



# Vitoria-Gasteiz

## Vitoria-Gasteiz Carpooling Project

### • DURATION

Ongoing since 2023

### • POPULATION 2024

257.407 (Growth rate 0,58%)

### • URA SCOPE

STRATEGY: SHARED VISION

### • TOPICS

SUSTAINABILITY  
CARPOOLING  
COMMUNITY  
MOBILITY

### • MAIN ACTORS

Karos Mobility  
City of Vitoria Gasteiz

Vitoria-Gasteiz, a city celebrated for its lush green spaces and unwavering commitment to sustainability, stands as a beacon of environmental stewardship in Europe. Awarded the title of European Green Capital in 2012, it has long prioritized the balance between urban growth and ecological preservation. Today, the city faces a new challenge: transitioning to carbon neutrality.

With a population deeply invested in eco-conscious practices, Vitoria-Gasteiz continues to push boundaries in sustainable urban development, setting an example for cities worldwide.

In this forward-thinking environment, Karos Mobility has emerged as a key partner, reimagining how people travel to work and beyond. This transformation has a simple yet powerful vision: to make commuting smarter, greener, and more connected. Armed with AI-driven technology, they have turned carpooling into an efficient, user-friendly experience that bridges the gaps between rural, suburban, and urban areas, seamlessly complementing public transport networks.

Karos Mobility's journey is a testament to trust and innovation. The SaaS platform isn't just a tool; it's a catalyst for change—one that is helping communities reduce traffic congestion, slash CO2 emissions, and forge stronger connections between commuters.

One of the most ambitious endeavours is unfolding in Vitoria-Gasteiz, a city with a bold vision of becoming carbon-neutral by 2030. Co-financed by EIT Urban Mobility and championed by the city itself, the pilot project tackles a daunting challenge: how to manage over 40,000 daily commutes to industrial areas in a way that's both sustainable and efficient.

Drawing on a wealth of European travel data, it's been crafted a solution tailored to the Spanish market. By encouraging shared journeys and reducing dependence on private cars, the initiative not only eases the strain on public transport but also fosters a sense of camaraderie among commuters.

So far, the project has facilitated more than 30,000 shared rides—a significant step toward transforming mobility habits and lowering CO2 emissions.

This pilot isn't just a test; it's a glimpse into the future of urban mobility. It's about proving that change is possible, inspiring residents to embrace new, sustainable travel behaviours, and laying the groundwork for a cleaner, more connected tomorrow. For Karos Mobility, this is more than a project—it's a mission to create a world where every journey brings us closer to a sustainable future.





## Impact

The Vitoria-Gasteiz Carpooling Project has delivered impressive outcomes, demonstrating the transformative potential of sustainable mobility initiatives:

**Usage and Growth:** The project has successfully organized nearly 1,500 carpools each week, with over 260 active users each month. This growth fosters a vibrant community of commuters.

**Environmental Contribution:** By reducing CO2 emissions by more than 60 tons—which is equivalent to planting 1,400 trees or recycling 9,320 t-shirts—the project demonstrates a substantial positive impact on the environment through shared mobility.

**Economic Impact:** Participants have reported significant financial benefits, saving an average of €102 per month. This increase in purchasing power highlights the cost-effectiveness of carpooling.

**Peak Hours Effectiveness:** The service has effectively alleviated heavy traffic during peak hours (7 AM to 9 AM) due to high adoption during these times.

**Community Engagement:** The user base continues to grow, recently reaching 1,370 members, which reflects increasing trust and enthusiasm for the initiative.

**Timely Travel Options:** With 77% of carpools planned on the same day or the day before, the service offers flexible and convenient travel solutions.

These achievements highlight the project's significant success in reducing environmental impact, enhancing financial well-being, and improving daily commuting experiences. After only six months, it is evident that this initiative has tremendous potential for growth. With support from the city and local businesses, efforts will be made to develop this carpooling community into a fundamental aspect of Vitoria-Gasteiz's mobility strategy.

This collaborative endeavour aims to establish a sustainable, efficient, and community-focused approach to urban transportation. Such progress is vital for shaping a greener and more accessible future for all residents.

## Challenge

Vitoria-Gasteiz, a city renowned for its commitment to sustainability, faces a significant mobility challenge tied to the daily commute of thousands of workers to industrial zones. With over 40,000 commutes occurring each day, this concentrated movement of people creates a range of issues that strain the city's infrastructure and hinder its environmental goals.

The high volume of individual car usage during peak hours leads to traffic congestion, increasing travel times and causing frustration for commuters. This gridlock not only reduces productivity but also generates considerable air pollution, posing a barrier to the city's ambition of becoming carbon-neutral by 2030. The environmental impact is further compounded by unnecessary CO2 emissions, which undermine efforts to combat climate change.

Additionally, the reliance on private vehicles creates a financial burden for commuters, with daily travel expenses eroding disposable income. For many, these costs are avoidable, yet alternative, sustainable travel solutions remain underutilized.

Addressing this challenge requires a comprehensive approach to reduce the reliance on single-occupancy vehicles, optimize transport networks, and encourage sustainable commuting habits. By tackling these issues, Vitoria-Gasteiz can enhance urban mobility, improve quality of life for its residents, and make significant strides toward its environmental objectives.

## Solution Proposed

The project focuses on evaluating the adaptability and effectiveness of a European carpooling platform in Vitoria-Gasteiz. By testing the platform, the initiative seeks to assess its maturity in a new cultural and operational context while refining strategies for user recruitment and service promotion. This process ensures that the platform evolves to meet the dynamic mobility needs of users effectively.

Aligned with the goals of Vitoria-Gasteiz's sustainable mobility plan, the project aims to contribute to the city's environmental and social objectives. Key goals include:

**Carbon-Neutrality:** Supporting the city's ambition to be carbon-neutral by 2030 through reducing CO2 emissions by promoting shared rides.

**Commuter Support:** Offering an accessible application that simplifies daily commutes, particularly for workers traveling to and from industrial zones.

**Behavioural Change:** Encouraging a shift in commuter habits toward more sustainable and efficient transportation options, fostering a culture of environmentally conscious travel.

This initiative represents a critical step in transforming urban mobility, creating scalable solutions that integrate seamlessly with local sustainability efforts while providing measurable benefits for both the environment and the commuting population.

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