

liftshare.com – Awards for Excellence 2004 - Big Tick winner – the Shields Environmental Award

Sector: Transport

Tools and techniques: Resource Efficiency

Organisation: liftshare

liftshare was founded in 1997, based on Mitfahrzentrale (the German car-sharing scheme). With the UK having the worst congestion, longest commuting time and second highest road utilisation in the EU there was a clear environmental and personal cost-benefit to establishing a similar scheme in the UK.

Processes: in 2002 the purpose behind liftshare was encapsulated in the mission statement: ‘to encourage and enable more efficient use of the car’. liftshare’s primary goal is environmental improvement. This is achieved by enabling society to cut down on CO2 emissions through car-sharing. At every opportunity liftshare aims to work with our clients to cut down the number of vehicles on the roads.

liftshare has succeeded in transforming the concept of car-sharing into a convenient, workable and realistic transport alternative. For the first time car sharing can be organised via a UK-wide integrated scheme, which enables users to find matches anywhere in the country.

The two main facets of liftshare have become the provision of a free national database for individuals, and a profit making business which works with local authorities, universities, hospitals, businesses and community groups throughout the UK to enable employers to help their staff travel in a more environmentally friendly manner. Since the beginning, liftshare has undertaken constant campaigning to get local, regional and national governments on-board with the car sharing ethos.

Today liftshare has eight full time employees and is recognised around the country as by far the biggest car-share provider.

Impact:

- Since October 2001 liftshare has provided car-sharing schemes to more than 300 communities and has succeeded in recruiting more than 54,000 members.
- Estimated savings of around 14 million car-miles per annum and reduced carbon dioxide emissions by over 5,800 tonnes a year.