

Mentors as a success factor in (e)car-sharing

Project management: Prof. Dr. Thomas Cerbe

Summary: The aim of the project is to make (e)car-sharing (or "CS") more economical by activating existing customers and by developing new customer groups. If this succeeds, then CS can be offered at significantly more locations, the vehicle density in each neighbourhood will rise, more people can rely on finding a CS vehicle within walking distance and CS will be established as an attractive and economic mobility alternative. The project investigates the various means of communication with already registered and potential (e)CS customers, and the use of mentors, in order to identify which forms of communication and mentoring are productive. When the project is approximately halfway through, the findings from existing (e)CS stations will be applied to an (e)CS station to be newly built, located in an area of housing development, and thus validated.

Funding: State-level funding European Regional Development Fund

Duration: 2017-2019

Funding amount: 218.059 €

Organisational unit: Faculty of Transport-Sports-Tourism-Media

Research areas: Intelligent Systems for Energy und Mobility



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