The Mobility Factory SCE, a European co-operative enterprise

2nd of March of 2022

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THE
MOBILITY
FACTORY

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REScoop.eu and The Mobility Factory

► We need **actors at all levels** to make the energy transition succeed

► **Participation** by citizens fosters social acceptance for the energy transition

► The local level can be mobilised through **energy communities**

►**TMF** supports energy communities in taking on e-car sharing services

RESCOOP.EU

The Mobility Factory

The Mobility Factory (TMF) is a European Cooperative Society (SCE), founded in 2018 by eight cooperative enterprises and REScoop.eu.

►TMF offers a complete **software platform**.

► The platform is fully **customizable**.

► TMF members **co-own** the platform.

► TMF members **decide** on the platform.

►TMF provides the **space to empower collaboration** between it's members.

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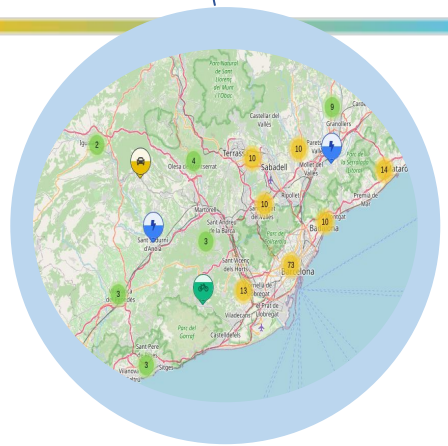
Set up workflow

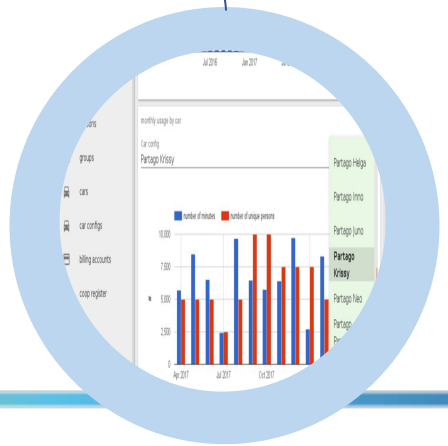
Setup your cooperative e-carsharing project with the TMF platform:

Membership

Vehicles crowdfunding: Community map



Platform setup I : Reservation and car access with APP



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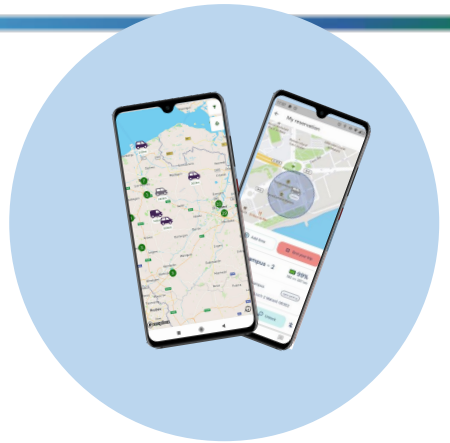

TMF Platform setup II Contracting, Payment and Invoicing

Connect vehicles: cars and bicycles

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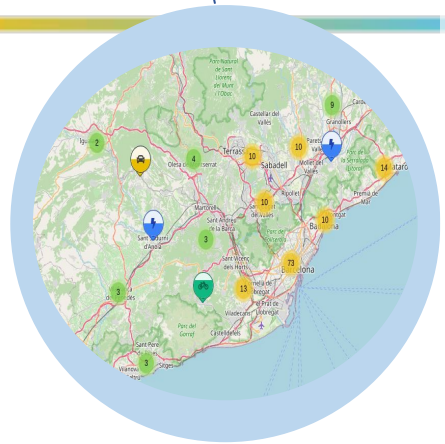

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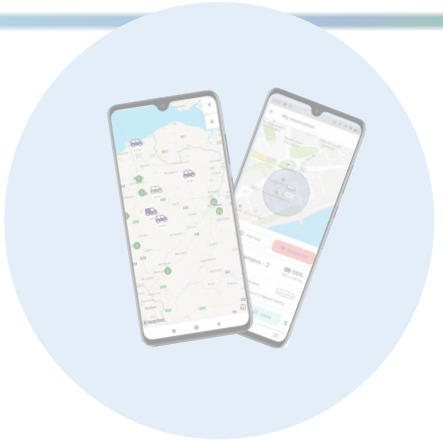

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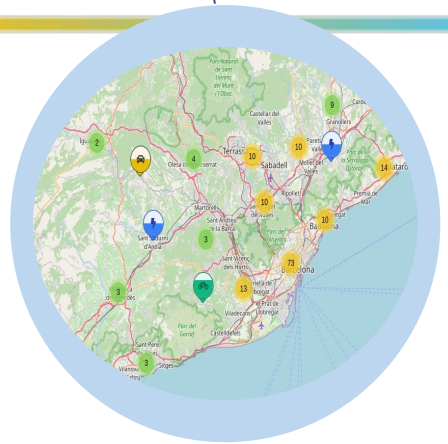

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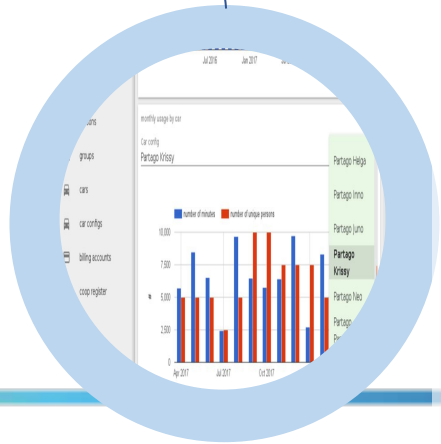

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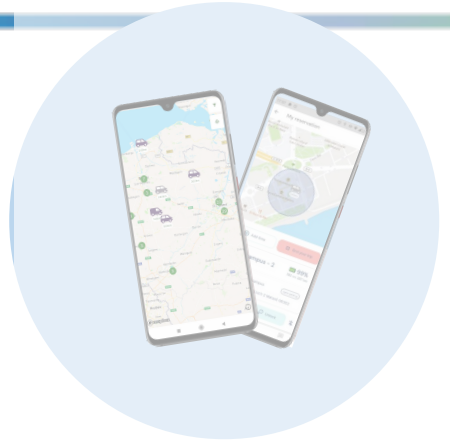

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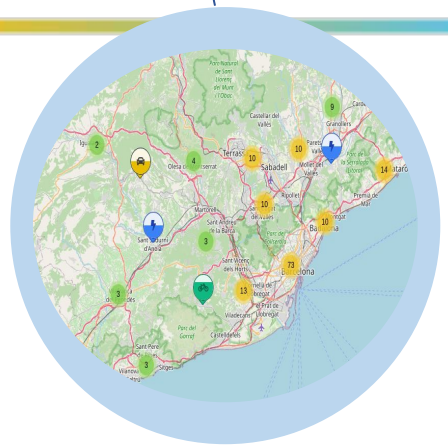

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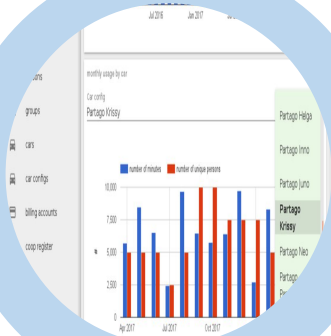

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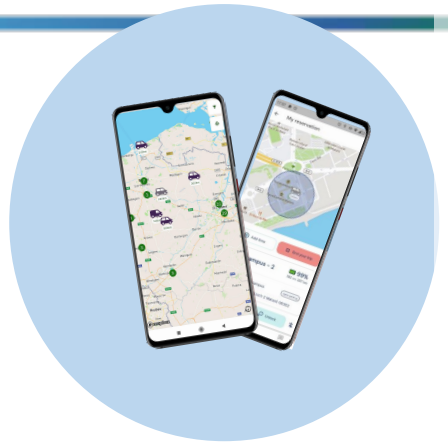

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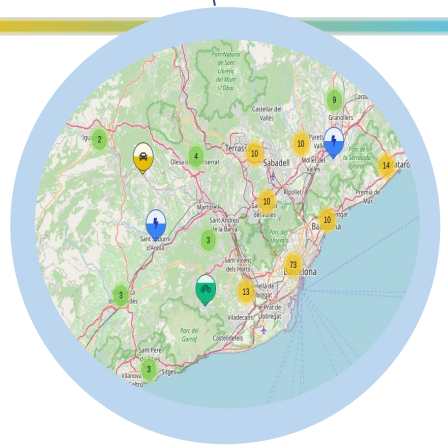

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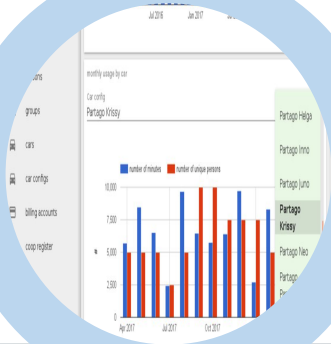

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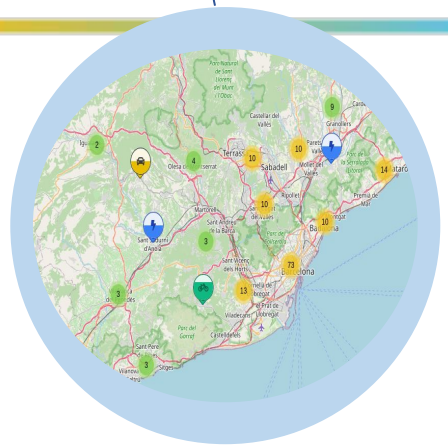

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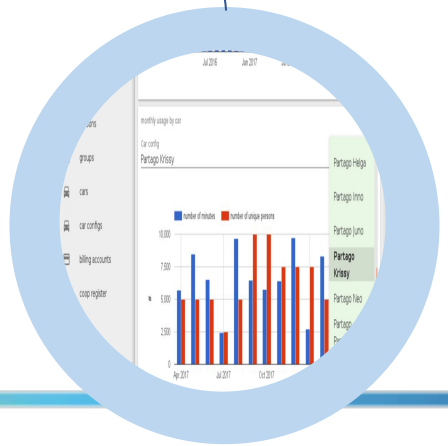

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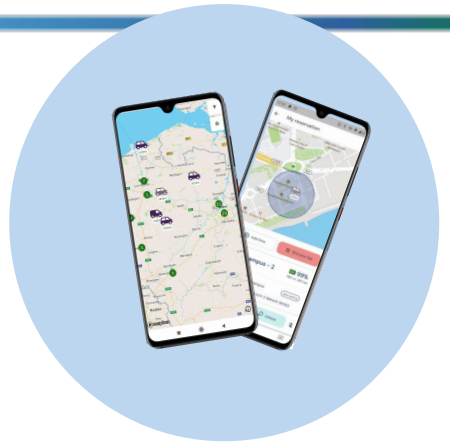

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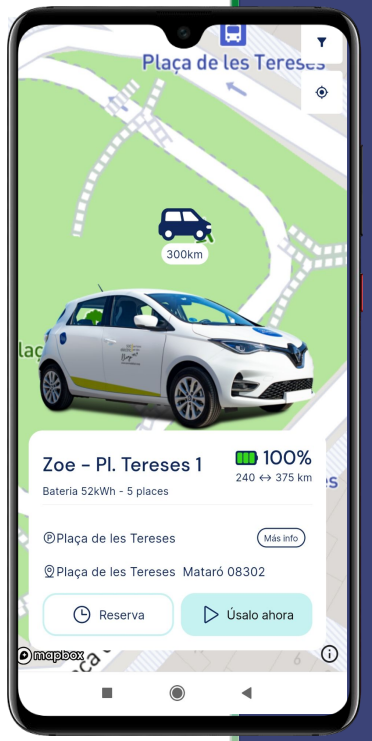
Success stories

Success story: Som Mobilitat

Catalunya, Spain

► Cooperative in Catalunya, 2500 members form local groups and are present in over 30 municipalities.

► SM operates a fleet of 60 shared electric cars applying the successful model of Som Energia to shared mobility



som mobilitat +sostenible

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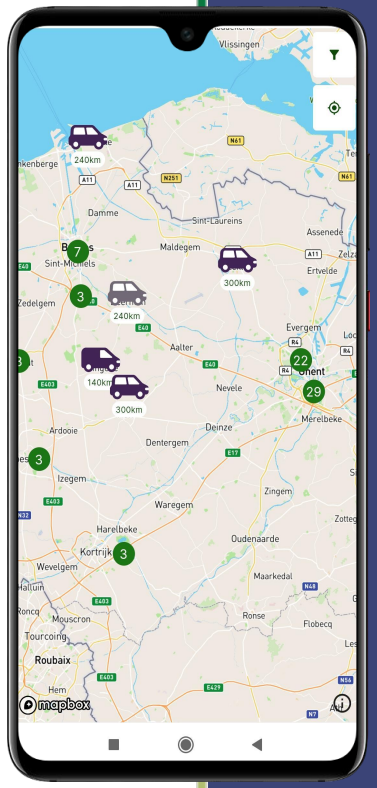
Success story: CoopStroom

Bruges, Belgium

►CoopStroom is an citizens energy community in Belgium.

►They are operating 25 electric vehicles on the TMF platform.

►Their impact has phased out 200 fossil fuel cars.



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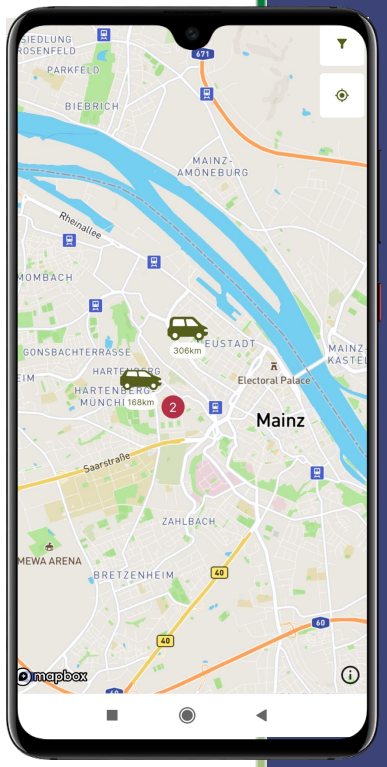
COOP STROOM CVBA SO

Success story: Vianova.coop

Mainz, Germany

► Vianova.coop is offering services to 23 member organisations.

► Focus on sustainable forms of mobility in community as an essential part of the transport turnaround.



VIANOVA.COOP
Mobilität in Gemeinschaft

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TMF current and forecast situation

TMF serves now 15 citizen communities and growing

The Mobility Factory is a European Cooperative Society (SCE)

- **Democratic governance** by members

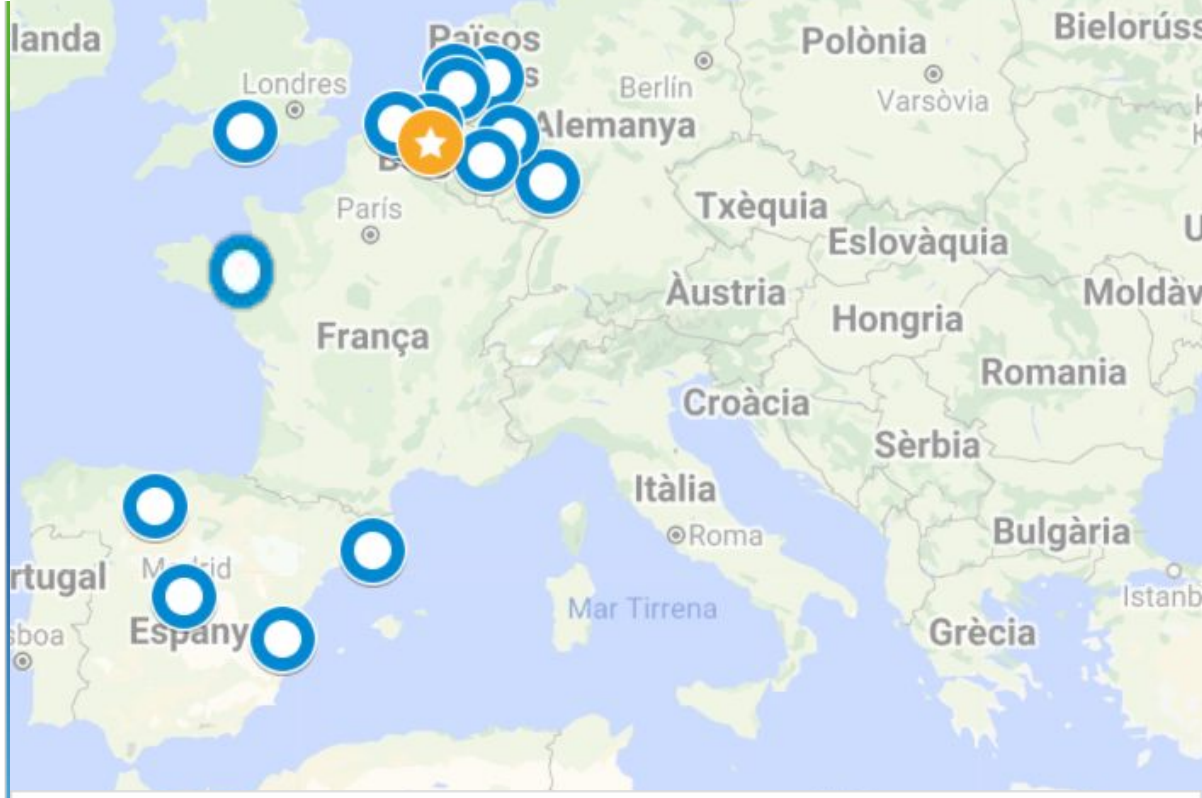
  Citizen Communities (A-members)

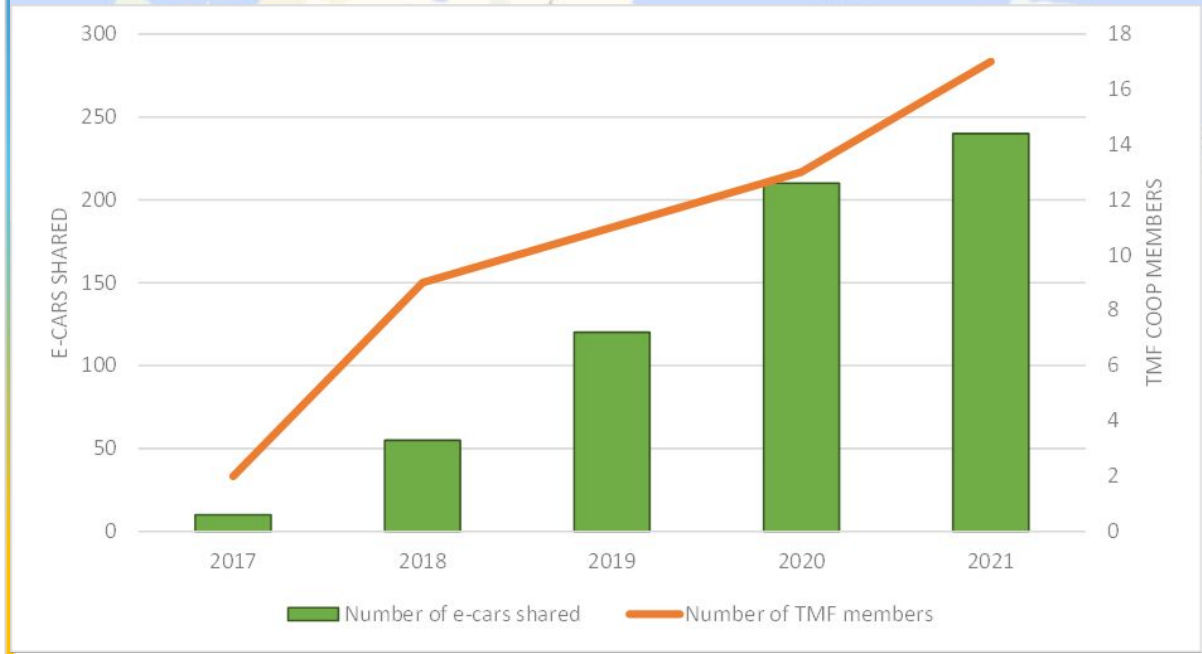
  Investors (B-members)

- The citizen communities **co-own the platform and the data** which it generates.

- Structure allows local projects to be **financially viable** and **independent** at the same time.

- By membership in REScoop.eu, our member cooperatives get embedded in a **dense EU network.**





Inter-cooperative roaming

Logical step: Extend collaboration on operational level:

- ► We already share business knowledge between our members – we trust each other.
- ► Cooperatives focus on service to members allows collaboration at cost of growth.
- ► Common platform helps.
- ► Successful pilot in Flanders (BE) with CEDAN network

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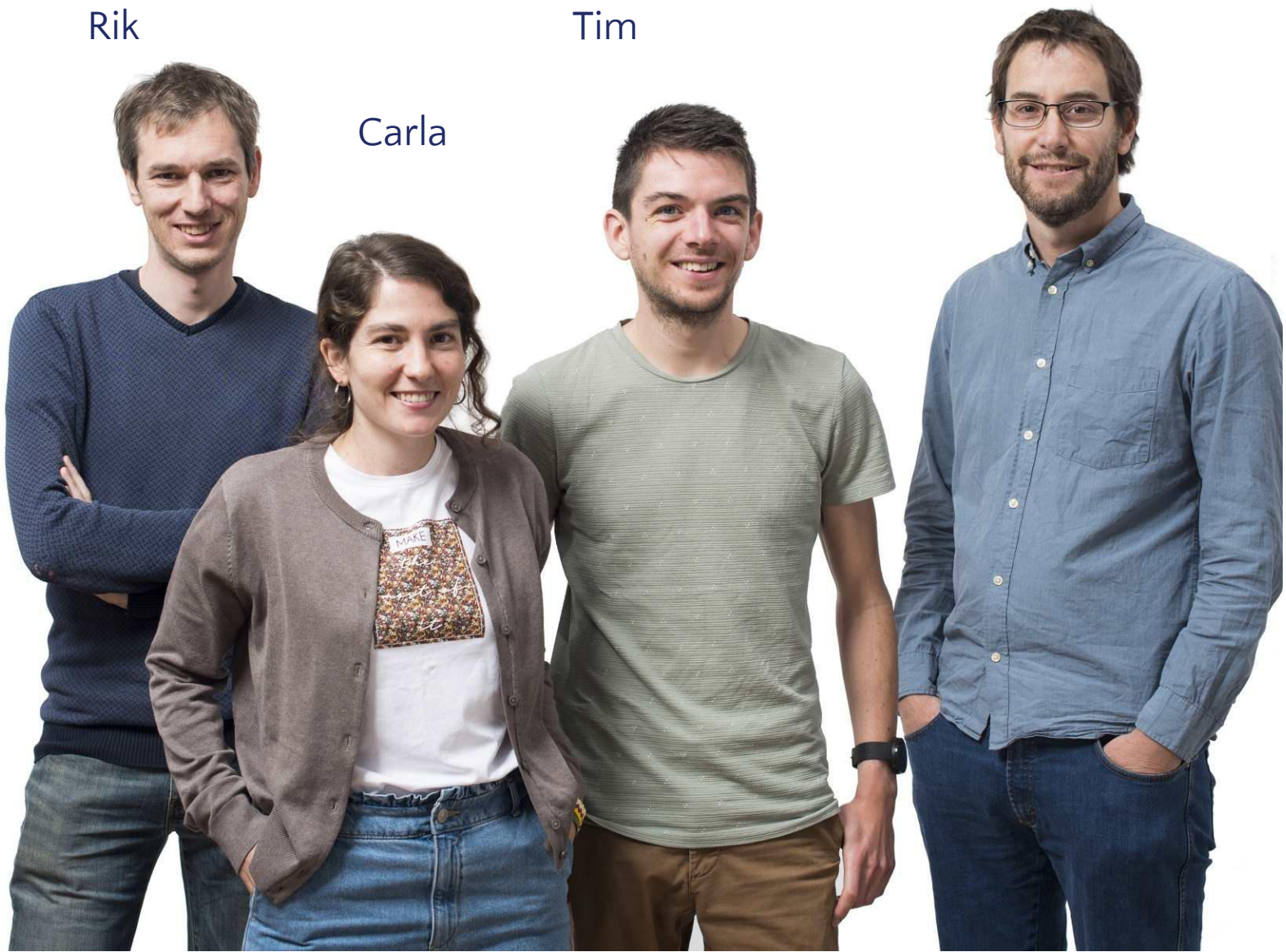
The TMF Team

A very **engaged core team** (3FTE), working from ES, BE and DE.

- ► Coordinates and executes **IT-development**
- ► Maintenance of **eight Apple store and Android APP's**, and server / backend
- ► Provides **2nd level helpdesk** for cooperatives members
- ► Coordinates d**evelopment roadmap**
- ► Manages **In-car hardware** provision and support
- ► **Administration** tasks (invoicing, bookholding)



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Critical success factors

Critical success factors in cooperative e-car sharing:

1. Community:

- Users are cooperative members
- Reliable users: less damage, less costs
- Mutual assistance with onboarding
- Assistance with maintenance
- The feet and eyes on the ground

Som Mobilitat, Mataro, SP

Som Mobilitat, Mataro, SP

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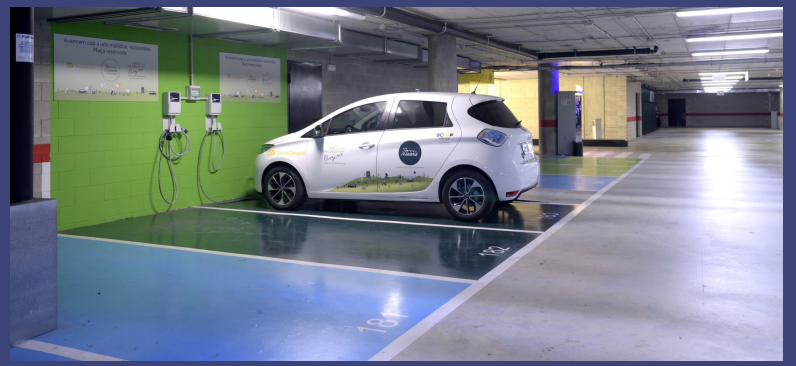
Critical success factors in cooperative e-car sharing:

2. Location:

- Density of neighborhoods
- Mobility habits
- City size
- Number of vehicles at stations
- Number of vehicles
- Security and safety
- Charging
- 24h/7 Access

Watt Factory, Ghent, BE



Tecnocampus, Mataro, SP

Tisbury Electric Car Club, Tisbury, UK

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Critical success factors in cooperative e-car sharing:

3. Cooperation:

- ▶ Connection to the local partners
- ✔ Municipalities
- ✔ Local enterprises
- ✔ Universities

...

- ▶ Share tools and resources

Not reinvent the wheel

Cooperation with local association to clean the cars

TMF foundation

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Critical success factors in cooperative e-car sharing:

4. Service Model:

- Car-sharing model
  - ✔ Local vs Regional
  - ✔ Station based vs free floating
  - ✔ Public service vs communities
  - ✔ Type of vehicles
- Business model
  - ✔ Clear pricing for end-users
  - ✔ Clear financing of new vehicles
  - ✔ Clear service level agreements: insurance, maintenance, etc.
- Growth & Scale

Partago, Ghent, BE

Som Mobilitat, Mataró, SP

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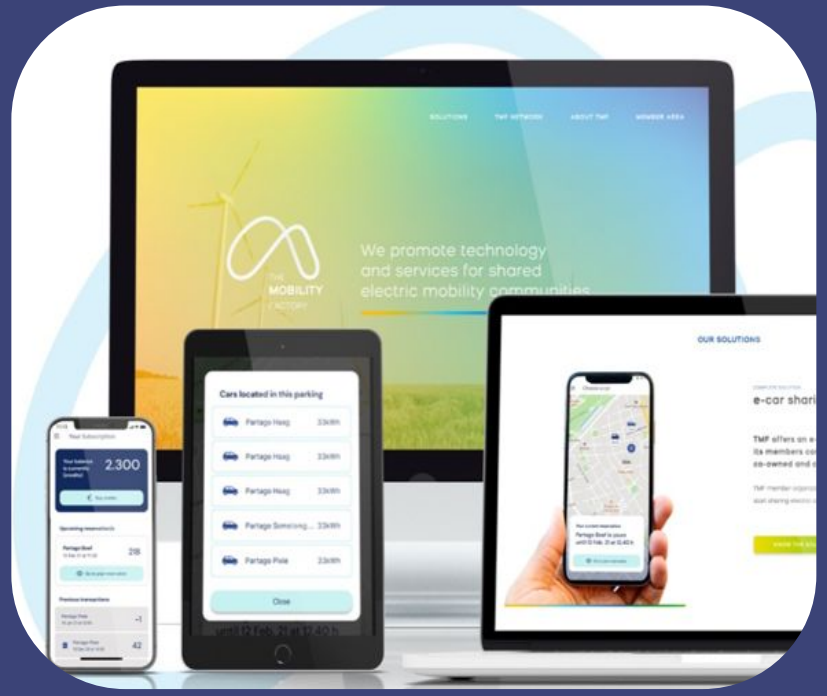
Critical success factors in cooperative e-car sharing:

5. Efficient, reliable and automated processes :

- Mobility is an 24/7 service
- Booking of vehicles via online platform app
- Locking and unlocking via app
- Helpdesk telephone
- Damage follow up processes
- Fine follow up processes
- Automated payment & invoicing

Reliable IT is key!



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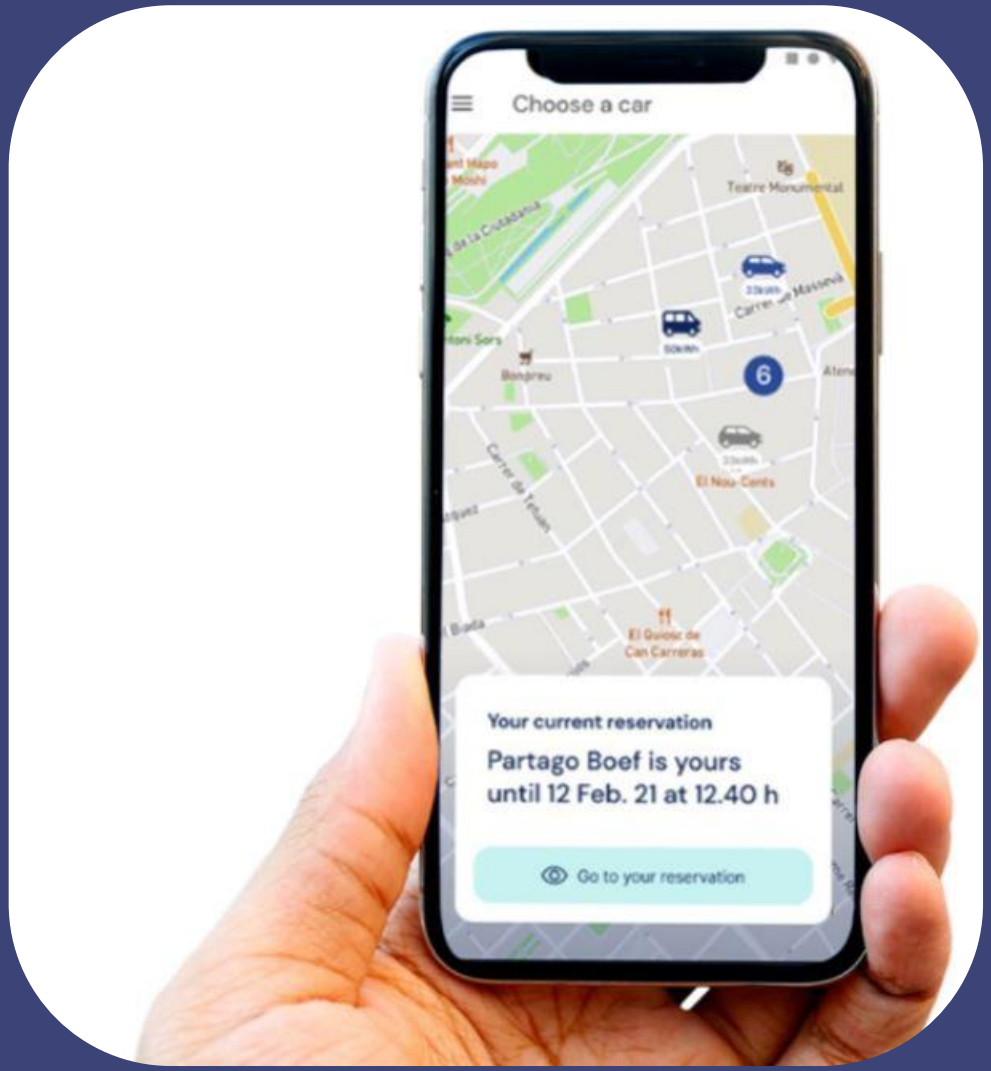
Critical success factors in cooperative e-car sharing:

5. Clear communication:

- ▶ Onboarding new members
- ▶ First users
- ✔ Cars
- ✔ Stations
- ✔ Model
- ▶ Pre usage
- ▶ Usage
- ▶ Post usage
- ▶ Incidences and fines



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Become a member:

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