

Urban Roads Towards Shared Transportation

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Short Abstract

Worldwide policy makers extend sustainable transportation alternatives. Nevertheless, the number of cars is increasing (OECD & TIF, 2015) and cities all over the world are facing serious traffic problems. Cars congesting the streets, side effects like air pollution and related health problems have to be taken seriously by policy makers. To tackle this worldwide problem, three possible ways exist: technological inventions, short term renting, and sharing.

As described in the following considerations, sharing is the most promising solution. Therefore individual (anti-consumption attitudes), social (social identity) and sociodemographic aspects are relevant to answer the question “Why people participate in peer-to-peer car sharing activities?”.

By illustrating the three mentioned possible solutions for a more sustainable way of individual transportation, the strength of the concept of sharing can be demonstrated.

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