

2.4 Ummadum Car-pooling (AT)

Ummadum is an Austrian carpooling app that was developed in 2017 to facilitate **car sharing between commuters** and enable people to work outside the Pitztal valley located in Tyrol Region, Austria. The app works on a reward model.

Innovative technology 	Good territorial coverage
Community-based 	User-centred planning

2.4.1 About Pitztal Valley, Austria

Country	Region	Target Area	Population	Population density
 Austria	 Pitztal Valley (Tyrol)	 312,85 km ²	 7.415 inh.	 23,7 inh./km ²

Located in Tyrol Region, the Pitztal Valley is a 40 km long side valley of the Inn Valley, located in the south of Imst. It consists of four communities: Arzl im Pitztal, Jerzens, St. Leonhard im Pitztal and Wennis. In total, about 7,400 people are living in the Pitztal.

From an economic perspective, the tourism sector is very important for the Pitztal. All four communities have a good accommodation sector. With the ski areas on the Hochzeiger, the Riffelsee and the Pitztal Glacier – Austria’s highest ski area – there is a very high quality of leisure and sports facilities in the valley.

The opportunities for employment outside of tourism sector are low - agriculture plays a large role. The outer Pitztal (municipality Arzl and Wennis) still has a balance of craft, trade, and services. However, manufacturing and trade tend to have a local supply function. Many residents are therefore classified as a commuter. Therefore, many residents work outside the area and commute every day to Imst or Innsbruck, respectively 15 and 60 kilometres away. Yet, the car occupancy rate is in general less than 1.1 when commuting, meaning that most people drive alone.



Figure 45 – Pitztal Valley panorama

2.4.2 Description of the Mobility Solution

Ummadum is an Austrian carpooling app that works on a reward model and involve companies and municipalities. A points system motivates users to take passengers with them on their journey. The points

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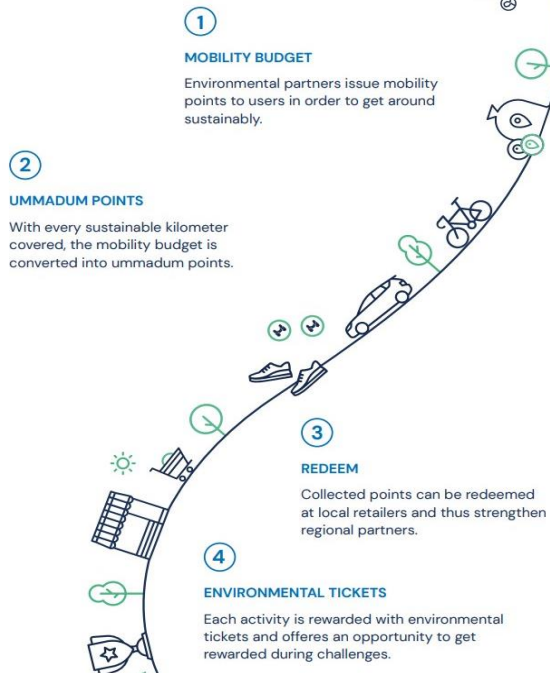
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can be purchased by the users at Ummadum or earned by using the service. After the trip, the points serve as shopping vouchers at local companies. To create incentives, municipalities as well as companies can buy and distribute points. In addition to the usual benefits of ridepooling, there are environmental certificates for the companies for the purchase of the points. Moreover, regional trade will be strengthened.

How it works:



The Ummadum app was developed in 2017 by a local SME to facilitate car sharing between commuters and enable people to work outside the valley. Traffic density is a challenge for air quality and environmental pollution and impacts on the commuting experience. In regions where little public transport exists, or where multimodality is not optimal for commuters, shared transport solutions are particularly suitable in the mountains. Yet, regular carsharing struggles to find users. To further encourage car sharing, the Ummadum app, proposes a new incentives-based model.

The aim is to further encourage carpooling to reduce traffic congestion, decrease greenhouse gas emissions and improve air quality. The occupancy rate is less than 1.2 in general and less than 1.1 when commuting.

Target user groups and needs

Due to the high number of commuters, the platform is designed for individuals who are looking for individualized motorized transport journeys and are interested in sharing rides with other users. The platform also supports covering routes by bicycle, on foot, or using public transport. Ummadum aims to provide a mobility solution that connects users who are traveling in the same direction, thereby promoting sustainable and shared transportation option.

Involved Bodies

Ummadum is based on a multi-regional partnership model in terms of market development (awareness, first use) as well as incentives. Through the close involvement of municipalities and partners, regional employers and regional retailers, there are continuous impulses and incentives to participate in the Ummadum system: participate, share trips, save, receive and redeem attractive offers from regional trading partners.

As a result, additional purchasing power can be tied up regionally. Ummadum Service GmbH, is the operator of a mobility platform (hereinafter also referred to as the "Ummadum platform"), which can be used via the website (<https://www.Ummadum.com>) or the mobile iOS and Android application.

Mobility services provided/addressed

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After registration, which requires some contact information (name, telephone number, e-mail, etc.), a very clear user menu opens with the four basic functions of cycling, walking, riding and driving. In order to be able to use the latter, it is necessary to indicate a car in the profile, for which license plate, brand and color are entered as identification features. In addition, the entry of the available places (≤ 4) must be indicated. There is also additional labelling for e-cars. Another way to access the main features of the app is at the bottom of the screen, which is easier to reach, where access to the UP's redemption system can also be found.



Figure 47 - Ummadum advertising

The use of Ummadum is based on a combination of Google Maps and Open Street Map, which is pleasantly designed. The route input or search is carried out by the same parameters as in the well-known navigation app. In addition, shortcuts to the commute to work (commute), as well as to the last searches or entries can be found, which simplify the use of the app. Stopovers in the offered route can also be easily entered by additional waypoints.

Provided that another user offers a ride along the required route at a suitable time, it is easy to ride in the car in question. First of all, the user has to send a request to the car owner, for which the user must select the entry and exit point along the route (this is possible within a radius of 500 meters). If the request is confirmed, the ride is considered booked. From this point on, users can contact each other directly via Ummadum (phone call, SMS) to clarify any questions. After the ride, it is possible to give the driver a star rating. In addition, the person is stored as a contact, which means that in the future it will be possible to query their offered trips. If the app does not find a suitable ride, the upcoming public connections are also displayed.

Offering a ride is just as uncomplicated. To do this, users can either offer one of the last routes again, or create a new one. If the place of residence, the place of work, the usual grocery store or other key points were previously stored under the side menu item "My places", the user can find these places in a quick selection when entering the route. In addition, the same list contains the places deposited by their own communities. Users can find out what communities are in the next section. Finally, it is only necessary to start the journey, pick up the passengers, and click on "finish" at the end of the journey. These steps are saved if no ride is requested. In this case, the trip will be automatically cancelled.

Ridership and other key metrics/results

The use of the Ummadum app is free of charge for users. Environmental partners (municipalities and companies) purchase mobility budgets from Ummadum and make them available to users on a monthly basis. For this purpose, the user has to join the community of the respective environmental partner. Each Ummadum user has their own profile with a points account. Ummadum points are purchased by municipalities and companies and made available to their citizens or employees. As passengers, they can compensate the drivers for the shared kilometers with points. After the trip, drivers can use the points they receive for further trips or redeem them in the regional economy. Through this incentive system, more added value remains in the region, supports the local tradespeople and does not migrate to online trading.

Private individuals can also buy points directly in the app, which can be exchanged for rides covered by accident insurance through a partnership with VAV. Users earn 10 Ummadum points (equivalent to 10 cents)

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per kilometer traveled, which are credited to the drivers' accounts. These points can be redeemed at local businesses.

The app works on a reward principle. Each user of the car sharing app, whether they are a passenger or a driver on a shared ride, receives points to be used in partner shops. For each 17g of CO2 saved, users get 1 point. Considering that for a 60km journey, the distance between Arzl im Pitztal and Innsbruck, the estimated emissions amount at 11.8 kgCO2e, users could collect around 69 points for a single shared journey. In addition to carpooling, users can earn points through the Bike'n'Walk Challenge by walking or biking certain distances and recruiting friends. These points can enter users into raffles for shopping vouchers or even win an e-bike.

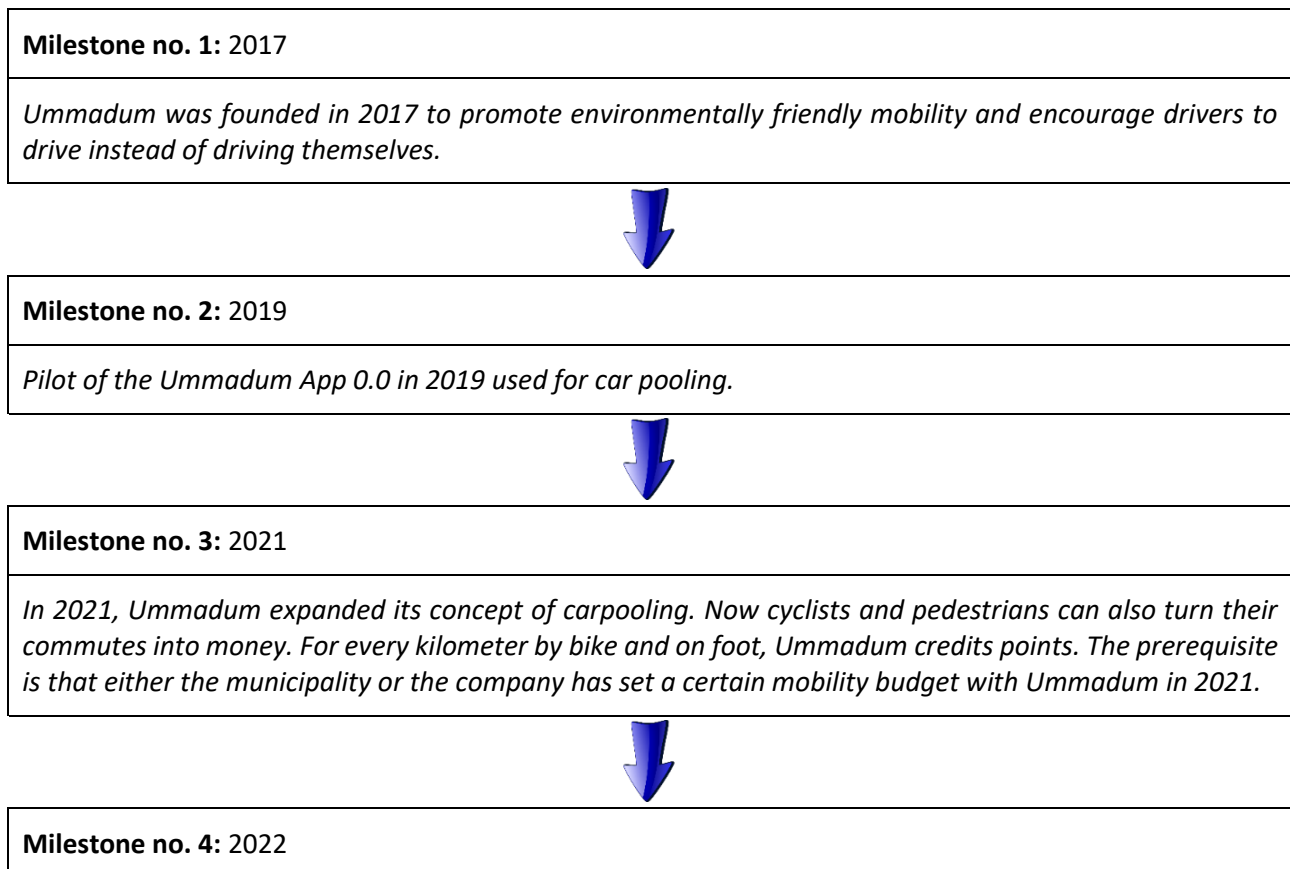
Supporting technologies

The technology of the parent company AlphaHapp is used, which focuses on a cloud-based micro-service architecture, a transaction-oriented points system, retail provider integration, and flexible gamification rules. In order to generate the best possible offer, constant expansions of the mobility system are planned.

Engagement aspects

By offering rewards and getting municipalities and companies on board, Ummadum proposes an integrated model to encourage car sharing in mountain areas.

2.4.3 Timelines and Milestones



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The release of new features was planned for 2022, these include rewards for public transport trips or a home office reward.

2.4.4 Long-term assessment

Success, Durability and Expansion

The Ummadum approach is intended to combine the advantages of the various mobility concepts and offer a win-win situation for drivers (reduced costs), passengers (better mobility services, especially in rural areas, increased transparency of the actual offer, solution to the last-mile problem) and road traffic (less traffic, exhaust fumes, noise, due to higher utilization of individual cars).

In addition to Austria and Germany, the startup, founded in 2017, is now also active in Switzerland and Italy. Ummadum points can be redeemed in over 2500 points of sale.

Funding and Financing

The business model is similar to other applications available in rural areas. The Ummadum team makes the application available for free to individual users, municipalities, and companies.

Municipalities and companies interested in being part of the scheme become partners and finance the operation of the model. By allocating a monthly budget to their community of users, they finance the Ummadum points that carpoolers can then collect and exchange in local shops.

Why is it considered a Good Practice?

At the time when the Ummadum idea was conceived regular ridesharing struggled to find a stable customer base. The idea was born to connect it to an incentive-system while simultaneously strengthening the regional economy. Starting from this idea connecting industries became the focus of Ummadum, developing a business model that enables partners to create incentives for their stakeholders to nudge them to change their behavior, leading to more sustainable mobility, regional value-added and fewer travel costs.

Where fuel savings or reduced greenhouse gas emissions are not sufficient incentives to carpool more frequently, the reward model can encourage commuters to change their behaviors. The business model relies on municipalities and companies engaging directly in the fight against traffic congestion, for better air quality and for a reduction of CO2 emissions. Such practices can be promoted at the level of functional areas, to encourage mountain people who work in the nearest town and have no alternative to car to carpool more often.

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2.4.5 Transferability considerations

CONTEXT PECULIARITIES	TRANSFERABILITY CONDITIONS
<p>The area is mainly attractive for its highest ski area in Austria, but the region offers poor employment opportunities aside from tourism and agriculture. Therefore, many residents work outside the Pitztal Valley and commute every day.</p>	<ul style="list-style-type: none"> - The service addresses the need for sustainable transportation and reduced traffic congestion. - It focuses on promoting carpooling among commuters in areas with limited public transport options. - The reward-based model incentivizes users and involves both municipalities and private companies.
DIFFICULTIES ENCOUNTERED/WEAKNESS	LESSONS LEARNT
<ul style="list-style-type: none"> - Regular carsharing struggles to find users - COVID-19 crises are tough challenges for ridesharing platforms. In this time Ummadum added new services to the app, because people were not so motivated to use rideshares. 	<p>The combination of a ride-sharing system with a direct possibility of using these shared kilometres for retail benefits is currently unique not only in Austria, but worldwide. The resulting incentive system goes far beyond direct remuneration. Ummadum users become part of a regional cooperation system</p>

References for further details

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