

## Car cooperative gives car drivers in Gothenburg an alternative

**The Majornas Bilkooperativ car cooperative in Gothenburg introduced a computerised booking system, which made it easier for its members and made booking and invoicing simpler. With further assistance from marketing, the number of users in the cooperative increased by 180 to just over 300 during the project period, and has now reached nearly 600.**

Majornas Bilkooperativ in 2001 applied for and received a grant from the local investment programme (LIP) to implement a number of measures to make the cooperative more attractive to its members and easier to manage. The largest part of the project was the implementation of a computerised booking system. The project also received support from the Swedish Road Administration and the EU.

### POSITIVE ENVIRONMENTAL AND ECONOMIC IMPACTS

- The users save money as they share all the overheads.
- Reduced emissions, as members of a car cooperative drive less than those who own their own car.
- Members of a car cooperative walk and cycle more than other car owners, and also travel on public transport to a greater extent.
- As many people share a relatively small number of cars, fewer cars need to be manufactured.
- Members can be offered a large selection of types of car, and can also test new ones in a way that private individuals cannot.

Photograph: Franz Fleissner



## IMPLEMENTATION

The cooperative bought an online booking system and installed computers in its cars. This made it substantially easier for members to book and use the cars, and made invoicing and other routines simpler for the cooperative. This online booking system also started to be used by the car cooperatives' organisation bil.coop.

The project also included efforts to recruit new members. The number of users increased by 180 to just over 300 during the project period. Today the car cooperative has nearly 600 users and is the largest in Sweden.

Discussions with the local public transport provider gradually resulted in those who have a ticket for local transport (on Västtrafik services) being allowed to "try out" the cooperative for a period of 90 days, without paying a membership charge or annual fee.

The association changed its name to Göteborgs Bilkoop in the autumn of 2008.

## POTENTIAL AND FUTURE BENEFIT

Developing information systems and organisational solutions that support public transport and make car use environmentally sound is important in reducing the adverse impact of transport on the climate. Car cooperatives and similar collaborative solutions have great potential to make the use of private cars more efficient.

## WHY BEST PRACTICE

Majornas bilkooperativ has been an important resource for many other car cooperatives, and is one of the driving forces behind bil.coop. The ability of Majornas bilkooperativ to purchase the booking system was probably crucial in giving other car cooperatives easy access to it.

## FOR FURTHER INFORMATION

Contact:  
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The project on the Internet:  
[www.goteborgsbilkoop.se](http://www.goteborgsbilkoop.se)

The organisation and booking system of  
the car cooperatives: [www.bil.coop](http://www.bil.coop)

Further information about Best Practice  
[www.swedishepa.se/bestpractice](http://www.swedishepa.se/bestpractice)  
[www.naturvardsverket.se/mir](http://www.naturvardsverket.se/mir)

## FACTS

LIP Gothenburg 2000  
Action 7  
Environmental investment: SEK 1.4m  
Grant: SEK 600,000

