



To support Cologne's transformation towards climate neutrality by 2035, "unserdeins" introduces a P2P carsharing model as part of a broader, multilevel transformation plan.

Through the digital platform, private cars become shared cars: owners make their vehicle available to their neighborhood for a set portion of the week. In return, they benefit from a reserved parking spot, rental income, and a mobility budget. Renters, on the other hand, gain local and affordable access to shared mobility.

As a second step, the replacement effects of carsharing are directly channeled into the gradual transformation of the streetscape.

Duration:

3,5 month

Status:

Delivered to the innovation department of Cologne and examined for a potential pilot implem

pre unserdeins



Cologne has around 370 cars per 1,000 inhabitants and its streets remain car-dominated.

sharing cars



With unserdeins, private cars become shared cars. Owners leave keys in a lockbox on-site; renters book online or by hotline.

city scape transformation



As motorization falls, shared stations and parking lots are gradually converted—individually or in clusters.



Sharer

Users apply for a station in their proximity and register their car. After defining weekly availabilities and the close circle of trusted renters, the vehicle is parked at the station and the spare key is left in the locker on site.

• Vehicle Registration – Wittgensteinstraße 22

1 Sonjas Enyiq	2 weekly availability	3 close circle
Saturday: 07:00–14:00	Sunday: all day	
Thursday: all day	Tuesday: after 16:00 Uhr	
Define persons who are allowed to rent directly and without vehicle inspection		

• Wittgensteinstraße 22

Sonja's Enyiq

buchen

Station
Wittgensteinstraße 22
Sonja's Enyiq

Di, 10 Juni

Juni 2025 < >

1	2	3	4	5	
6	7	8	9	10	11
12	13	14	15	16	17
18	19	20	21	22	23
24	25	26	27	28	29
30	31				

Gib das Datum und Uhrzeit für deine Fahrt an

478547

Dein Schließfach-Code, gültig während der Mietzeit

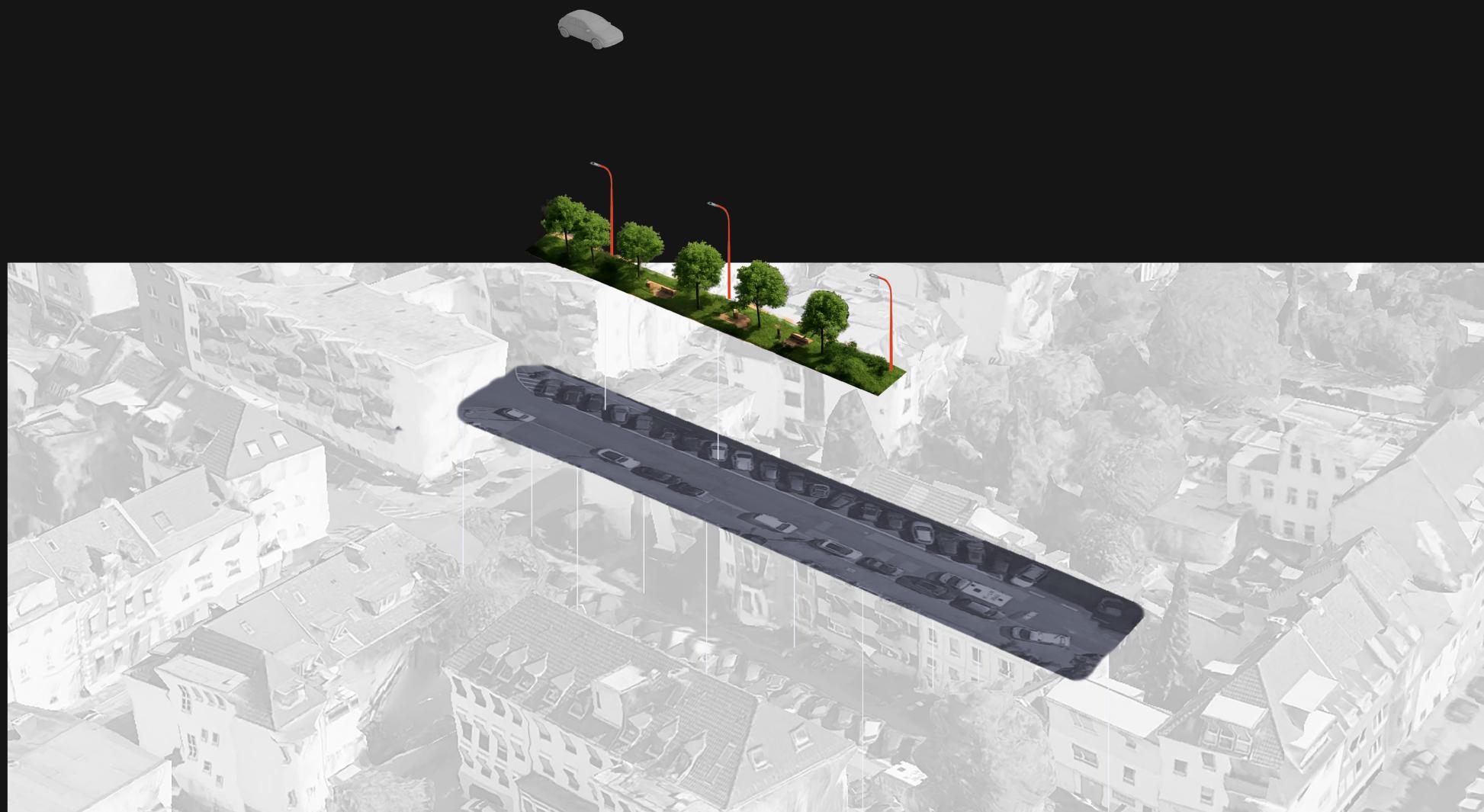
Renter

Renters book a vehicle online or by directly contacting the known sharer. After the booking, they access the car independently with the code, document vehicle condition and drive with insurance coverage.

"Hey Sonja, can you book the car for me next Thursday from 10 pm to midnight? I have to catch my brother at the airport."

"Hey Emma, is he doing better? I'm adding it now, your code is 478547."

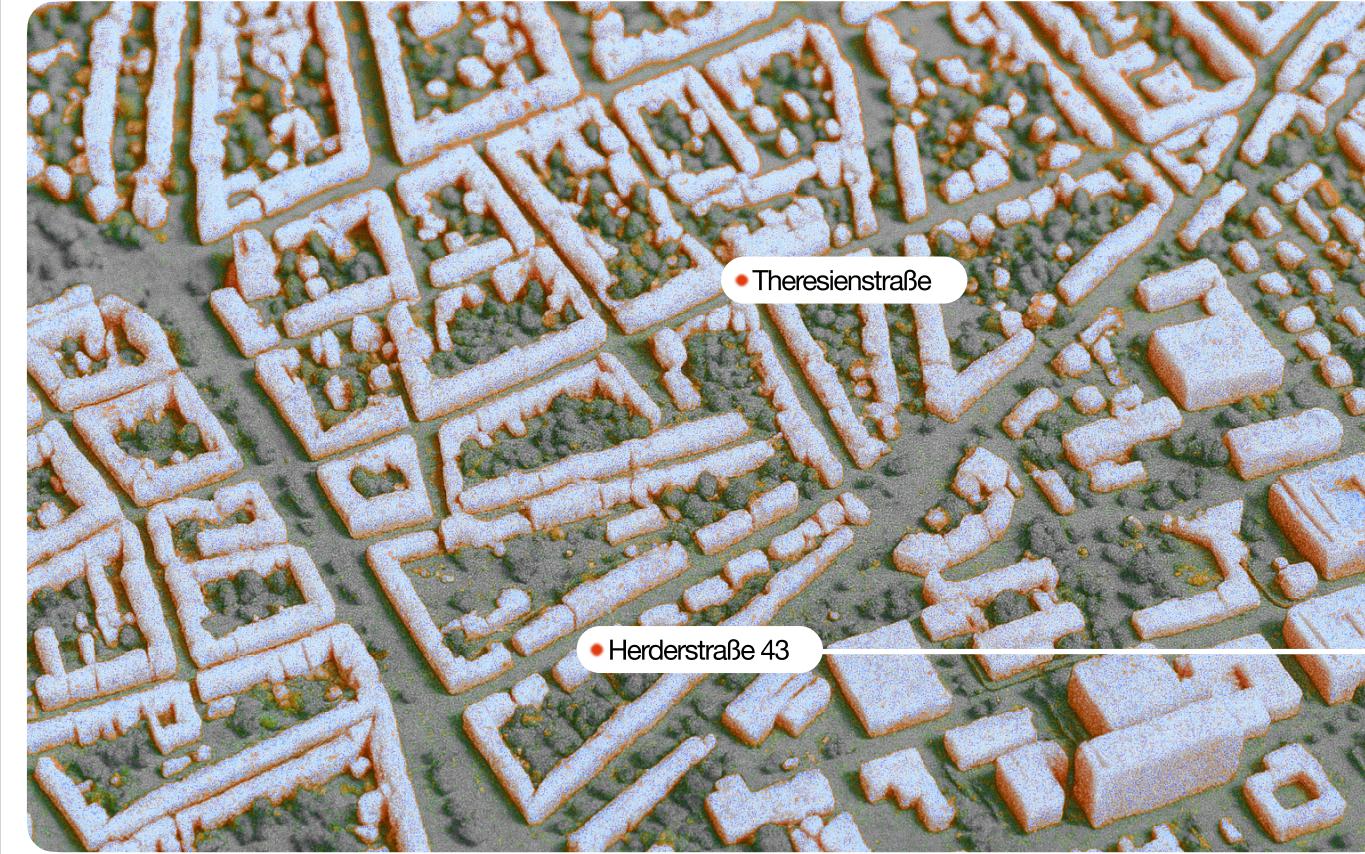
In Cologne, one shared car replaces an average of 15 private ones. (cars not bought or sold due to the sharing offer)



On the subpage unserdeins.ort, district progress can be tracked and specific transformations explored. unserdeins uses car-sharing's replacement effects to reshape streets step by step. On unserdeins.ort, citizens can instantly visualize their ideas for former stations – guided by city design rules and budgets.

unserdeins.ort

Alt Lindenthal hilfe unserdeins.teilt

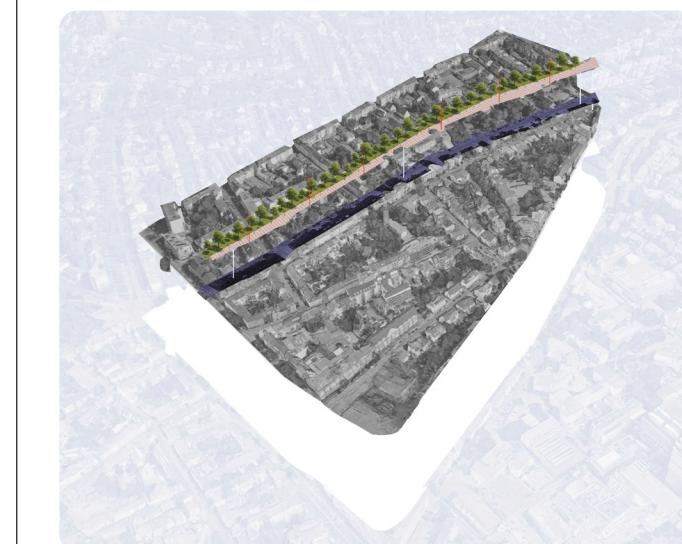


Wähle eine Entscheidung in deinem Viertel aus

Autos abgegeben in
deinem Viertel



Fortschritt bis zur "Grünen Achse"



Wagen abgegeben?

A small black car icon is positioned at the bottom left of the interface.

Proposals for streetscape transformation

unserdeins.ort

Alt Lindenthal hilfe unserdeins.teilt

Herderstraße 43

Ihre Idee

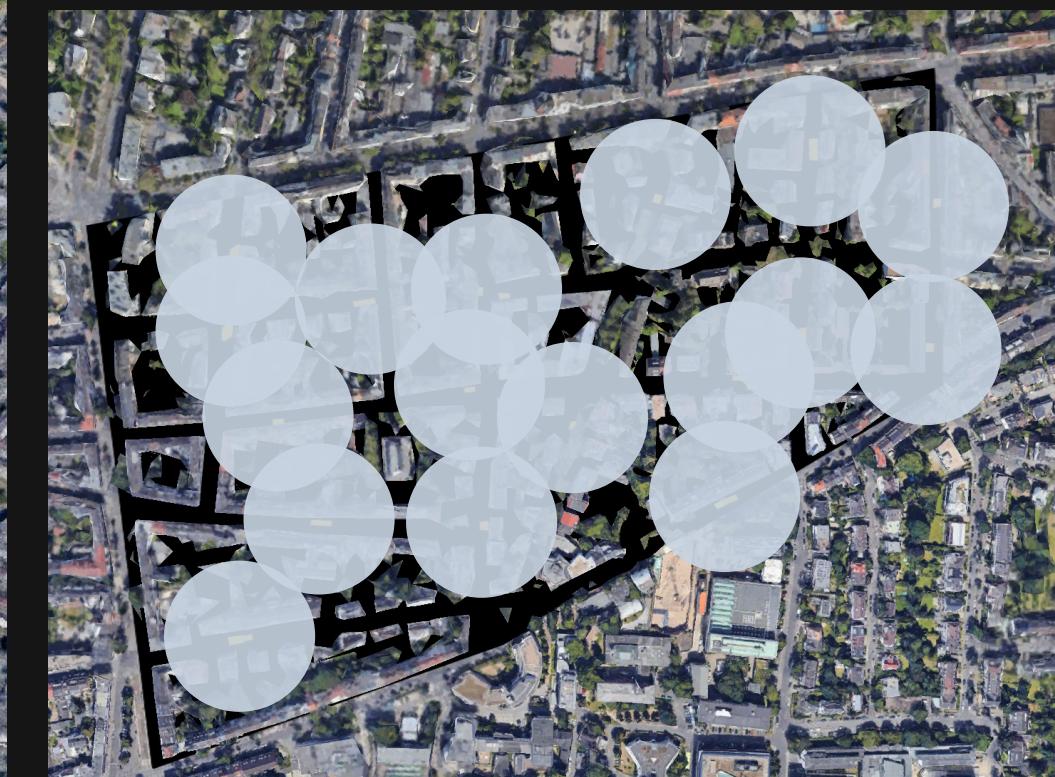
Teilnahmeschluss: 15.06. — voraussichtliche Fertigstellung bis 12.8

Beschreiben Sie die Funktionen für die Zonen rechts und links

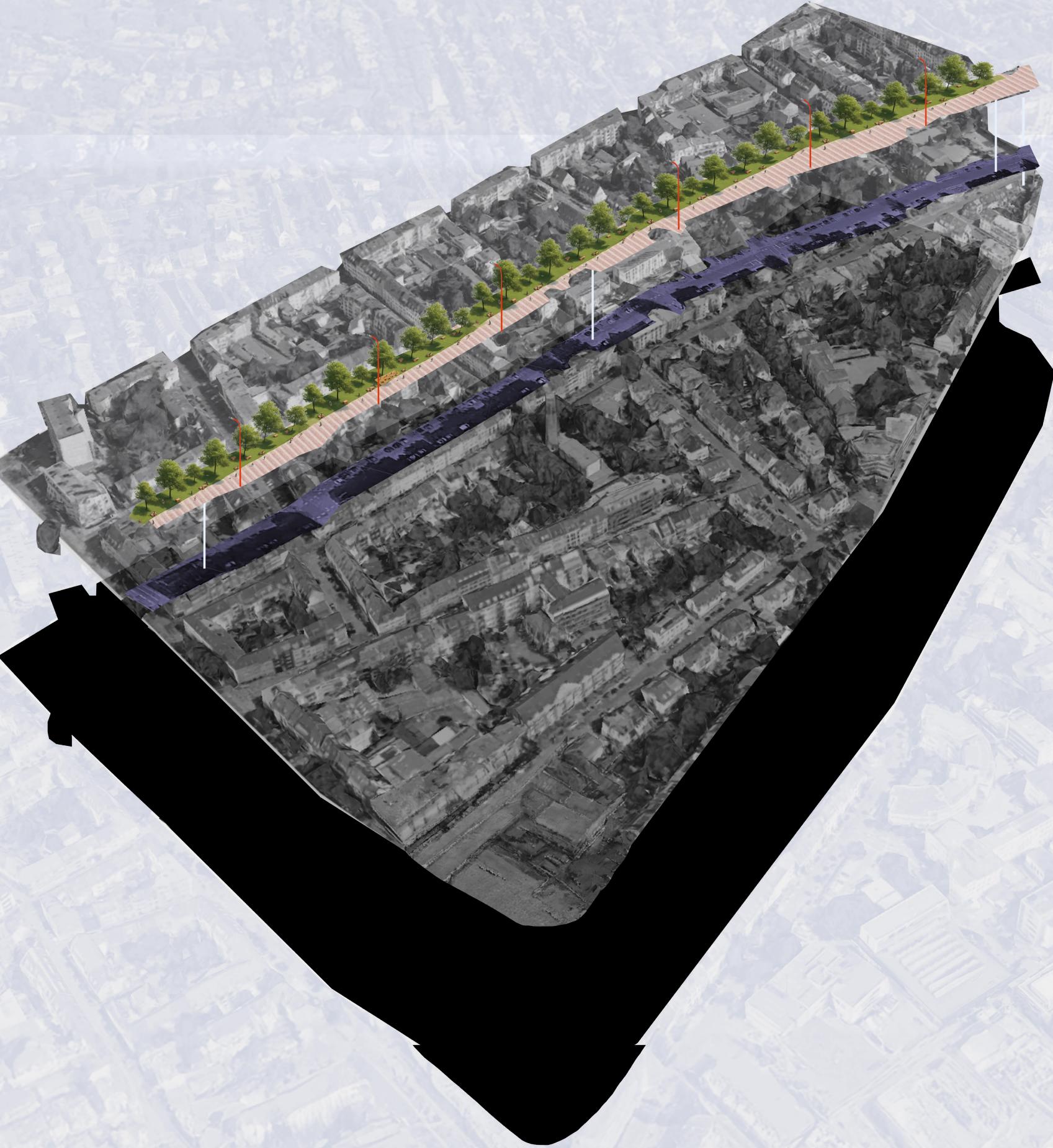




unserdeins in pilot zone with
18 stations
carsharing within a one-minute
walk for most residents, partly
linked to the planned mobility
hub network.



When replacement effects are added up, they free 288 meters of curb space opening the way for a green axis cutting through the district.



unserdeins

With the city of Cologne's ambitious goal of achieving climate neutrality by 2030, the transport sector must undergo a fundamental transformation. This research project explores how the shift from personal ownership to shared mobility can contribute to this goal. It examines the potential environmental benefits that substitution strategies offer. Electric vehicles (EVs) are considered as a key component of this shift, as they have the potential to reduce greenhouse gas emissions. However, the transition to EVs must be managed carefully to ensure that the benefits are realized while minimizing negative impacts.

