



Plug & Share: Empowering Social Housing with Shared Electric Mobility

📌 Wednesday, 26 November 2025

🕒 09:00 – 10:30

SESSION 1C

From Isolation to Inclusion:
Tackling Transport Poverty

SPEAKER

Chris Roorda, Brussels Environment



POLIS25

ANNUAL CONFERENCE

26-27 November 2025

Royal Jaarbeurs | Utrecht, Netherlands

Green Deal Inclusive Carsharing

Involving government agencies, companies, NGOs and citizen-initiatives from the Brussels-Capital Region.

Goals:

- Making carsharing more inclusive
(accessible to low-income households, senior citizens, disabled persons, single-parent families, ...)
- Boosting use of carsharing
- Boosting electrification of shared cars

- 52 signatories
- 251 actions formulated
- Additional funding for 5 pilot projects



Spotlight: pilot project



2

Electric cars



32

Apartments



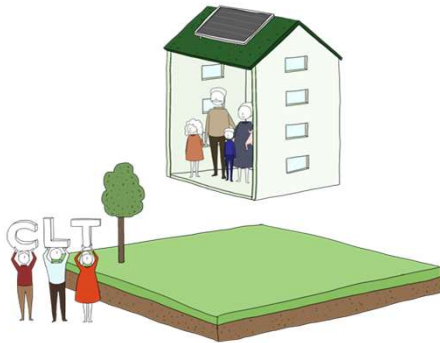
12

Months (nov 2024 – nov 2025)

Project partners

Community Land Trust Brussels

- Building affordable housing
- For low-income households
- Residents buy their house without buying the land.



Clem carsharing service

- Specialist in electric carsharing
- On-street or in private/public parking
- Provides cars, charging stations, and the app



Involving inhabitants from day one

- Going door-to-door
- Identifying needs
- Co-constructing the carsharing model
- WhatsApp group for updates
- Collective sessions to share issues and find solutions together
- Flyer to centralize info
- Visual explanations at parking



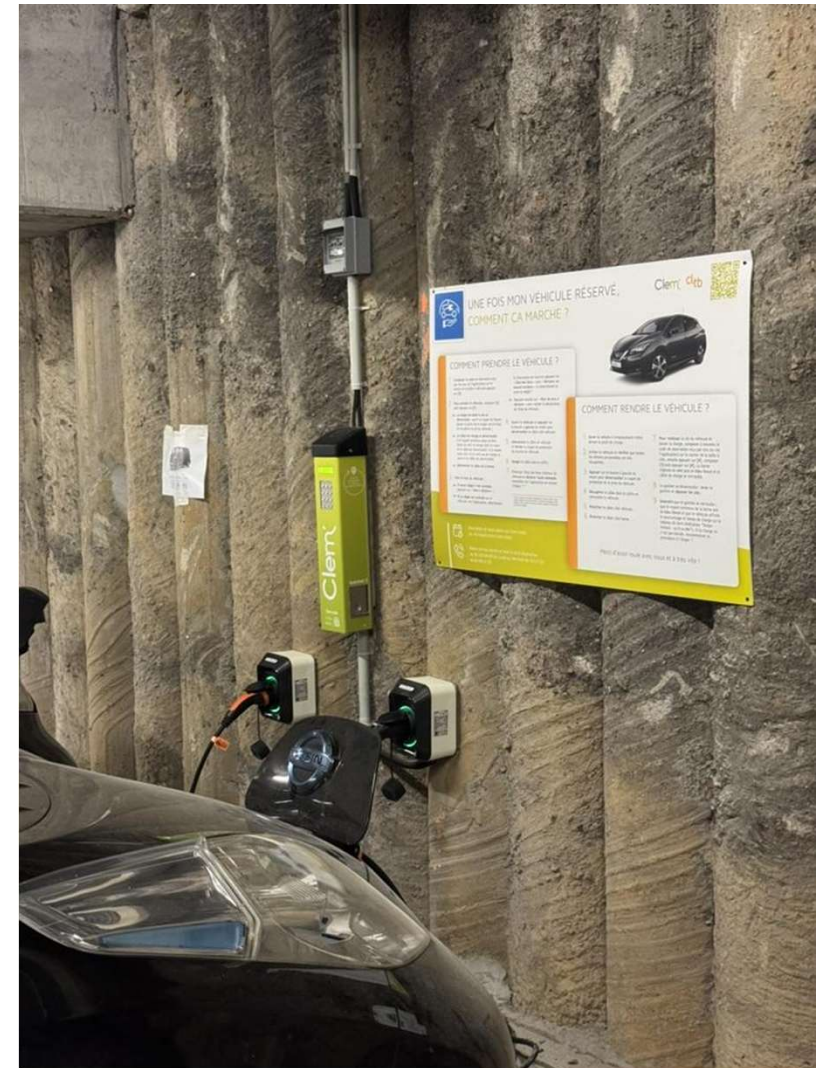
Two ambassadors

- Link between residents and Clem
- Help understand and get started
- Register and discover the cars together
- Answer questions and identify potential digital barriers
- Facilitate the residents' support
- Clear role defined
- Two = a great team
- Volunteer allowance



Results

- 11 active users
- Reducing transport costs for low-income households.
- Improving transport options
- Decrease in car ownership
- Decrease in digital exclusion (?)
- Enhanced social cohesion and mutual support
- Framework for future deployment in other social housing units.



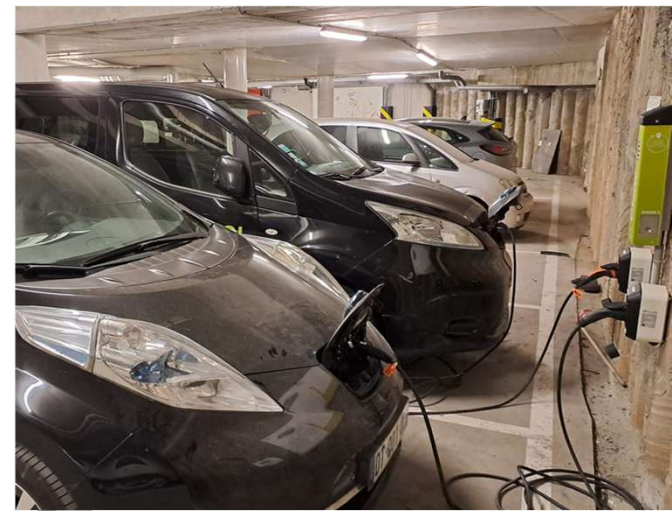
Strengths

- Ambassadors
- Strong communication
- Group sessions (discuss, register, try)
- Engaging users as “co-creators”
- Building upon collective structures
- Peer support, co-learning, and carpooling complement the car sharing.
- Different models, different uses
- User friendly (also without smartphone)
- Physical proximity



Challenges

- Unfamiliarity
 - ... with car sharing
 - ... with electric cars
 - ... with automatic gear shifting
 - Limited range (older e-cars)
- Fear of costs
 - How much will it cost?
 - Warranty (150 euro)
 - Fear of damage
- Digital divide
- Economic model
 - Too small number of participants
 - Who pays for accompaniment?



Looking ahead

On this location:

- Opening the service to non-residents?
(Challenge: access to parking)
- Peer-to-peer carsharing system?

Disseminating the approach:

- Other CLTB sites
- Other social housing contexts





Thank you for your attention!

For more information:

Chris Roorda, Brussels Environment
croorda@leefmilieu.brussels

Marie Mervailie, Community Land Trust Brussels
marie.mervailie@cltb.be

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