

**“Green is the new black: Motives and barriers of adopting electric cars and (e-)carsharing among the young adults in Innsbruck, Austria.”**

University of the West of England Bristol, 8 June 2022, 12:00- 13:30 pm

In the last decade, the rise of the 'sharing economy' facilitated the emergence of carsharing as a possible solution to satisfy individual mobility needs sustainably. Furthermore, the worldwide concern of greenhouse gas emissions originating from the transport sector promoted dominant development in alternative mobility habits and 'electromobility' emerged as a new paradigm. While these emerging concepts promise to solve future mobility challenges, consumers' preferences and expectations should be considered to design an efficient carsharing business model and successful market deployment of electric vehicles (EVs). This presentation will elaborate on ongoing research in Innsbruck, Austria, regarding young travellers' needs and expectations about carsharing offers, and the barriers and opportunities perceived by the current and potential EV users in the widespread deployments of EVs.



**Dr. Rumana Sarker**

**Senior Scientist, Unit for Intelligent Transport Systems, University of Innsbruck, Austria**

Dr. Rumana Sarker, born in 1988, completed her bachelor's degree in civil engineering in Bangladesh (2010) followed by a master's degree in Transportation Systems at the Technical University of Munich in 2014. Since March 2015, she is working at the Unit for Intelligent Transport Systems at the University of Innsbruck. In 2020, she finished her PhD with a research focus on public transport resilience based on user-operator interaction. Her recent research focuses on Mobility-as-a-Service, electromobility, traveller's well-being and active mobility. In June 2022, Rumana Sarker is a BritInn Fellow at the Department of Geography and Environmental Management in UWE Bristol.