

Abstract

This paper explores the advantages of shared mobility services in terms of social sustainability. The main goal of this study is to fill in the existing knowledge gap in the area of shared mobility; this was done by answering two research questions which cover the issues of social sustainability in relation to the operational activity of these services, and the maximisation of social benefits through an effective integration of new shared modes in existing transportation systems in modern cities. It provides an overview of recommendations on how these services could be efficiently implemented while sustaining the maximum level of transportation equity for all mobility groups. The knowledge base of the research was conducted through the literature review which covered relevant topics such as sustainable development, sustainable transportation and shared mobility in particular, shared mobility users, transportation equity. In order to justify the “quest for sustainable development” part of the topic such future oriented concepts as Smart City and UBM were also covered in the literature review. In favor of the research, this study utilizes a case study approach. The city of Stuttgart (Germany) was chosen on the basis of the availability of different shared mobility services, the level of their development, and the ongoing direction of the local authorities’ aspirations. Semi-structured expert interviews were conducted in order to support the findings of the case study and to answer the research questions in a more direct way. The results of the study include the list of social sustainability benefits and recommendations for further integration. All outcomes are based on the expert opinions collected and the excessive literature review, including current municipal practices.