

NR.	SECTION	DESCRIPTION
0	Photograph	
1.	Title of the practice	FLINC – Utilisation and Promotion of the ride – share system “flinc” in two rural regions in the state of Brandenburg. (P13)
2.	Precise theme/issue tackled by the practice	Low level of service resulting from a gap in the public transport service especially on late afternoons, evenings, nights and weekends.
3.	Objectives of the practice	<ul style="list-style-type: none"> • A supplement to the mobility offered in the rural region. • A reduction of CO₂- Emissions. • An extended community engagement.
4.	Location	<ul style="list-style-type: none"> - State of Brandenburg. - The Sängerstadt region (with the towns Finsterwalde, Doberlug-Kirchhain, Sonnewalde as well as the the communities Elsterland und Kleine Elster) in the administrative district Elbe-Elster. - The Shamrock region (with the towns Kyritz, Gemeinden Wusterhausen/Dosse and Gumtow as well as the community Neustadt (Dosse).
5.	Detailed description of the practice	<p><u>Origin:</u> The service did already exist, but has not been utilised in the regions.</p> <p><u>Timescale:</u></p> <ul style="list-style-type: none"> • Selection of “flinc” as regional ride-share system in January 2012. • Start of promotion summer of 2012. • Signal (official launching) in spring 2013. <p><u>Bodies involved/implementation:</u> Municipalities, administrative districts, transport companies and the youth.</p> <p><u>Process and detailed content of the practice:</u> On www.flinc.org are private ride-sharing contacts are connected. The driver and the passenger must be registered. The driver picks up the passenger at any address (no neutral meeting place is necessary) It is possible, just as with Facebook, to add contacts and create groups. Thus the sense of security will be increased. The registration for private users is free.</p>

		<p>The passenger shares petrol costs with the driver.</p> <p>The awareness raising campaign for the system has been placed in schools, at companies and in associations. Opinion multipliers should use the system and spread the word.</p> <p>Flyers, posters, banners, press articles, television contributions and internet sites for the awareness campaign were produced and used.</p> <p><u>Legal framework:</u></p> <ul style="list-style-type: none"> • Possible within existing legal framework. • Difficulties in the future to incorporate the private ride-sharing system as a part of the public transport pricing scheme. <p><u>Financial framework:</u></p> <ul style="list-style-type: none"> • Merely costs for the awareness rising campaign. <p><u>Use degree (%): users/total utilisation:</u></p> <ul style="list-style-type: none"> • The Shamrockt region: so far about 40 users/total population of about 28,000. • The Sängerstadt region: so far about 30 users/40,000 inhabitants.
6.	Evaluation	<p><u>Possible demonstrated results (through indicators):</u></p> <ul style="list-style-type: none"> • Click figures of www.finc.org • Number of registrations • Number of offered rides and requested rides. • Number of rides matched. <p><u>Possible success factors:</u></p> <ul style="list-style-type: none"> • Role models that use the system and spreads the word. • Further rising petrol prices as an incentive to share car <p><u>Difficulties encountered:</u></p> <ul style="list-style-type: none"> • Fundamental scepticism against ride-share systems. • Scepticism against Internet as an everyday tool. • A desire of having solitude and independence with their own car.

7.	Lessons learnt from the practice	Engaged stakeholders in the region serving as role model are absolutely essential.
8.	Contact information	ContextPlan GmbH Köpenicker Straße 154a/157 DE-10997 Berlin (GERMANY) Tel: +49.30.614.017.44 Fax +49.30.614.017.45 r.hoppe@contextplan-gmbh.de
9.	Other possible interesting information	www.finc.org