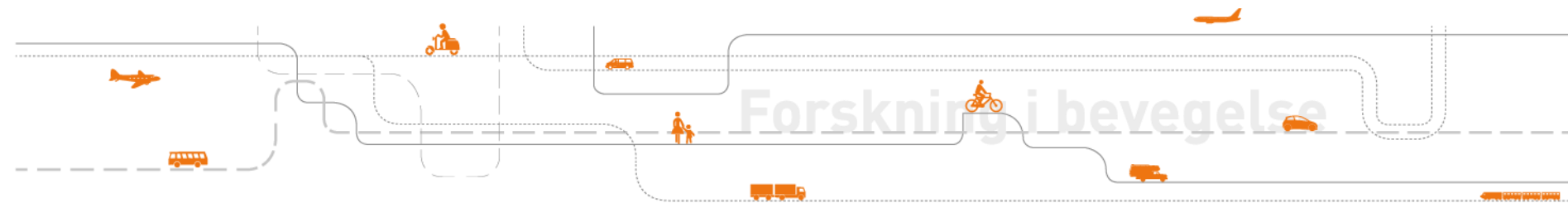




# Framveksten av ulike bildelingsformer i Oslo, sammenlignet med andre europeiske byer

Presentasjon på TØI-seminar om bildeling 16.januar 2019

Ove Langeland, forsker TØI



# Bildeling – hva er det, og hvordan virker det?

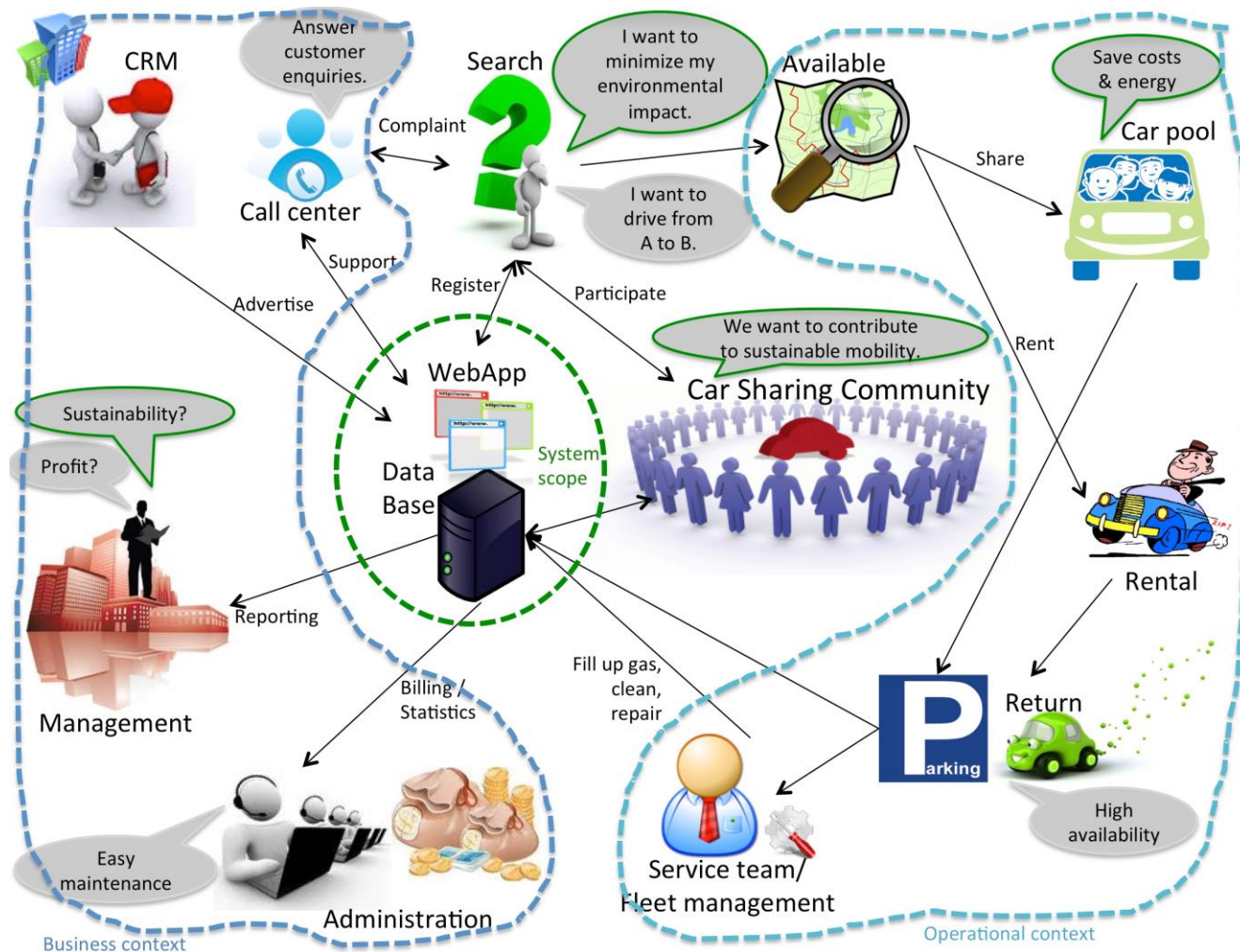


Fra produkt til  
tjeneste

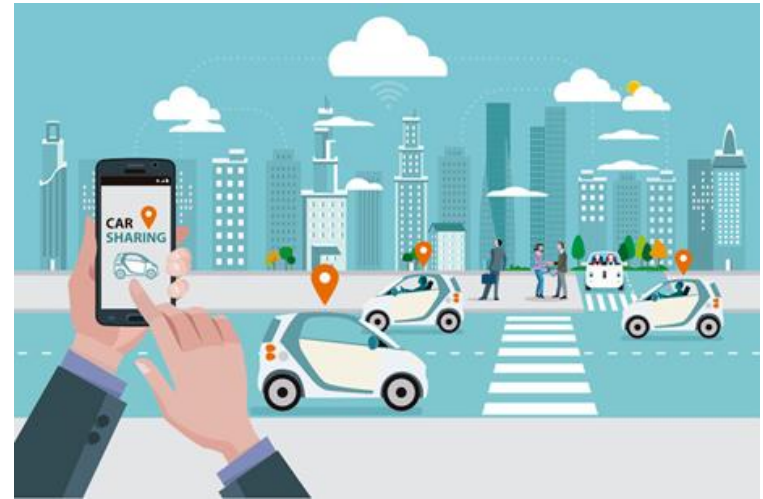
Fra eierskap til  
tilgjengelighet



# Bideling – innovative forretningsmodeller



# Bideling – ulike modeller



- Mange typer selskaper:
  - *For profit (profesjonelle selskaper, lønnsomhet – Zipcar, Car2go)*
  - *Non-profit (idelle formål)*
  - *Kooperativer (Bilkollektivet – samvirkeforetak og non-profit)*
  - *Bideling som kjernevirksomhet (Bilkollektivet, Nabobil)*
  - *Bideling som delvirksomhet - leiebilfirma (Herz), bilprodusenter (Volvo, BMW, Volkswagen, transportoperatører (NSB Din Bybil)*
- Flere operasjonelle modeller – to hovedformer:
  - *Rundturmodell (roundtrip) (Zipcar)*
  - *Enveismodell (free-floating) (Car2go, NSB Din bybil)*

# Bildeling – ulike kundesegmenter

- **B2C (business-to-consumer)**

(Bilkollektivet - privat samvirke-/medlemsbasert bildeling, Herz bilpool – utleie til private og bedrifter, begge har egen Bilflåte)



- **B2B (business-to-business)**

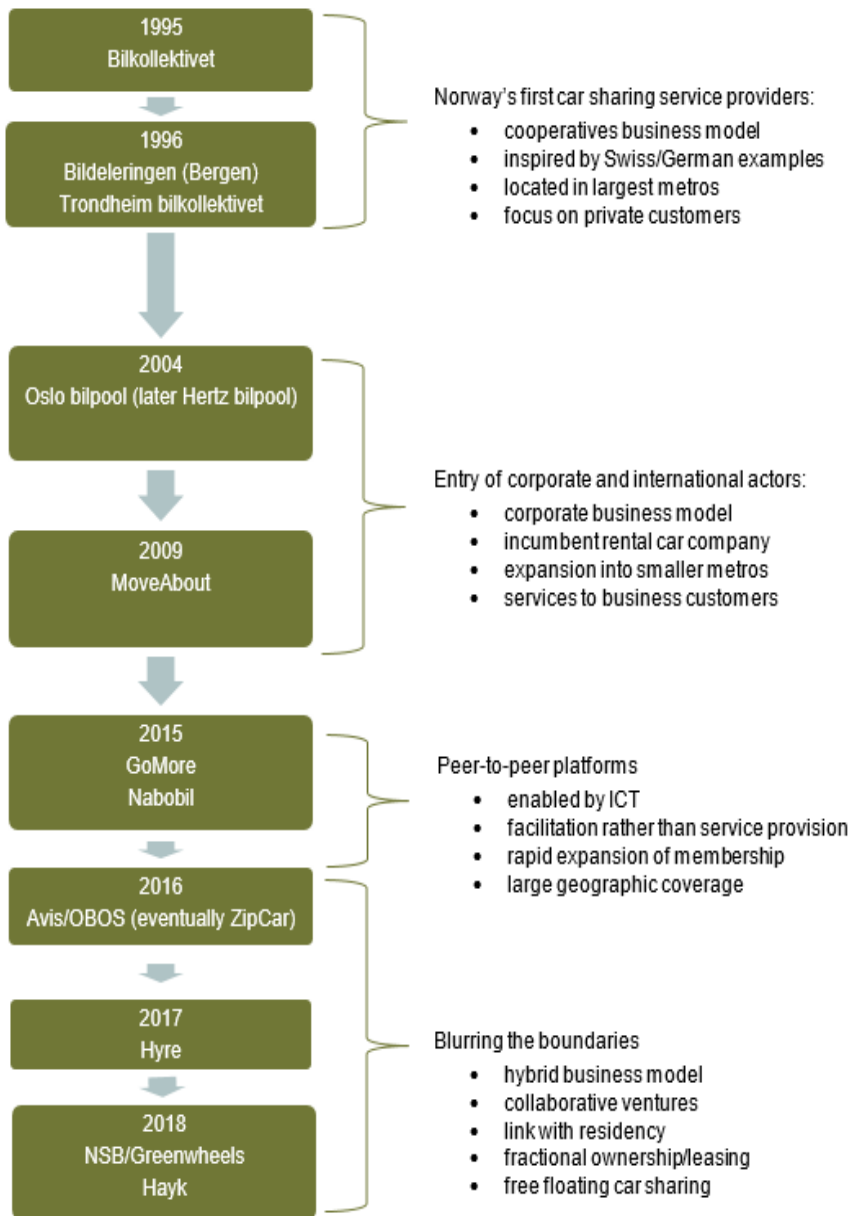
(Move About - privat kommersiell bildeling, egen bilflåte, bare el-biler)



- **P2P (peer-to-peer)**

(Nabobil - utleie av private biler, utnytte ledige ressurser)

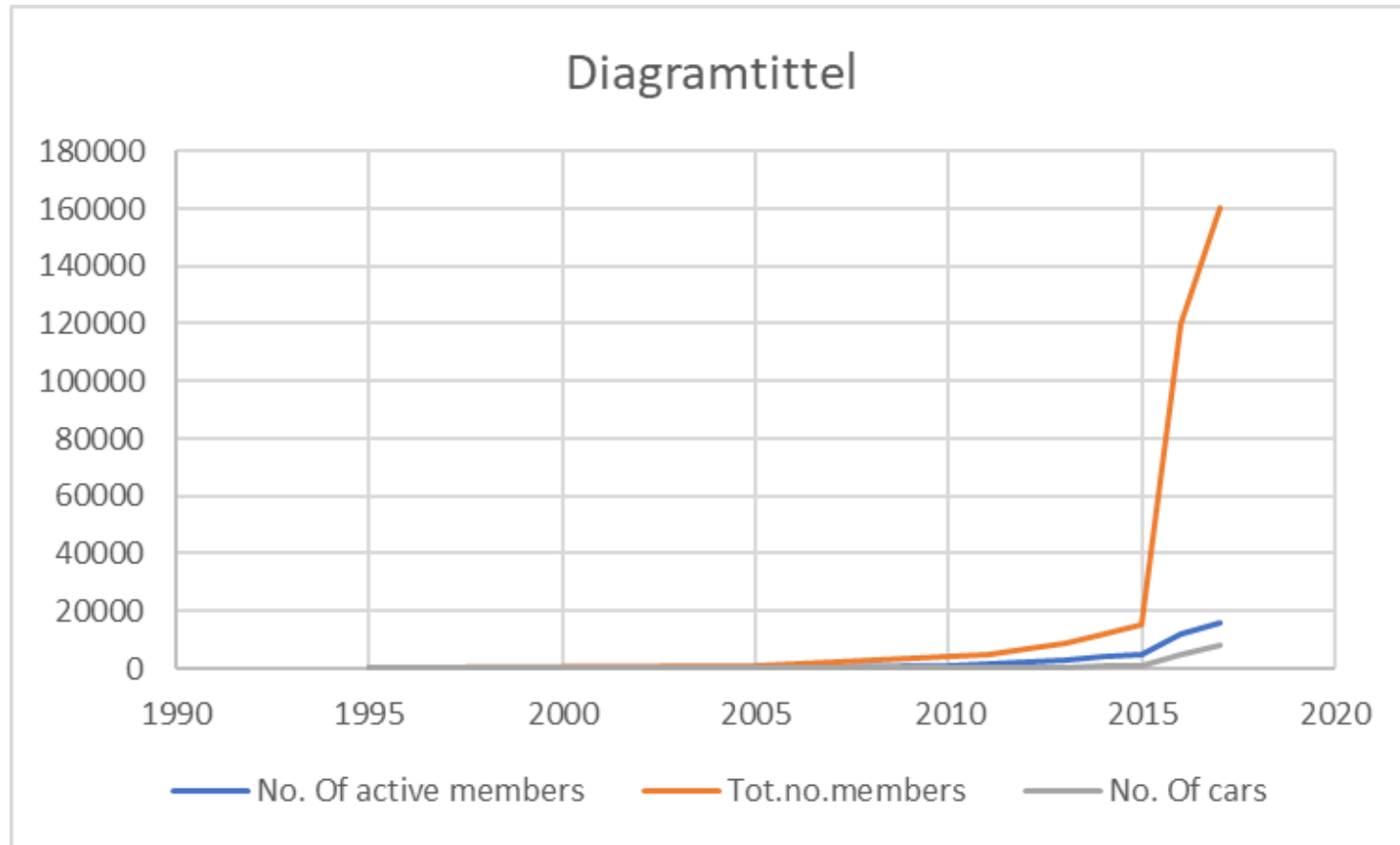




# Framvekst/utvikling av bildeling i Norge

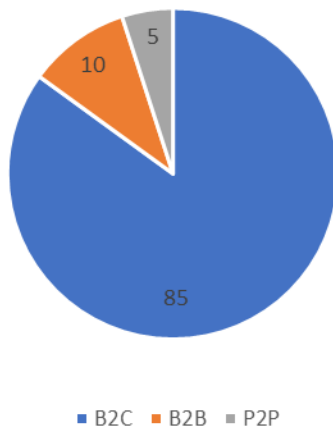
George, C., Julsrud, T.E. 2019 *The development of car sharing in Norway: 1995-2018. TØI-rapport 1663.*

## Bildeling i Norge 1995 – 2017 – antall medlemmer og biler

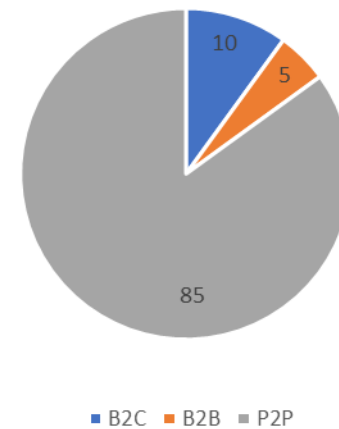


# Endring i forretningsmodell 2015 – 2016, andel biler etter kundesegment

Percentage of cars by business model 2015



Percentage of cars by business model 2016





# Bidlingsmodeller i ulike nordiske land

	Type of organisation	Segment / type of car sharing	Country
1	Non-profit	B2B and B2C station-based car club	Denmark
2	Commercial operator	B2C free-floating car club	Denmark
3	Commercial operator	B2B and B2C free-floating car club	Denmark
4	Commercial operator	B2B and B2C station-based car club	Denmark
5	Commercial operator	B2B and B2C station-based car club	Denmark
6	Commercial operator	P2P car club and ride-share	Denmark
7	Commercial operator	P2P car club	Finland
8	Commercial operator	B2B and B2C station-based car club	Finland
9	Commercial operator	P2P car club	Finland
10	Commercial operator	B2B and B2C station-based/free-floating car club	Finland
11	Commercial operator	MaaS operator with integrated public transport, taxi and station-based/free-floating car club	Finland
12	Commercial operator	B2B and B2C station-based car club	Sweden
13	Commercial operator	B2B and B2C station-based car club	Sweden
14	Commercial operator	B2C free-floating car club	Sweden
15	Civil society organisation	P2P ride share	Sweden
16	Commercial operator	B2B and B2C station-based car club	Norway
17	Commercial operator	B2B and B2C station-based car club	Norway
18	Commercial operator	P2P car club	Norway
19	Cooperative	B2B and B2C station-based car club	Norway
20	Cooperative	B2B and B2C station-based car club	Norway
21	Cooperative	B2C station-based car club	Norway

Kilde: Sarasini, S. og Langeland, O. 2018 *Practice makes perfect: The dual role of business model innovation in sustainable transitions*, submitted to *Research policy*.

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## Antall delebiler og tilbydere i noen europeiske land 2017\*

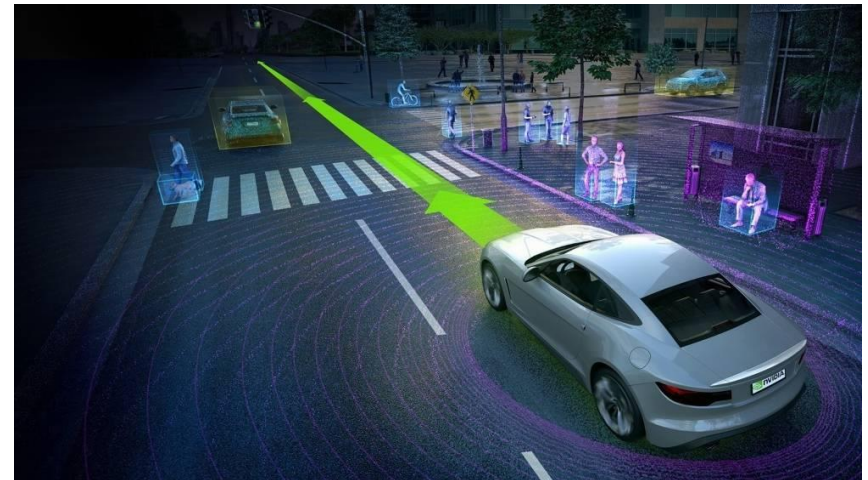
Land	Antall delebiler	Antall tilbydere	Folketall (mill.)
Norge	8250 (8500)	9(10)	5,3
Sverige	4700	50	10
Nederland	25000	45	17
England	3965	39	65,5

\* Det er usikkerhet knyttet til antall delebiler og tilbydere



# Om få år er privatbilen bare et minne

- By 2030, within 10 years of regulatory approval of fully autonomous vehicles, 95% of all U.S. passenger miles will be served by transport-as-a-service (TaaS) providers who will own and operate fleets of autonomous electric vehicles providing passengers with higher levels of service, faster rides and vastly increased safety at a cost up to 10 times cheaper than today's individually owned (IO) vehicles. These fleets will include a wide variety of vehicle types, sizes and configurations that meet every kind of consumer need, from driving children to hauling equipment.



# Kilder

## ■ Prosjekter:

- *SHIFT Sustainable Horizons in Future Transport* (<http://www.nordicenergy.org/flagship/project-shift/>)
- *TEMPEST Transforming household mobility practices through shared consumption: Low-carbon transport and sustainable energy solutions in urban areas* (<https://www.toi.no/tempest/>)

## ■ Publikasjoner:

- *Langeland, O. og Julsrud, T.E. (2018): Bildeling og framtidige mobilitetsløsninger, Samferdsel* (<https://samferdsel.toi.no/>)
- *Sarasini, S. og Langeland, O. (2018): Practice makes perfect: The dual role of business model innovation in sustainable transitions (submitted to Research Policy).*
- *George, C. og Julsrud, T.E. (2018): The development of car sharing in Norway 1995 – 2018. TØI-rapport 1663*