

Comment on the Roadmap for Fossil-Free Transport

On behalf of GoMore, we submit this comment to the current public consultation regarding the roadmap for fossil-free transport in Finland.

About GoMore

Founded in Denmark, GoMore is the leading carsharing service in the Nordics with more than 2.5 million members across four markets. In November 2020, we made our platform available in Finland, and more than 3,000 Finnish members have already signed up.

GoMore allows people to rent or rent out private cars in their neighbourhood. When we share cars with one another, less people need to own a car. By doing so we make better use of the cars, reduce the number of manufactured cars and reduce CO2 emissions.

Our GoMore Keyless-concept lets private car owners have keyless sharing technology installed, making it possible to rent out cars without personally handing over the keys. Instead, the car can be locked and unlocked with a smartphone.

Keyless technology is instrumental in making carsharing convenient for as many as possible, helping more people to give up car ownership. Keyless rental cars are on average being shared between 12 households each quarter.

Introductory comment on the Roadmap

We are delighted to see Finland formulating ambitious targets for reducing CO2-emissions from transportation, as the roadmap seems to hold a lot of promising objectives.

But as a peer-to-peer-platform helping people to share private cars, making better use of our existing resources, and thereby reducing CO2-emissions, we have to flag some concerns about the lack of emphasis on reducing car ownership. This is absolutely critical, and peer-to-peer carsharing is a way to achieve just that.

But in order for carsharing to reach its full potential in Finland, it is vital to formulate legislative incentives to help people make a more conscious and sustainable choice of transportation.

Too many cars in Finland

On average, Finland's more than 2.7 million cars sit idle for approx. 23 hours a day. Currently, Finland currently ranks among the countries with the most passenger cars per capita, totalling to 629 passenger cars per 1,000 inhabitants. Significantly more than the corresponding figures of the other Nordic countries¹.

¹ Approx. 20 % more than Norway, 30 % more than Sweden and 40 % more than Denmark. [UNECE – United Nations Economic Commission for Europe](#).

As production of a single car emits around 8 tonnes of CO₂ – and an additional 9 tonnes CO₂ to produce an average battery for an electric car² – idle cars represent a great obstacle in reaching Finland's goals of making transportation more sustainable.

Consequently, it is not a sufficient solution to simply replace Finland's 2,7 million cars with 2,7 million electric cars, as CO₂-emissions from manufacturing electric cars far exceeds those of conventional cars. Moreover, it will take many years to replace the current car fleet with electric cars.

The potential in peer-to-peer carsharing

Therefore, we also have to consider how we can make better use of cars. The cars that are already on the streets – and the cars Finnish people will be purchasing in the future.

In Denmark, around 35,000 unique users rented a car on GoMore in 2020. 70 pct. of our users expect to be able to postpone car purchase or give up car ownership entirely. This translates to 24,500 that doesn't need to be produced and massive CO₂-reductions. The expectation is that the number of unique users will be 5 times as high by 2030.

Research shows that users of carsharing services walk, bike and use public transport more often. Also, they drive less than other citizens. It is estimated that carsharing can lower the number of car rides by as much as 1/3³.

Legislative focus areas

In order to help people share cars and give up car ownership, it is vital to create incentives for car owners to share their car often. This way, carsharing becomes a true alternative to owning a car. There are incentives to be found on both a national and local political level.

- **Clear taxation rules on private car rental:** Contrary to most other European markets, the taxation rules around private sharing in Finland are less than transparent and cohesive. If more people are to share cars, this needs to be clarified, as it can otherwise discourage people from entering carsharing and helping reduce car ownership.
- **Tax-free deduction on private car rental:** An obvious incentive to make carsharing even more attractive is to introduce a tax-free deduction on private car rental. In Denmark, you don't pay tax of your car rental earnings until they exceed a certain amount. For electric and hybrid cars until they exceed 2,700 €, and for conventional cars it is 1,500 €. When you have used up the tax free deduction, you only pay taxes of 60 % of your total earnings⁴.

This is vital in making it desirable for car owners to share their car often – making it possible for more people to give up car ownership. Also, it gives car owners an incentive to pick an electric car over a conventional car with the purpose of sharing it.

² <https://www.zetland.dk/historie/s8YxVvPQ-aekd12kv-ce32b>

³ Norwegian Centre for Transport Research (2020): Experts' views on car sharing in future urban mobility. (see appendix 1 attached to the email)

⁴ The Danish Ministry of Taxation (2020): <https://www.skm.dk/media/7753/aftaletekst-aftale-om-groen-omstilling-af-vejtransporten.pdf>



- **Reduced prices on parking for shared cars:** On a more local legislative level, parking prices is another obvious incentive. By lowering parking prices for private rental cars, it will become more desirable to enter a carsharing scheme.

These are just some of the incentives that other countries already have incorporated in order to support the demand for peer-to-peer carsharing. They should be easy to apply to a Finnish context, helping reduce car ownership and achieve the ambitious objectives of the roadmap.

Contact information

You can find more information about GoMore and peer-to-peer-carsharing on www.gomore.fi.

You are also very welcome to contact us, if any questions arises or if we can assist with more materials.

Boris Perkiö

Market Manager, Finland

boris@gomore.com

+45 31 39 22 68

Anders Sauer Petersen

PR Manager

anders.sauer@gomore.com

+45 27 59 86 10