




Bla Bla Car

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100€



25€

25€

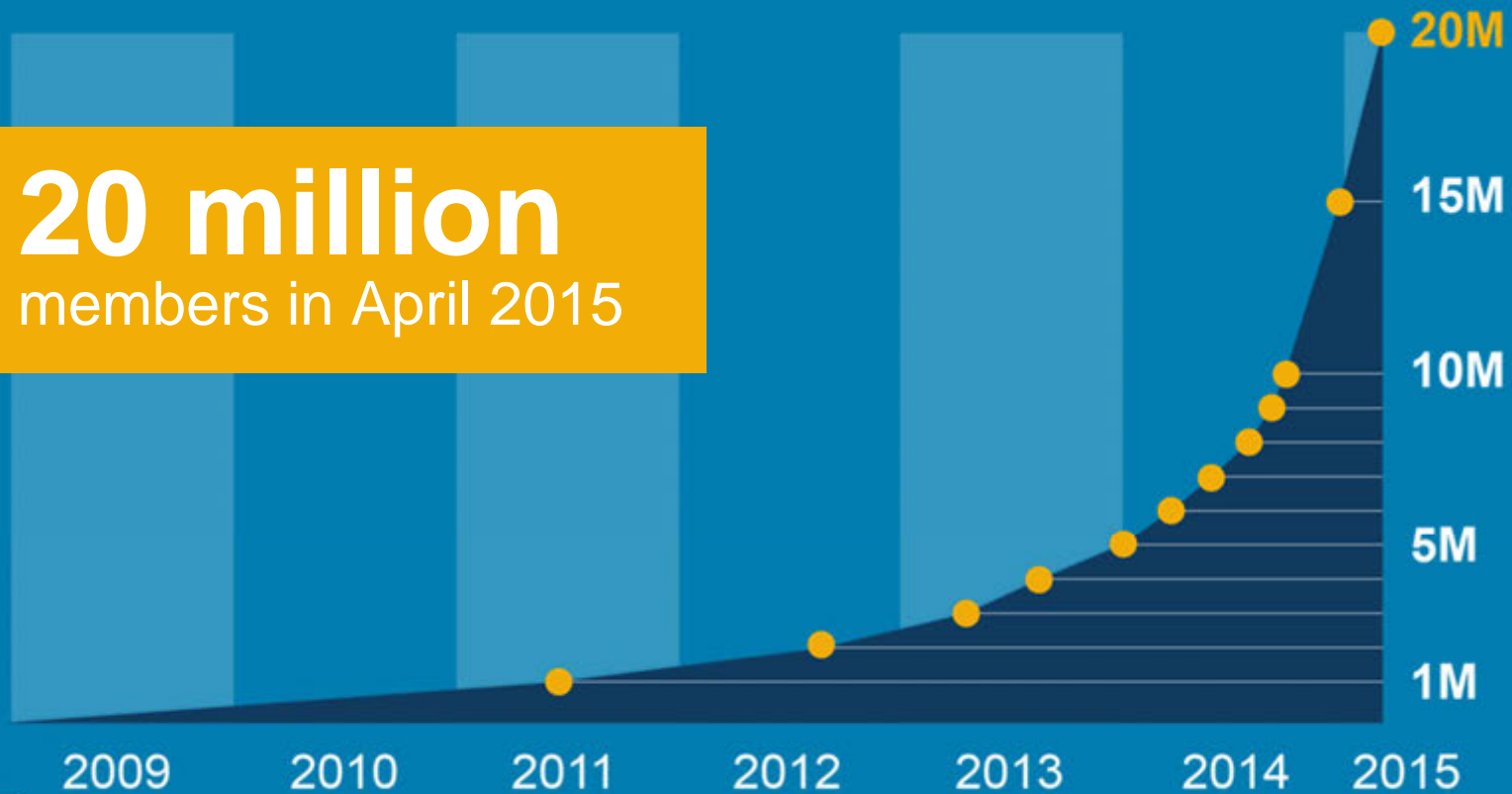
25€

25€

Bla Bla Car

A Fast Growing Community

20 million
members in April 2015



Bla Bla Car

19
countries

NEW IN

2015

India

Mexico

Hungary

Romania

Serbia

Croatia

Bla Bla Car





Bla Bla Car

350km
average journey

67%
weekend
getaways

Bla Bla Car

Positive impacts

Resource Optimisation



2.8

People per car
in the BlaBlaCar
community



1.7

People
per car
in Europe

Enjoyment

97%

say

ridesharing

makes for an

**ENJOYABLE
RIDE!**

Behaviour Modification

19%

started
ridesharing
to work
after joining
BlaBlaCar,
and



5x

as many cite
ecological motivations
than first-time riders.

Energy Certificates & Ridesharing: our experience

Optimising idle resources



**1.7 people
per car**
in Europe



**2.8 people
per car**
in the BlaBlaCar
community

**500,000 tonnes oil
equivalent less**
In the past 2 years

- ✓ Less emissions
- ✓ Less congestion
- ✓ Shared costs

Ridesharing is an energy efficiency lever

SAVINGS

55,000 toe last 2 years
in Spain only

PRESENT



EDUCATION

5x as many cite ecological
motivations than
first-time ridesharers

FUTURE

Once people try for the first time, they love it and stick to the service => our main challenge is to recruit first time drivers

Global Inspiration



Cut
Greenhouse
Gasses

EU Directive



-20%
Greenhouse
Gasses

French Law



1.5% per year energy
savings supported by
energy distributors

Corporate Obligation



Energy Savings
obligations met through
buying certificates from
BlaBlaCar, which funds...

Sustainable Innovation

Bla Bla Car

20 EUR Vouchers
given to new ridesharers

...to Sustainable Innovation

From Global Policy...

How it works?

Bla Bla Car



TOTAL offers a 20€ fuel voucher to any new driver who signs up on BlaBlaCar and has his first trip confirmed with a passenger

TOTAL also promotes ridesharing in advertising campaigns (ex: radio spots)

TOTAL receives the amount of white certificates corresponding to the amount of energy that an average driver will save on his life on BlaBlaCar.

Who benefits? Everyone!



Bla Bla Car



Affordable way of fulfilling energy savings quotas

RSC & Brand positioning:
innovative and green

Accelerates growth

Meets energy savings goals

Promotes innovation

Creates awareness

This has been and still is a real accelerator for developing ridesharing in France. It is very often quoted by the French authorities as a real success story of the scheme, where a policy lead to the development of green innovation

Thanks!

