

### 3 Development of Car-sharing Project through Collaboration with Environmental NGOs

Kyushu Electric Power deploys a car-sharing project through collaboration with Fukuoka City and an environmental NGO, West Japan Ecology Network which actively promotes green consumer activities. The car-sharing project using low-emission vehicles was originally suggested by the group in March 2001 as a means of relaxing traffic congestion and preventing global warming. In response to the group's request, the company together with Fukuoka City cooperated with the group to finally realize the project after a year-long study and discussion. In October 2002, the operation of the car-sharing project was introduced in Fukuoka City with NPO Car-Sharing Network (CSN) as its operational entity.

In the car-sharing project, an automobile driver becomes a member of the administrative organization, and instead of owning a car, uses one that belongs to the organization whenever necessary. The car-sharing scheme was spontaneously created in the late 1980's in Switzerland as a measure to reduce the cost of possessing vehicles. Since then, the scheme has attracted attention as a measure to reduce emissions and relax traffic congestion and has become a widespread project in western countries. In Japan, introduction of the scheme was led by government affiliated organizations and local authorities as a pilot measure in the late 1990's. Following the establishment of Japan's first car-sharing company in Yokohama in April

2002, the car-sharing project in Fukuoka has become the second such project to be operated in Japan.

Kyushu Electric Power offers a fund of 80 million yen to cover the cost of introducing approximately 20 vehicles (Fukuoka City offers 10 vehicles without charge), and developing an unmanned hiring out system. Knowledge accumulated through experimental studies on electric vehicles is also offered, and analysis of running data of vehicles is conducted.

The project characteristics are as follows:

- ① Japan's first collaboration between an environmental NGO, a local authority and a company.
- ② Japan's first car-sharing project operated by an NPO (CSN)
- ③ Actively collaborate with urban development organizations to seek the best possible location and vehicle hiring methods from the point of urban development.
- ④ Electricity from wind power generation is used for charging the electric vehicles through Green Power WIND certification (first such attempt in the world)
- ⑤ Six vehicle types are prepared for hire giving the user's choice of vehicles according to the number of passengers and purpose of the use.
- ⑥ Charge for using the vehicles is set from 30 minutes, enabling a short-time use.

Since the installment of the first station in October 2002, five stations have been set up as of July 2003, and 24 vehicles are installed for the project. As of the end of July 2003, a total of 935 people have used the project, and two tons of CO<sub>2</sub> emission has been reduced through the use of low-emission vehicles.

Currently, the average time for utilizing a vehicle remains at one hour, which is about one-third of the original target. Increasing the number of car-sharing project members by enhancing their awareness of its benefits will be a challenge in the future.



Hakoza Miyamae station (firstly installed)



Test driving at Research Laboratory

#### Car-sharing project outline

Operational entity	NPO Car-Sharing Network (CSN)
Project objectives	<ul style="list-style-type: none"> <li>○ Awareness enhancement of global warming prevention and traffic issues</li> <li>○ Acquisition and collection of knowledge for the business model construction</li> </ul>
Installation status (as of Jul. 14, 2003)	Station: 5 stations within Fukuoka City (under development) No. of vehicles installed: 24 low-emission vehicles

