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**There will be
one world or no world**

~ Heschel

Business changes the world.



What kind of a world?



Depends



Depends on our **values** and
our **intelligence**.



Values - what we choose to spend our time, effort and resources (\$) on...

towards what kind of a world we want to be part of.



Intelligence critically thinking
about **what works** (towards
those values)



What works? Critically thinking (evaluating) how what we are doing in “business” **upholds those values.**



Highest Values?

Confused about this...



The world...

What have we got to play with?



**breathe it
drink it,
(fish, harvest) it
mine it,
grow it**



**Air
water
land**

Highest values? Agree?



Key question:

What kind of a world (region, province, city, home) do we want to live in?



Depends

Depends on us

Circular Economy

What is it?



Circular Economy

Making choices to do our “business” (**spending our time, effort and resources**) to keep (Air, land, water) clean and (re) usable.





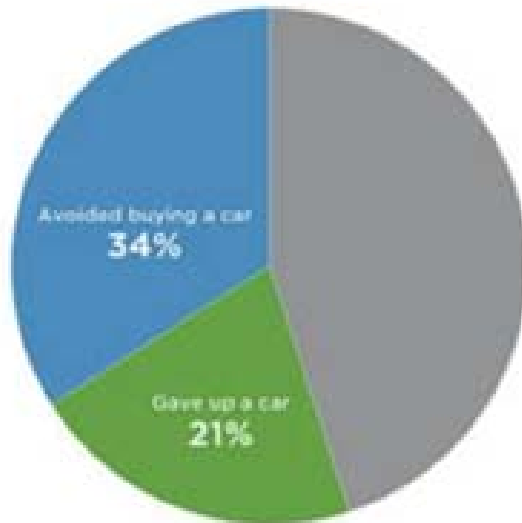
CarShare Atlantic



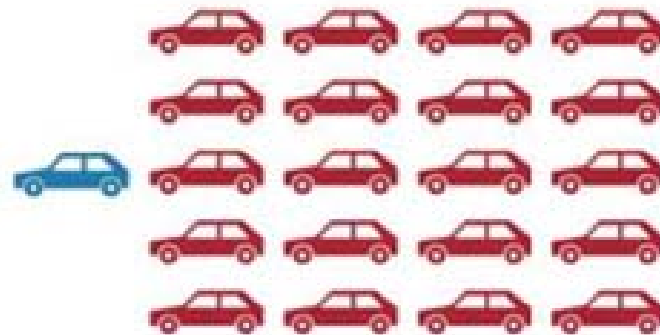
Future - cars will be shared

Benefits of Car Sharing

Car sharing makes it easier to go car light or car-free, since members still have access to a car when they really need one.



More than **1 in 5** people who join carshare give up a car, and more than **3 in 10** avoid buying a car altogether.



One shared vehicle replaces up to **20** personally owned vehicles

Sharing (Access) Economy

Not what we use but **HOW** we use them

And you don't have to own everything you use

Carsharing - What is it?

Access to a car when you need one.

The option to NOT own a car (fleet)

Without the cost, hassles and pollution of ownership.



Becomes your car!

Easy, reliable, self service access for members to a fleet of vehicles - 24/7

On an hourly, daily and weekly basis.

It's so easy!

- Join as a member - get key fob
- Reserve a car (online, phone)
- Open the door with your fob (key inside)
- Bring vehicle back to designated space
- Time and distance recorded by technology and you are billed



Join



Reserve



Fob In



Drive

Fee structure

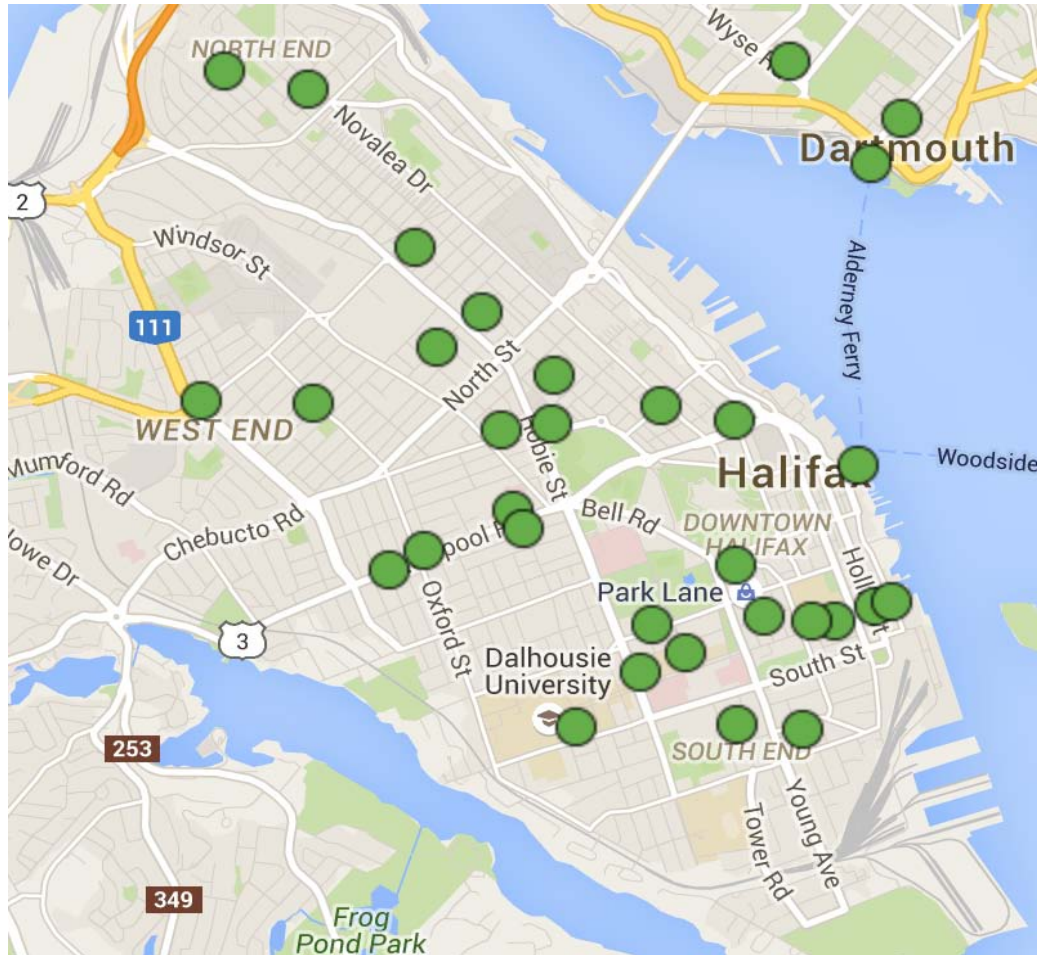
- Annual fee
- One time application fee (\$35)
- Usage: hourly and per km/distance (program)

CarSharing organization takes care of:

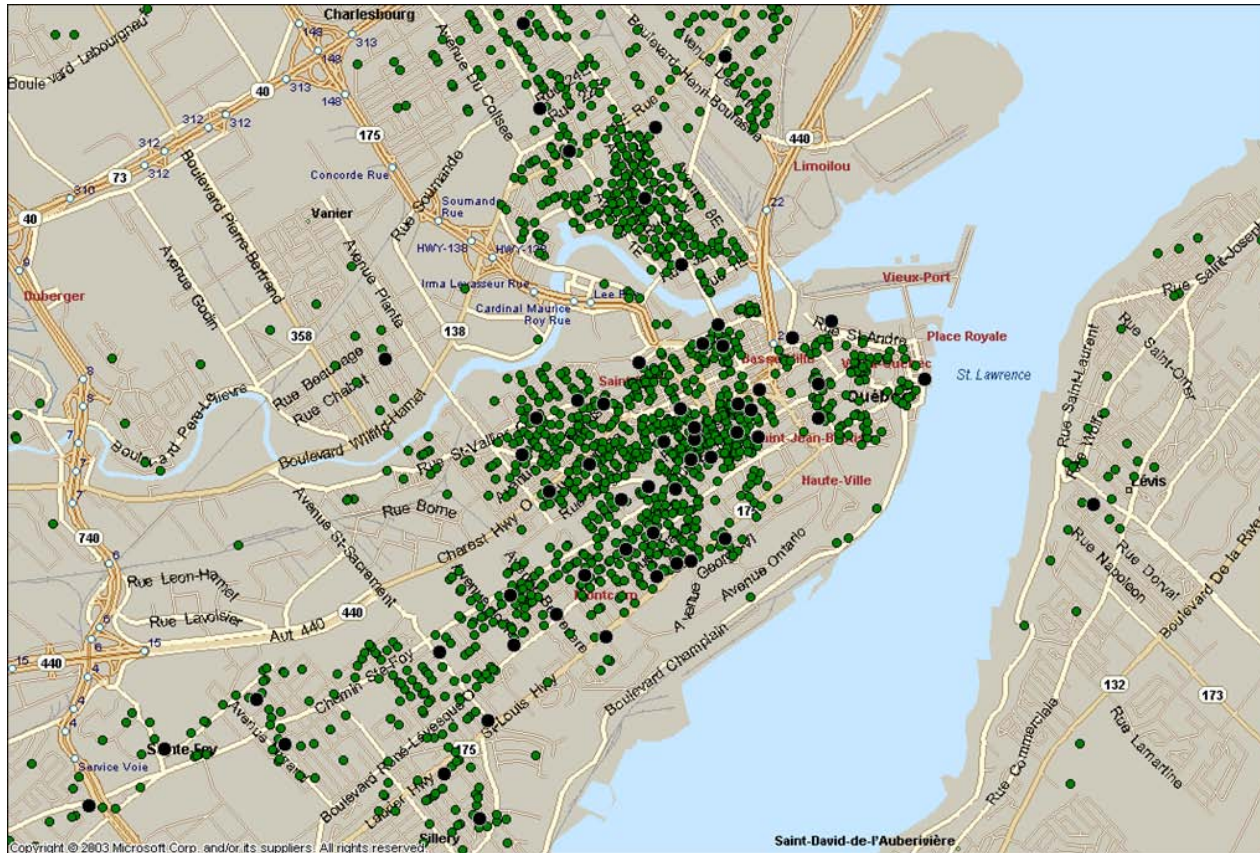
- Insurance
- Fuel
- Licensing
- Maintenance
- Bridge Pass service
- Parking
- Vehicle Payments

You drive.
We take care of the rest.

35 cars (+10 more coming!)



The Vision - Quebec City



Partnership with Communauto

- Our members can use Communauto cars!
- We have a networking of carsharing companies, and if contacted in advance can help find a CarShare almost anywhere



Our Mission

Partner with others:

“to reduce our dependency on individually or fleet owned vehicles.”

Multi Modal Integration

- It is simple...
- More options: more people moving = prosperity



Saving - cash

It is simple...(not really)

100 cars = 3500 members = \$7K per year = 24.5M

Per year!

Where is this going to spent? Local economy...

Saving - GHGs

It is simple...(not really)

100 cars = 3500 members - 40% give up cars = 1400 tonnes GHGs **per year.**

Where else is there evidence of GHG savings?

Savings - Parking, traffic

It is simple...(not really)

100 cars x 15 = 1500 cars off the urban core (low)

Effects? Parking, traffic

Savings - Health

It is simple...(not really)

3500 members x 10 lbs = 35,000 lbs lost!

Partnerships are the answer

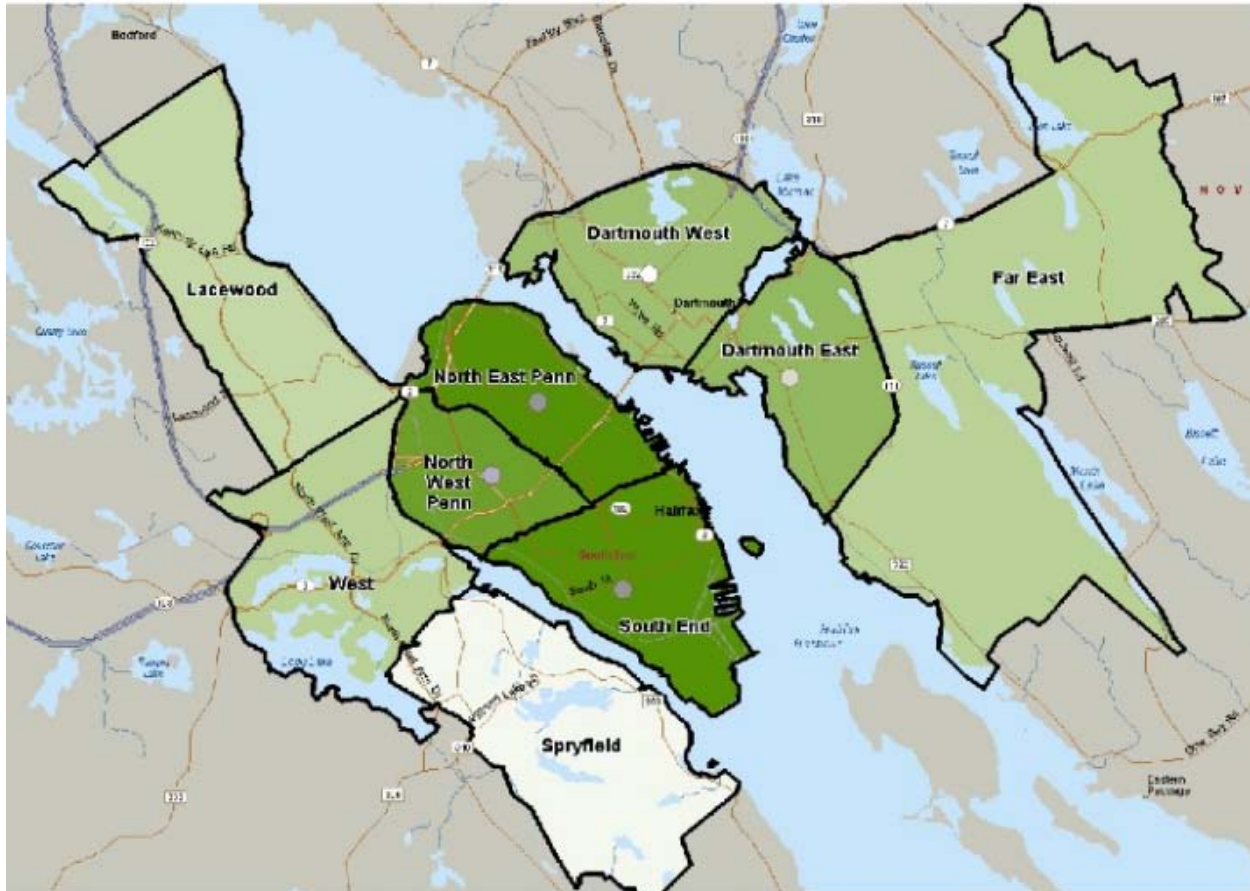
CarShare Atlantic has over 30 partners and growing

By working together we can work towards a greater
future for all

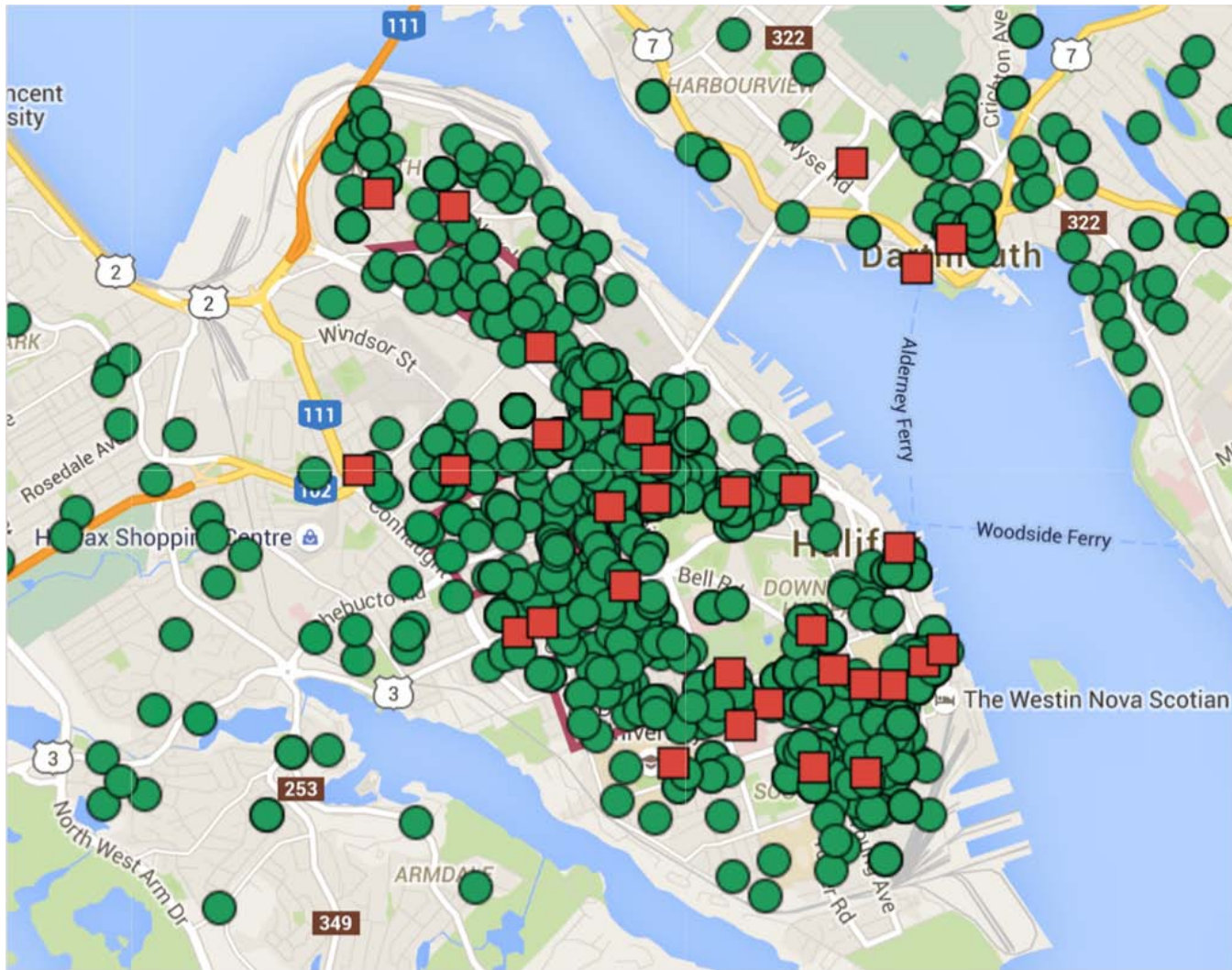
Perks:

- Free parking on the Waterfront and Port lots, Park Lane Mall, Scotia Square Mall, and Brunswick Place
- Community partners – Maritime Bus, Ambassatours, CycleSmith, Aerobics First, Preamble, ViaRail
- Roaming – Eastern Canada and carsharing all over the world

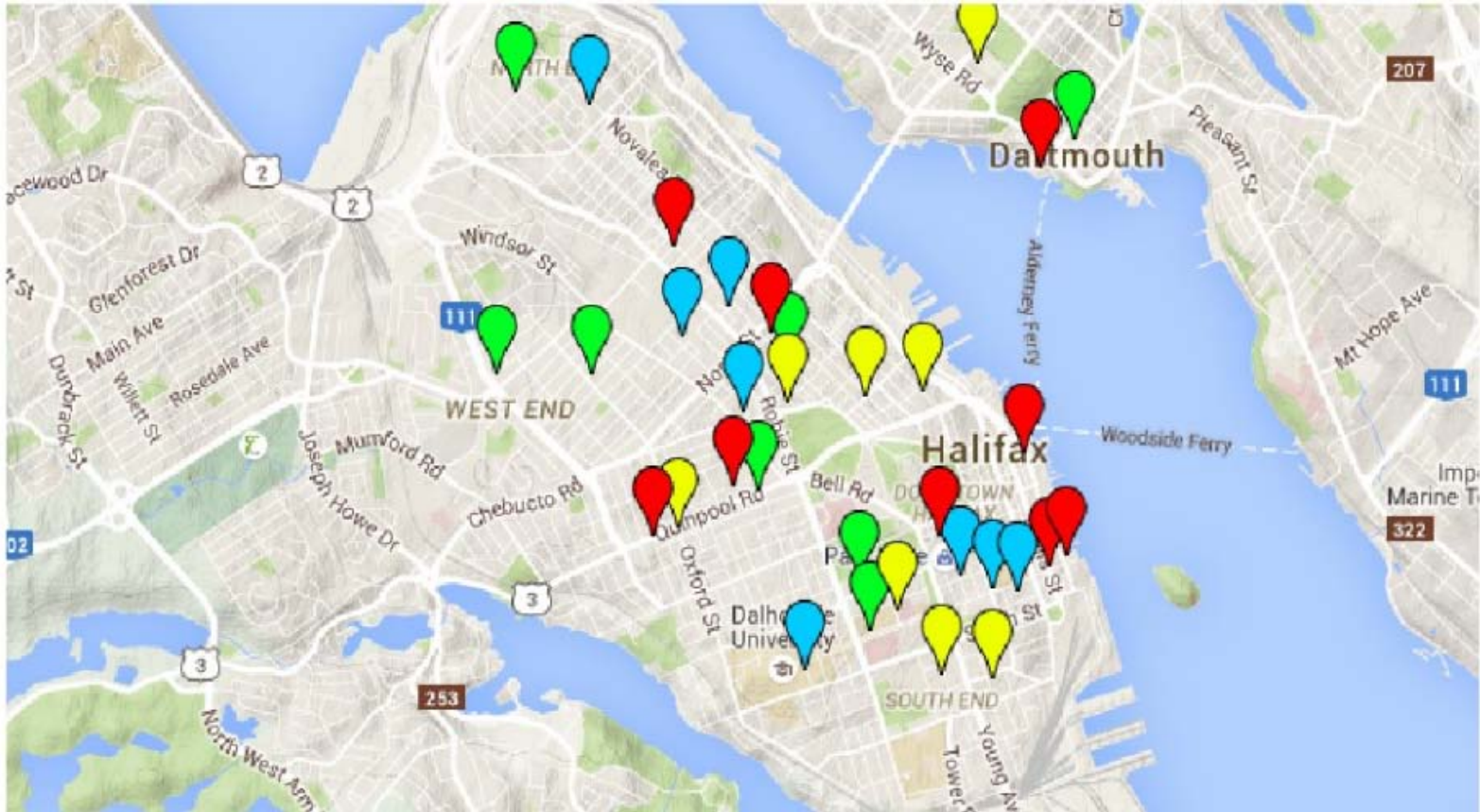
Where are our members?



Plot members



Measure by performance



HRM: Ideal Carsharing City

Goal: Collaborating on ways to improve “multi modal”

- Transit and carsharing incentive

- Side Street parking permits

- parking per unit ratio
(relaxation)

- Practice - Become a member

Dynamic Duo = Transit + Carshare

- Exclusive partnership with Transit. CarShare members can get an annual pass at a 12.5% discount.
- Epass and Upass holders eligible for CarShare's Value program.



Dynamic DUO

HRM: Side Street Permits



Parking relaxation

Section 3

- 3.2.2 The Director of Planning and General Manager of Engineering Services, on conditions that are satisfactory to them, may allow the substitution of shared vehicles and shared vehicle parking spaces for required parking spaces:
- (a) except as set out in subsections (b) and (c), at a 1:5 ratio, to a maximum of one shared vehicle and one shared parking space for each 50 dwelling units up to a maximum of two shared vehicles for each 100 dwelling units, rounded to the nearest whole number, or such greater substitution of shared vehicles and shared vehicle parking spaces at such ratio and for such number of dwelling units as they may consider appropriate with respect to the site;
 - (b) for secured market rental housing Downtown, at a 1:5 ratio, with no maximum number of shared vehicle parking spaces or shared parking spaces;
 - (c) for secured market rental housing not Downtown, at a 1:5 ratio, to a maximum of 4 shared vehicles and 4 shared parking spaces for each 100 dwelling units; and
 - (d) for developments with secured market rental housing and other residential uses, at a combination of the ratios set out in subsections (a) and (b) or (a) and (c), as the case may be, as to the Director of Planning and General Manager of Engineering Services seems appropriate.

**What do we spend our
time, effort, money, taxes,
etc, on?**



Priorities - Values

Clean Air?

Car, trucks, buildings



We have the technology!

Why are we not using it?



Money

Where and whom is it going to?



Can't - missing resource
(skills, evidence)

or

Won't? - no transparent
reason (fear)



What if?

Whatever business you are in...

“Can’t” just doesn’t cut it anymore.



It's how **can** we?

Before you say no...



Before you say no...

Say “Maybe”



Win win win...



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Your business changes the world.

