

**Good practice identified during action A1**

**Number/code:** OM/ML7

**Title:** Carpooling Initiative

**Guidelines section:**

<input type="checkbox"/>	Governance	<input checked="" type="checkbox"/>	Operational management
		<input type="checkbox"/>	<i>Context of the event</i>
		<input type="checkbox"/>	<i>Event</i>
		<input type="checkbox"/>	<i>Stadium management</i>
		<input type="checkbox"/>	<i>Procurement</i>
		<input checked="" type="checkbox"/>	<i>Mobility and logistics</i>
		<input type="checkbox"/>	

**Description**

Carpooling first emerged in the US at the turn of the 20<sup>th</sup> Century, just simply with the invention of the motor car. However, due to decreasing car prices decreasing participation rates in carpooling declined. Due to technology improvement and the growing of environmental concerns, the act of carpooling has resurged. Carpooling is the sharing of car trips (in this specific case, applied on match days) so that more than one person travels in a car, and prevents the need for others to have to drive to a location themselves. It is suggested the creation of an electronic platform to advertise / enrol all those involved (drivers and passengers) which trips will take place and at what times.

Tech platforms:

- BlaBlaCar (French company with 40 million members around the world)
- UberPool (Uber’s rideshare service)
- Liftshare (600 thousand members in the UK)
- SPLT (carpooling inside companies)
- Dragões à boileia (carpooling portal of Futebol Clube do Porto).

**Environmental benefits**

Carpooling is a more environmentally friendly and sustainable way to travel as sharing journeys reduces air pollution, carbon emissions, and, in terms of car traffic logistics, reduces the traffic congestion on the roads and the need for parking spaces.

**Economic benefits**

Carpooling usually means to divide the travel expenses in equal parts between all the occupants of the vehicle (driver and passengers). By having more people using one vehicle, carpooling reduces each person's travel costs such as: fuel costs, tolls, the stress of driving and the cost of vehicle repairs.

Moreover, sharing car journeys increases the possibility of meeting new people – Social Benefit.

### **Applicability and replicability potential**

This practice can be applied and replicated to all football games and events in each stadium. This initiative can be disseminated for example in airports, ticket offices, among others.

### **Source**

[DRAGÕES A BOLEIA](#)

[MOBILITY LAB CARPOOLING](#)

[THE GUARDIAN](#)

[CENTER FOR AUTOMOTIVE RESEARCH](#)

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