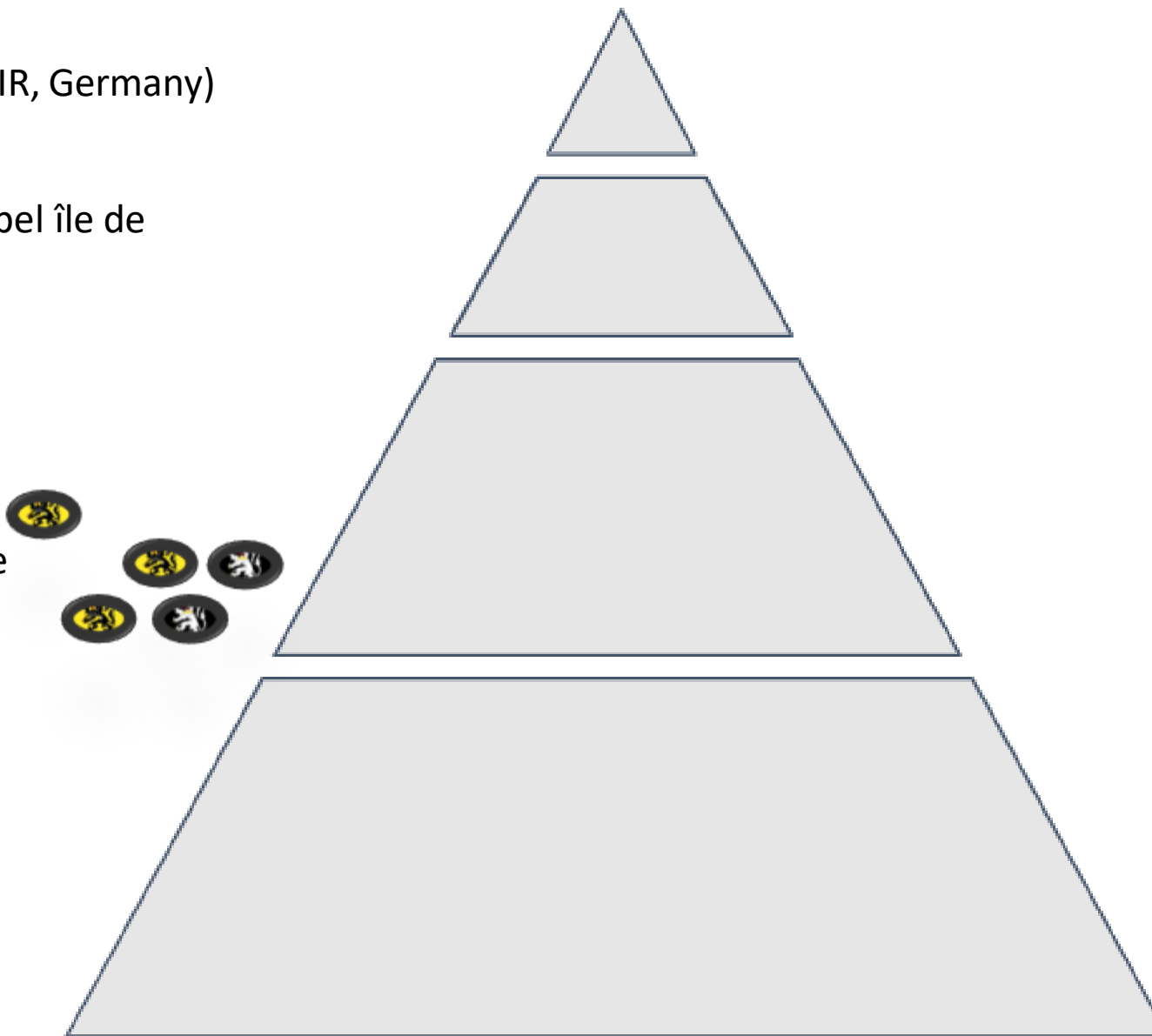
- Way to go: zero-emission shared cars, but:
 - An ICE shared car is still better than a private EV
 - Strict(er) EV fleet requirements for carsharing make no sense
 - Supportive measures

Definitions and conditions (AFIR, Germany)

Quality criteria (Car sharing label île de France,...)

Incentives:

- VAT exemption
- Tax benefits
- zero-emission subsidy
- minimal revenue guarantee
- public charging stations
- ...





Thank you



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Going beyond the doorstep: mobility in public, cooperative and social housing

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15 October 2025





Housing Europe, the European Federation of Public, Cooperative, and Social Housing, has been the voice of this sector since 1988. Representing 44 national and regional federations and 16 partner organisations across 31 countries, Housing Europe oversees around 25 million homes, accounting for approximately 11% of Europe's housing stock.





KEY EU POLICIES TO CONSIDER



DG ENER AND HOUSING

measures to reduce building costs, (...) and enhance the environmental performance of construction

- by reducing parking construction and provision. It has been proved there that parking has no return on investment for housing providers.

- further advance in the decarbonisation and affordability of housing & mobility through reduced car trips and improved mobility options for tenants (diversity and price).

EPBD (Recast)

Art.12 para 4 'Where, in the case of major renovation, ensuring two bicycle parking spaces for every residential building unit is not feasible, Member States shall ensure as many bicycle parking spaces as appropriate'.

Template for the National Building Renovation Plans

- sufficiency in district renovation



DG TRANSPORT

Social dimension of mobility: transport poverty, access in rural areas.



DG CLIMA

European Climate Adaptation Plan: NBS, impact on infrastructure and land in cities.



SOCIAL CLIMATE FUND (SCF)

Check eligibility and promote projects that integrate transport poverty (extending definition of energy poverty).



EP HOUS COMMITTEE

to map innovative technologies, processes, services and products to support the renovation wave, taking into account existing Union initiatives; to map where administrative and regulatory burdens are hampering the renovation wave, with the aim of reducing unnecessary regulatory burden while ensuring quality work in the construction sector and quality standards for affordable housing;

Why social and affordable housing providers should integrate shared mobility in their stock



Cost reduction

Saving on parking construction costs.
More affordable mobility solutions.



Decarbonisation

Fewer cars, reduced CO2 emissions,
air
and noise pollution.



Spatial justice

Tackling urban segregation and
improving access to jobs and services
for the most vulnerable.



Photo: Mitthem

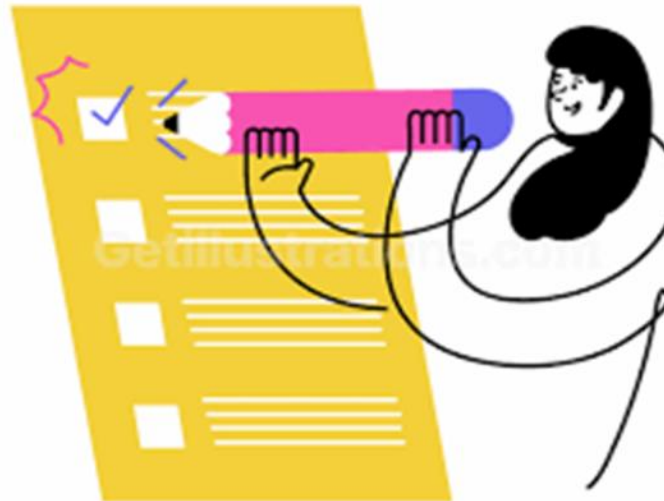
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10 Common principles about integrating shared mobility in housing



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1

Only plan for car sharing when public transport is available and reliable.

Daily trips must be able to be covered by public transport, on foot and by bike.

2

The location of vehicles should be clearly visible and accessible.

Avoid underground parking garages - 24/7 access should be assured.

3

Shared vehicles should be accessible to the general public.

Avoid closed offers for residents to ensure economic viability and maximum impact.

4

Plan an appropriate fleet size for the location and resident groups.

Start small and plan for expansion as demand grows (ca 50 users/shared car; ca 5% driver's license holders at the location).

5

Inform future residents and users of the site about the mobility concept in a timely fashion.

This should happen before/when residents move in.

6

Local authorities should offer support on carsharing to planners, developers and mobility service providers.

7

Housing providers can plan new and sustainable mobility even if it's not their core business.

They can rely on partners, public–private partnerships, or specialised third parties to handle contracts and operations, limiting the internal workload.

8

Underground car parks lead to higher development costs compared to shared mobility services.

9

A well-managed shared mobility system will prevent damage and tensions between tenants in case issues arise.

10

Work with partners to offer non-digital access options (e.g., physical booking points, phone support, or resident cards) and support to tenants who may face barriers with digital platforms.



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Pilot Project: Shared Electric Cars in a building

Context: making carsharing accessible, more used & sustainable



- Facilitating contact between carsharing operators and other actors
- Match maker between Clem and Community Land Trust Brussels
- Outcome: a better understanding of how the administration can play a role in boosting carsharing



The pilot project



2

Electric car models



1

building

32

apartments

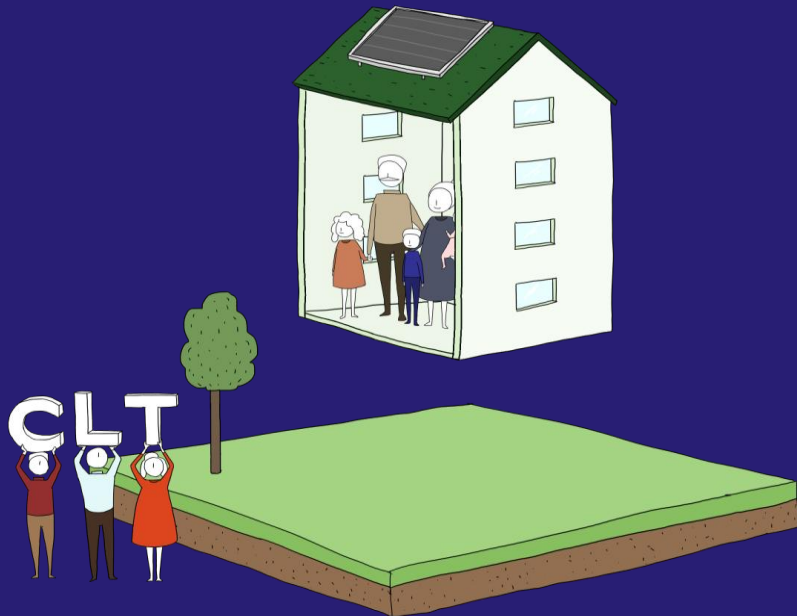


12

Months of testing and
monitoring

Community Land Trust Bruxelles

Building affordable housing for low-income residents of Brussels. Residents buy their house without buying the land.



Project partners

CLEM carsharing service

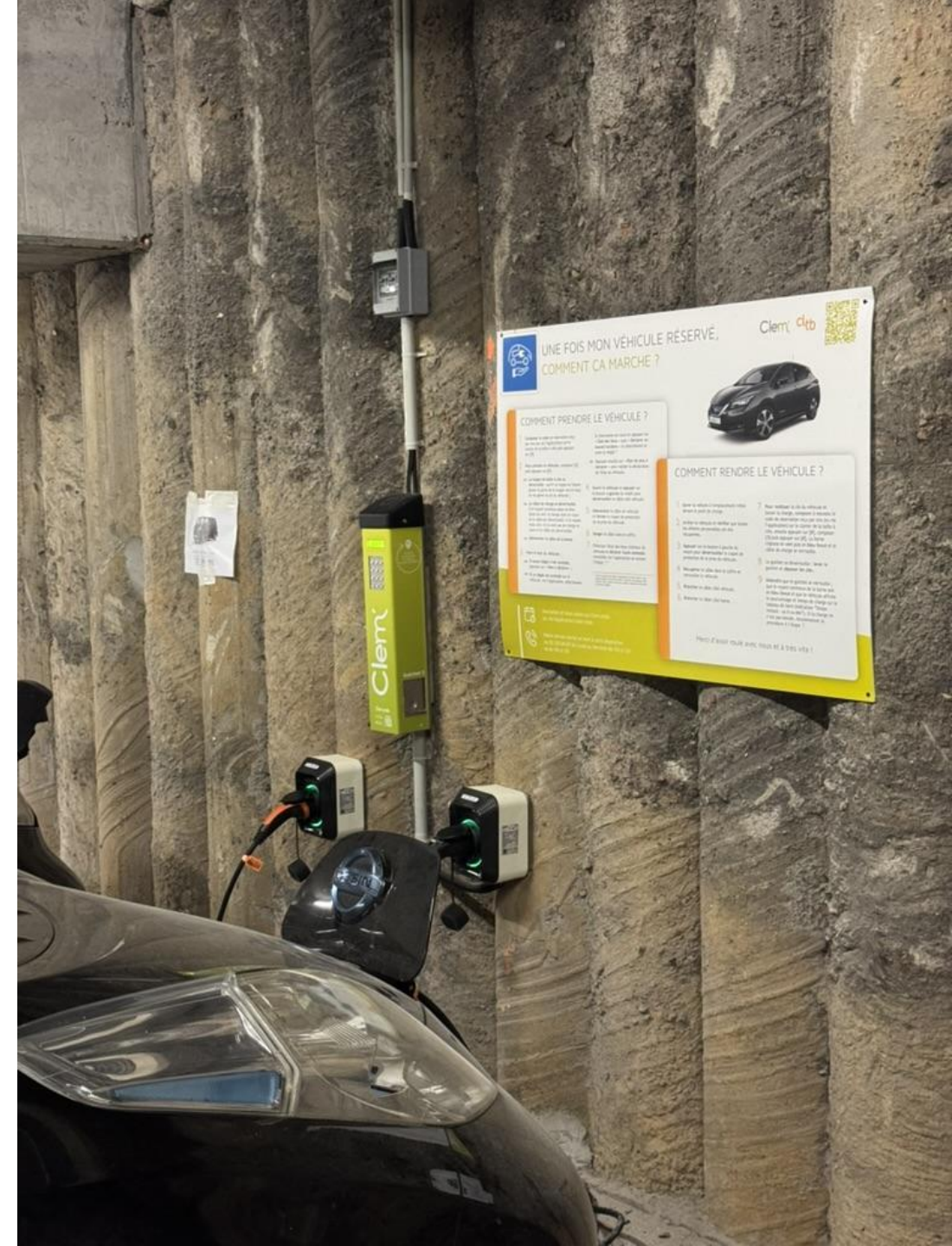
Specialist in electric carsharing on-street or in private/public parking

Provides cars, charging stations, and the app



Challenges

- End of the subsidy period = users bear full cost
- Profitability in a closed system and the need to open to the general public





Thank you

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Time for a group exercise...

1. *How can shared mobility help **decarbonisation**?*
2. *How can shared mobility help improving affordable **housing provision**?*
3. *How can shared mobility help **transport poverty**?*

We invite you to share your own thoughts:
main objectives, challenges and key aspects





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City of Utrecht
The Netherlands



26-27 November

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more info!





Thank you for your attention!

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LIMITATIONS

- **Policies favor parking** : high ratios, cheap on-street parking, lack of frameworks for transformation of existing spaces, and inconsistent political support.
- **Legal limits**, housing providers can fund housing and parking, not shared mobility services.
- **Suburban locations**: free on-street parking reduces demand for shared mobility.
- **Low profitability**: mobility providers often withdraw from social housing areas.
- **Limited capacity**: housing providers lack resources for mobility initiatives, outside their core business.
- **Car-oriented culture**: tenants prefer ownership and resist vehicle sharing.
- **Unaffordable tariffs**: shared mobility too costly for low-income tenants.
- **Low mobility skills**: limited driving and cycling confidence.
- **Vacant inner-city parking**: high rents, poor visibility, and safety concerns for shared mobility
- **Digital divide**: restricts access to shared mobility options.



Mobility Point in WIR INHAUSER (Salzburg) by Heimat Österreich.