

Title: Offering shared rides in Amsterdam, NL

Topic: Infrastructure

Description of the challenge: the Uber initiative will allow private users to share rides and to make money of it. It clashes with traditional legal systems which often require permits to undertake these services. Therefore, creative solutions in this and other domains are needed to make this service a success. Furthermore, this service has the potential to reduce the amount of traffic jams with which all major Dutch are struggling by allowing people to share rides and using their automobiles more efficiently.

Scale: City (Amsterdam)

Link: <http://www.nu.nl/tech/3840919/particulierendienst-uber-in-nederland-illegaal.html>

Collaborators:

- Government officials
- Taxi companies
- Ride sharers
- Citizens of Amsterdam

Factors:

- Employability (for taxi drivers)
- Air quality (pollution)
- Congestion

Data

- Traffic patterns
- Uptake rates of the new service
- Air quality (particle of small dust)