

Cologne aims for climate neutrality by 2035, but EV substitution alone cannot decarbonize transport. “Unserdeins” turns private cars into shared ones: owners receive a reserved spot, rental income, and a mobility budget; renters gain local, affordable access. When users give up cars, spaces are repurposed through participatory processes, supporting gradual street transformation and acceptance of reduced parking in both dense and underserved areas.

Duration:
3,5 month

Status:
The concept proposal was delivered to the City of Cologne and evaluated for a potential pilot project.

pre unserdeins



With motorization rates of around 370 cars per 1000 inhabitants, Colognes streetscape heavily shaped by cars

sharing cars

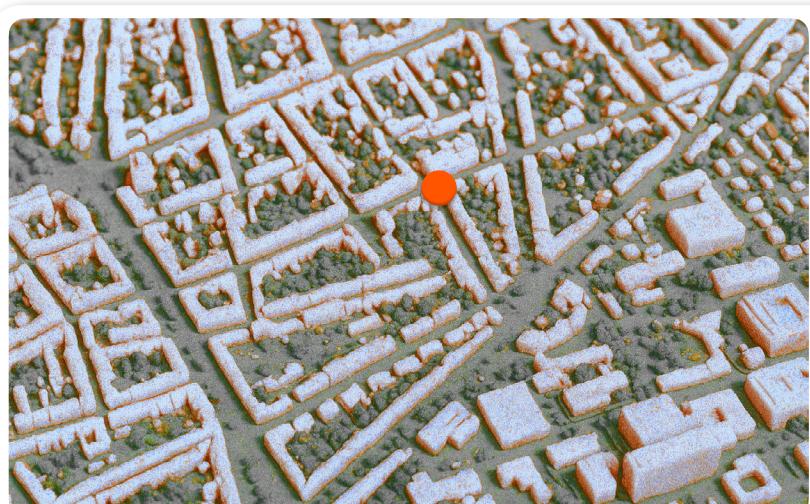


With unserdeins, private cars become shared ones, users leave the key in the lockbox on site. Users can either book online, or by calling a support hotline.

city scape transformation



When motorization rates are significantly reduced through the offer, former shared stations or adjacent parking lots get transformed individually or in an accumulative manner.



• Vehicle Registration – Wittgensteinstraße 22

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

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.

• Wittgensteinstraße 22

Sonja's Enyiq

[buchen](#)

Station
Wittgensteinstraße 22
Sonja's Enyiq

Di, 10 Juni

Juni 2025	<	>				
S	M	T	W	T	F	S
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."

CITY SCAPE TRANSFORMATION VIA UNSERDEINS.ORT



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

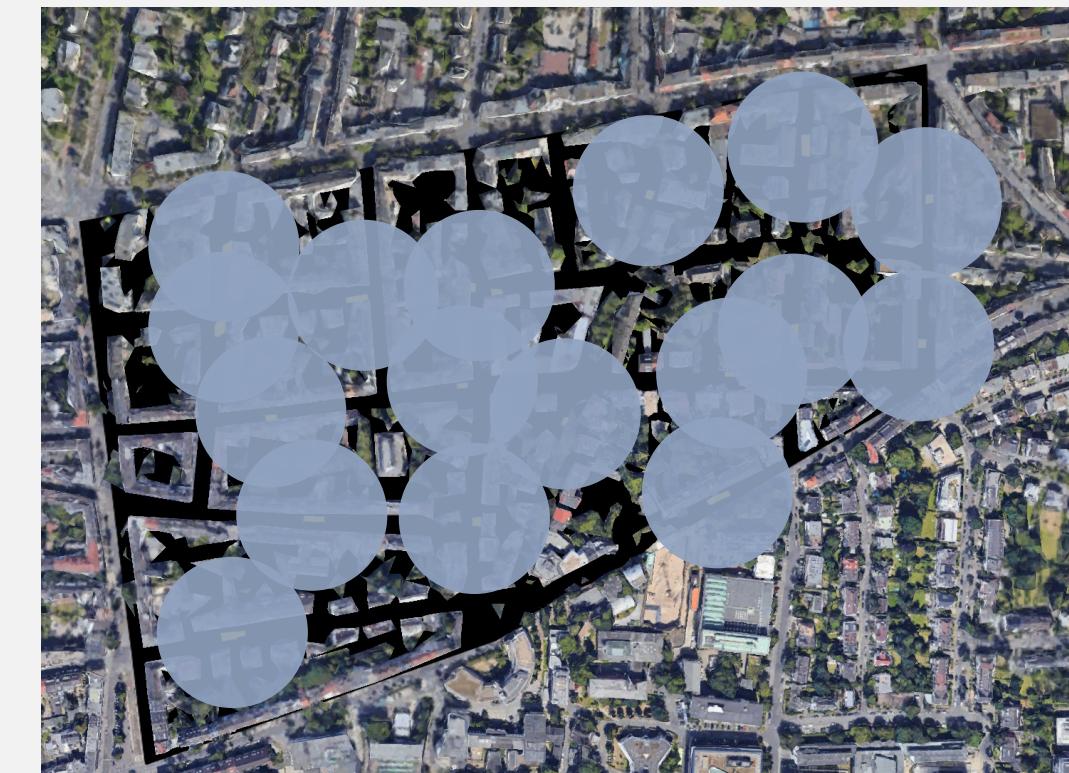
unserdeins leverages the replacement effects of car sharing to incrementally transform the streetscape. Users can participate through different channels to shape the future of the former station. The online tool unserdein.ort enables citizens to instantly visualize their ideas for the space, supported by a GPT that adheres to the city's design guidelines



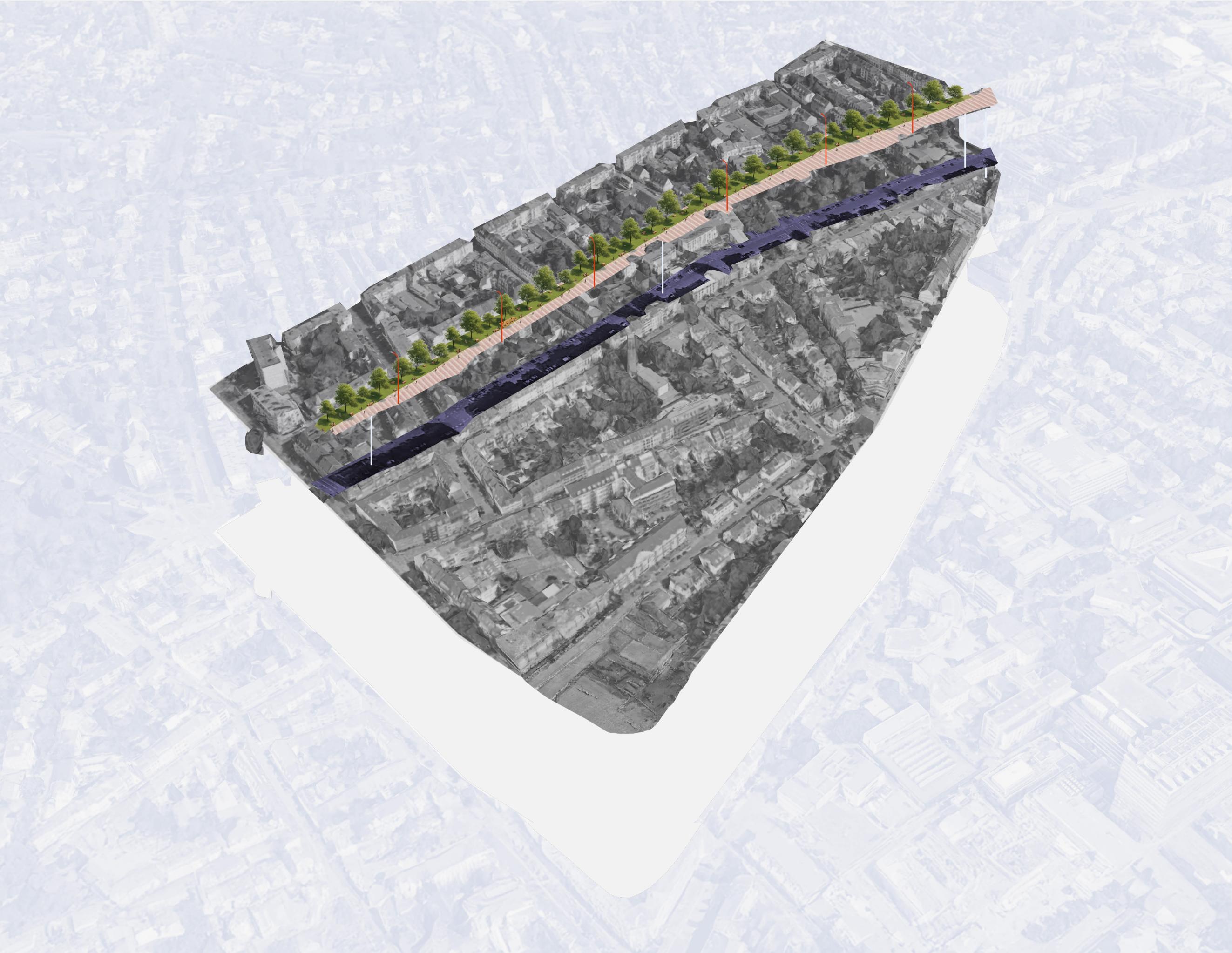


unserdeins in pilot zone with
18 stations

making carsharing avail-
able to the vast majority of
people within a one-minute
walking distance.

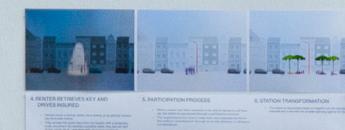
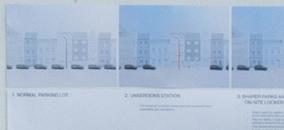


288 meters of freed
curbspace in the pilot zone



unserdeins

With the city of Cologne's ambition of achieving climate neutrality by 2035, the transport sector must undergo a fundamental transformation. This means that individual car ownership and personal mobility will have to give way to more sustainable forms of transport. The shift from private to shared vehicles becomes shared zones. "Shared" vehicles overall model a more sustainable form of mobility. Shared vehicles are used for a set portion of the week. The rental income is partly received as a part of the weekly fee. The rest of the week is used for private driving and public transport. Rental benefit from car sharing in the present study is the reduction of parking space and the increase in accessibility through a code-based approach. Currently only car sharing companies can benefit from the replacement effects of car sharing. People selling or not buying car share services are not considered. The replacement effect of street space. After a driver decides to sell their car, the former driver has to find a place to park their car. This creates a new demand for parking spaces. As a result of this behavioral change, unoccupied is less likely to occur. The study also shows that there is a significant parking space reduction in Cologne but can also be demonstrated in other core cities or suburban areas of Cologne. Current models have shown that the current parking space available can be converted to shared mobility.



steinstraße 22

[naja Enyad](#)

[suchen](#)

[steinstraße 22](#)

[Di, 10 Juni](#)

S	M	T	W	T	F	S
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		

[OK](#)

Du leihst Sonjas Enyad heute zwischen 13-16 Uhr.

Gib das Datum und Uhrzeit für deine Fahrt an

478547

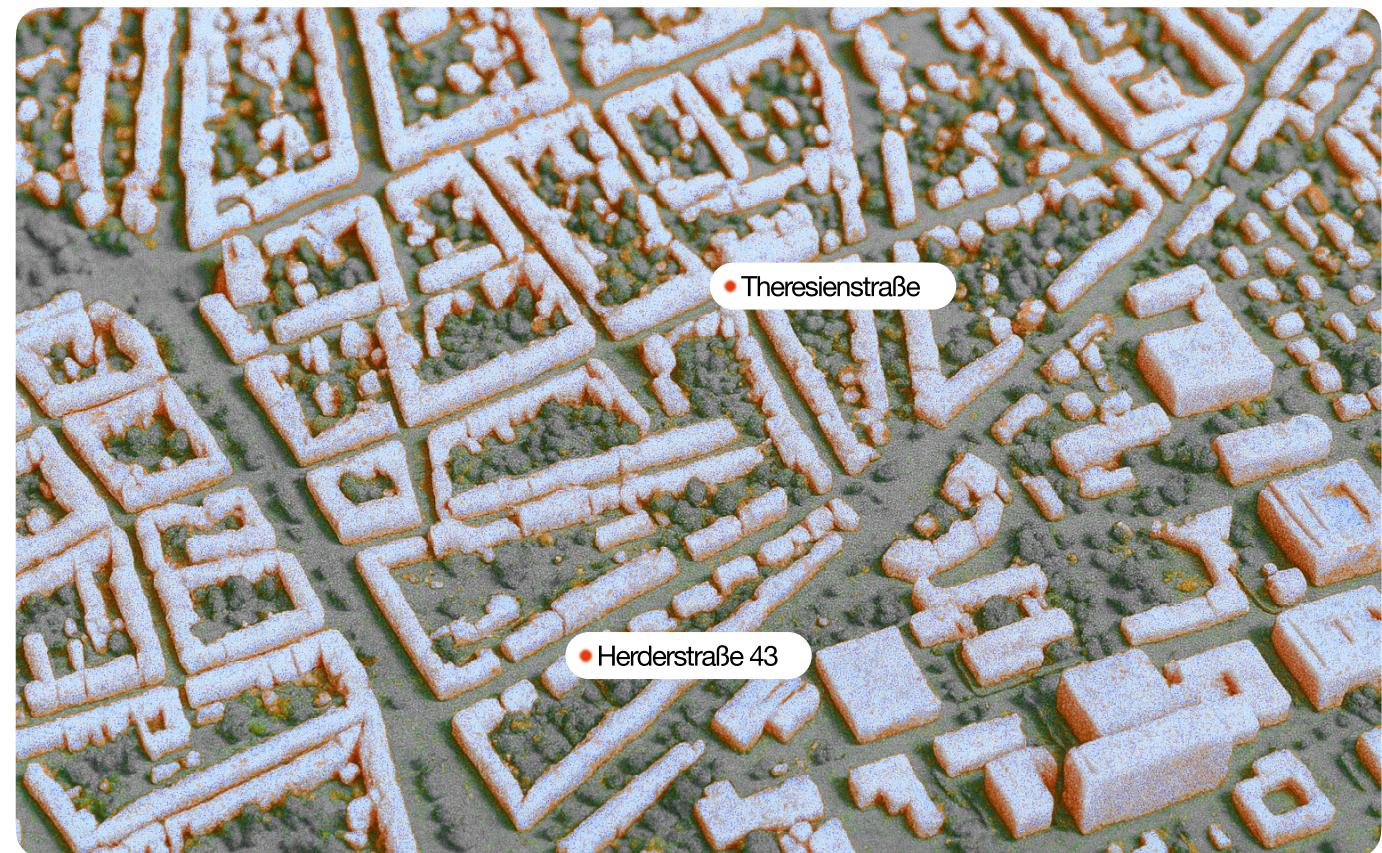
Dein Schließfach-Code, gültig während der Mietzeit

selecting a decision via
unserdeins.ort

Users get insights on the
current replacement suc-
cess wihtin their district and-
about bigger projects

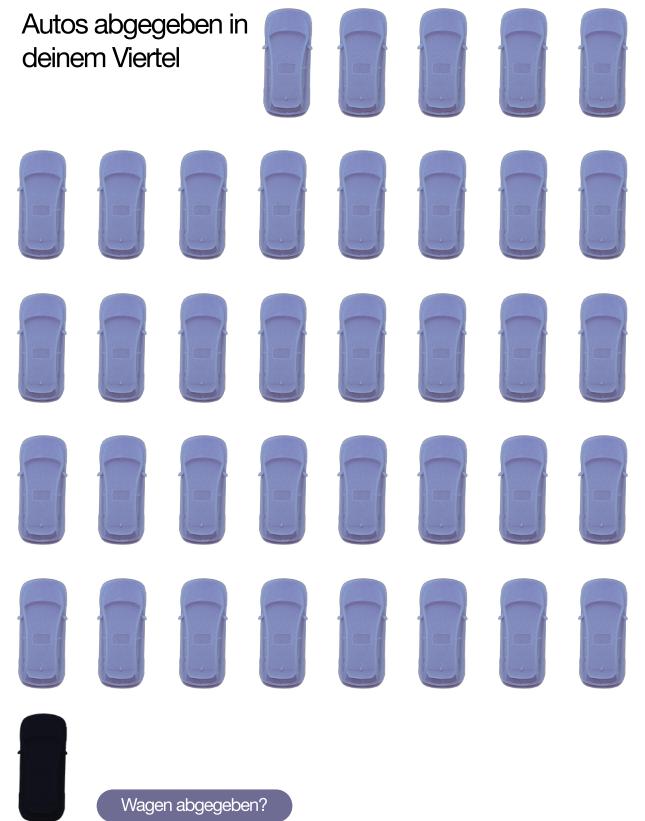
unserdeins.ort

Alt Lindenthal hilfe unserdeins.teilt



Wähle eine Entscheidung in deinem Viertel aus

Autos abgegeben in
deinem Viertel



Wagen abgegeben?

Fortschritt bis zur "Grünen Achse"

