Case Study IC 03: Mobility Partnerships.
Bremen, Germany

Bremen’s Integrated Mobility is the name of the ambitious project that is currently ongoing in the streets of this German city. An integrated system of transport modes has been developed so far including bike-sharing and cycling facilities, car-sharing and extension of tramway network, multi-modal integration, smart cards for transit, traveller information and an umbrella organization which involves 35 regional operators.

A number of public and private stakeholders are involved in the implementation of the project, namely:

- **Bremen’s municipal government** as strategy coordinator through the municipality’s Department for Construction, Environment and Transport; the city also supports Bremer Strassenbahn AG operation for 80 million Euros per year (soon to be reduced by 3 million);

- **Bremer Strassenbahn AG (BSAG)** provides a fleet of 378 trams and buses; eventual infrastructures expenditures might be covered by the Federal Government;

- **Verkehrsgemeinschaft Bremen-Niedersachsen (VBN)** - transportation association Bremen-Niedersachsen- a regional association bringing together 365 transit operators including local/regional rail, buses and trams;

- **Zweckverband Verkehrsverbund Bremen-Niedersachsen (ZVBN)** as political control of VBN that represents the body responsible for public transport operators licences and for funds and subsidies provision;

- **Cambio StadtAuto car-sharing Company**, a car sharing Eco Label certificated private company; besides being a self-financing business, it is also supported by promoting European funding such as through the MOSES program (mobility services for urban sustainability) and the CIVITAS/VIVALDI project for the “oviparous-wool-milk-sow smart card” – the German translation for, which links car-sharing facilities to the use of an unique card that can do the
nearly impossible;

- *Real Estate Developers*, the developer Müller & Bremermann GmbH & Co. KG private company which has shown an active interest in integrating car-sharing into their housing;

*Mobilpunkt multi modal hubs* financed the project with a mixture of municipal resources and European Union funding through the European TARGET project.