



BEST PRACTICES BOOKLET



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INTRODUCTION

Taxis 4 Smart Mobility (T4SM) is a coalition of like-minded, innovative, and socially responsible taxi organisations engaged in the development of sustainable cities, peri-urban and rural areas by greening their taxi fleets and embracing technological innovations. Our members operate in and represent the taxi industry of **Austria, Denmark, France, Germany, the Netherlands, and Switzerland.**

T4SM aims to become the **European voice of the taxi industry in the development of sustainable and smart mobility.** We aim to ensure that the **taxi industry continues to be regulated under local and national legislation,** in line with the subsidiarity principle, as the circumstances under which it operates are context-specific to local areas – from Europe's smallest village to its biggest metropolises. With such wide membership across Europe, our coalition has an **excellent and thorough understanding of the taxi business across the continent.**



Taxis have a **long-lasting history of being an inseparable part of cities** – whether big or small, metropolitan or rural – not only assisting people in getting around but also collaborating with the local authorities and public transport systems across Europe. The taxi (or on-demand mobility) sector works with local authorities to **improve infrastructures, air quality, and the liveability of cities**, while supporting the advancements of **working conditions and social protection of taxi drivers**.

This is why we call on the European Commission to pay close attention to the many **different geographies, cultures, and transport infrastructures across Europe that make this sector so unique**, and to move away from the one-size-fits-all regulatory approach.

The taxi sector is also a crucial player in the public transport chain. We are an essential relay when parts of the public transport system (e.g. buses, metros, trams, or trains) no longer meet the needs of a specific population or when the **responsiveness of a fleet must be active to compensate for the interruption of public transport** – such as in the event of strikes, bad weather, attack, crisis, or pandemic.

In this booklet, we share some of the **best and proudest examples of the work of our members** that substantiate our position. As we expand our membership continuously, the examples below reflect the crucial work of our members, yet are far from being exhaustive.



ENVIRONMENT & SUSTAINABILITY



We are currently in the midst of witnessing a shift in the transport sector across Europe towards **climate neutrality and reduced emissions** like never before. For years our members have been investing time and resources in greening their fleets and looking for innovative ways to contribute to this goal. Yet there is still a lack of business incentives, which is slowing down the green transition.

Nonetheless, over the years, our members have become **trusted sustainable partners of local authorities** ranging from collaborating on joint zero- and low-emission vehicle procurement projects to installing technologies to rethink urban mobility planning. Benefiting from tailor-made local legislation, the taxi sector has been able to achieve significant emission reductions and continues to advance in this domain.



GERMANY - Hamburg

Zero-emissions accessible vehicles

In Hamburg, the taxi industry is transitioning to zero-emission vehicles while prioritizing the inclusion of vulnerable users, namely providing wheelchair-accessible vehicles, by **boasting 10 zero-emission, wheelchair-accessible taxis — more than any other city in the country.**

This achievement is particularly significant as the shift to zero-emission vehicles can sometimes hinder inclusivity due to challenges related to car availability, vehicle weight, and the installation of necessary accessibility features like ramps, successfully integrating clean mobility with social inclusion for vulnerable users.



FRANCE - G7

The biggest green fleet in Europe

Our member G7 currently operates **the largest collection of hybrid and electric taxis in Europe**, with 85% of its 9,000 sedan cars being more environmentally friendly. They have many goals for improvement in this regard:

- by **2025**, they intend to double the share of battery electric vehicles in their fleet compared to the French automotive market,
- by **2027**, they aim for 100% of its sedans to be eco-friendly,
- by **2030**, they plan for 30% of their fleet to consist of battery electric vehicles, adding 2,500 new electric cars.

Additionally, in partnership with Reforest'Action, G7 will **plant a tree in the Paris region for every 10 G7 Green rides ordered by a single user**, to improve living conditions for Parisians.



AUSTRIA - Vienna

Green Taxi

Environmental innovation is one of the focal points of the work of Taxi 40100, a T4SM member and the main taxi dispatch centre in Austria. At the moment, **54% of Taxi 40100's fleet of 2,000 vehicles is now composed of hybrid and electric cars (Green Taxi) and the number is increasing.**

Green Taxi can be ordered via the app or by calling the dispatch centre. The taxi is sent automatically using the shortest and fastest route, which avoids wasting driving distance and minimises waiting time for customers. The prices for a Green Taxi are the same as the regular fleet of Taxi 40100.

The company also **tracks the carbon footprint of its employees** and issues **receipts with carbon footprint exerted during each trip.**

In line with the practices that T4SM members are already implementing, we are calling on the European Commission to provide more **financial support for taxi companies to green their fleets.**



FRANCE - Gescop

Investments in electric cars

Currently, **70% of the fleet of our French member Gescop's consists of hybrid vehicles, while 6% are fully electric**, which reflects their commitment to reducing environmental footprint and leading the way in the adoption of green technology within the transportation sector. Additionally, Gescop has set an ambitious goal: **by 2027, they aim to transition their entire fleet of standard cars to be 100% electric.**

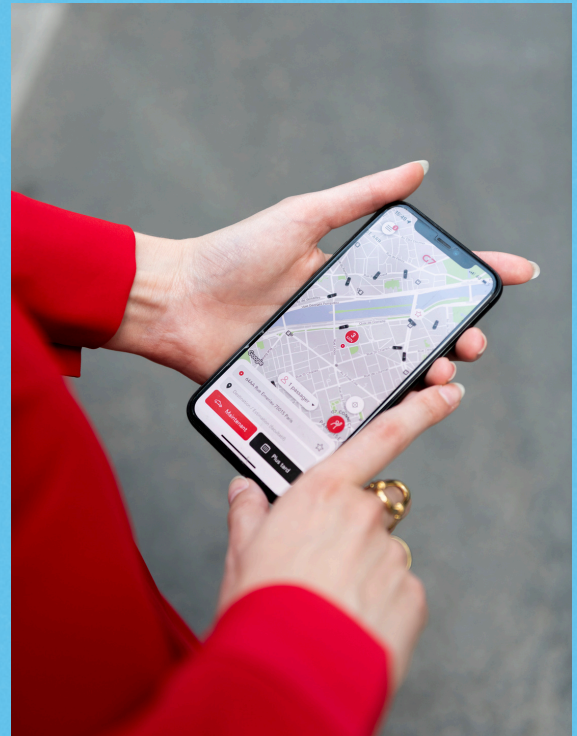


INNOVATION & DATA

T4SM is strongly committed to enabling the **digital transition in mobility by making the taxi industry more innovative and simpler to use by customers**. To facilitate this, our members are actively embracing various initiatives, including the development of dedicated mobile applications for taxi bookings and the integration of virtual assistants into dispatch centers.

We also recognise the **importance of data in building more efficient services for citizens and improving various aspects of mobility** (e.g. help to analyse and understand mobility models and in turn improve air quality and traffic congestion). That's why our members are **open to sharing their 'cold' or 'raw' data with local authorities**.

However, the limited capability of authorities to read the data hinders its efficiency and diminishes the need to collect it in the first place. It is important that **EU policy helps the local and national authorities in developing tools for reading the data** shared by the mobility sector. At the same time, **data sharing must remain voluntary and ensure the protection of competitiveness and non-discrimination of the mobility sector players**.



Digital transition



EUROPE

Continent wide taxi app use

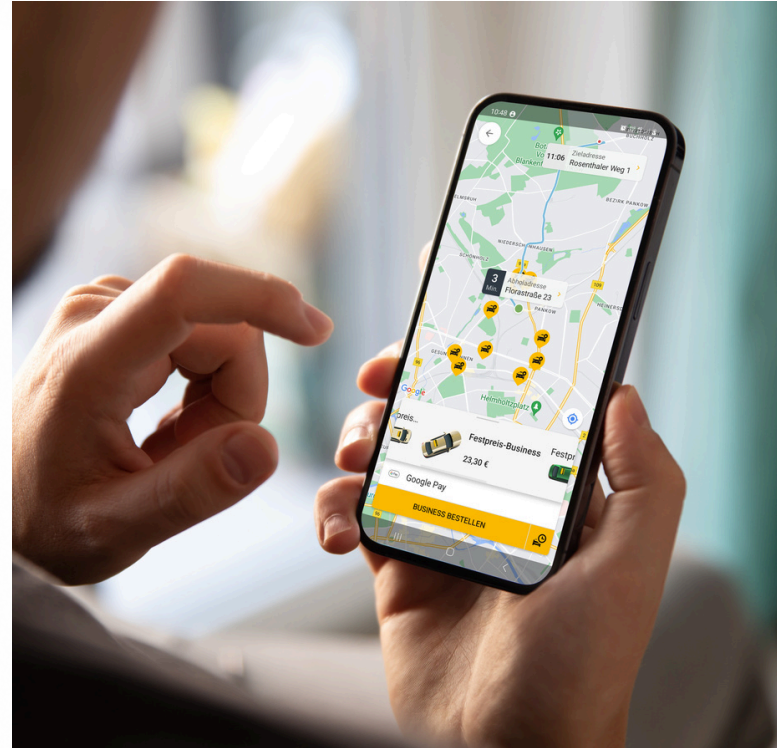
The Europe-wide Taxi EU app has become a pivotal tool in the European taxi industry, seamlessly connecting passengers with licensed drivers across borders. Operating in **8 countries** and spanning **160 cities**, Taxi EU brings together a network of **65, 000 taxis** and supports a community of **205,000 drivers**. This allows passengers to enjoy reliable, consistent service across multiple regions, while taxi companies benefit from an **integrated, cross-border platform** that supports high-quality standards.



GERMANY – Taxi EU x Taxi Deutschland

App-generated digital rides

The German taxi sector is increasingly integrating digital solutions to streamline ride-hailing, with a notable shift towards **app-based bookings**. Leveraging app technology, taxi operators have enabled smoother, more efficient access to rides, reflecting a significant rise in customer adoption. This shift has resulted in a **300% increase in app-based orders** nationwide, underscoring the sector's commitment to **meeting modern consumer demands**.



Data innovation



FRANCE - Alpha Taxi

Digital collaboration with SNCF

Our French member Alpha Taxis is a part of a **Mobility as a Service (MaaS) project with SNCF** (the French train company). The service allows customers to **choose their transport provider in complete transparency**, due to e.g. a price estimator. Thanks to this, the customer can choose their mode of transport according to the price displayed, then pay for the service via the mobile application.



AUSTRIA - CC Taxicenter GmbH

Shared taxi solution

Anruf-Sammel-Taxi (Call-Shared-Taxi) is a service by CC Taxicenter GmbH in collaboration with the local public transport Linz AG Linien. At a fixed price, it allows customers to **book a taxi following a schedule shared with other passengers**, both during the day and at night. The automatic GPS positioning determines the location thanks to which the customer can select their preferred departure point. Such an option is also **integrated into the Taxi.eu app**.



THE NETHERLANDS - KNV

MaaS-Lab

The taxi sector in the Netherlands is actively involved in the development and acceleration of Mobility as a Service (MaaS). With their participation in the MaaS-Lab an initiative of our member KNV (Royal Dutch Transport), taxi companies are working towards a **public-private partnership** for a uniform set of agreements that enables companies and organisations to **give each other access to their data and work together** in the MaaS value chain within a level-playing field.





AUSTRIA - Taxi 40100

Digital dispatching

Our member Taxi 40100 uses both telephone and app-based dispatching systems, with **70% of taxis being currently dispatched via their app and Google Assistant (with a 90% success rate)**. This high success rate has shifted their focus towards automated dispatching of taxis, which they are planning to achieve soon. By leveraging advanced technology for efficient and reliable taxi dispatch, Taxi 40100 is enhancing customer convenience and operational efficiency, paving the way for a more streamlined and modern transportation service.

In line with the practices that T4SM members have already implemented, we are calling on the European Commission to **help the local authorities develop suitable tools for data processing** and to ensure that the principle of the voluntary data sharing is upheld.

SOCIAL PROTECTION & ACCESSIBILITY



The taxi industry has a **social responsibility towards society and the places in which they operate**. As an inseparable part of day-to-day life across Europe, taxis are central to public transport ensuring mobility for all, including pupils, the elderly, tourists, commuters, and people with special needs. They have always played a **key role in providing a safe, secure, and sustainable public transport service in both urban and peri urban areas**.

This is why we also believe it is of utmost importance to **ensure the same safety, security, and adequate working conditions for taxi drivers**. However, our challenge is to keep offering an innovative economic model, capable of competing with both large multinationals and private ridesharing services, while guaranteeing high-quality standards in terms of efficiency, punctuality, and safety for both customers and providers.

The taxi sector has always been **subject to local regulation, from operations, safety of the customer, and accessibility for all, to the support and social protection of the drivers**. These regulations adapt to the reality of the sector locally and are embraced by the T4SM members. We believe that overcomplicating these policies at higher administrative levels risks undermining their effectiveness and could potentially jeopardise the fair treatment of our employees.

Accessibility



GERMANY - BVT

Accessible medical trips

Our German member Bundesverband (BVT) has **collaborated with 93 German insurance companies to provide more accessible transportation** for the elderly, disabled, and ill, namely safe and swift transport to and from hospitals and medical centres. The taxi sector in Germany plays a crucial role in ensuring access to transport for the most vulnerable users, with **38 million medical trips made by taxis annually**.



THE NETHERLANDS - KNV

Providing transport for the elderly

As the demographic of elderly citizens continues to grow - with those aged 65 and over making up to 20.5% of the population the Netherlands and the European Union and set to increase by 25% over the next 20 years - there is an increasing demand for accessible and reliable transportation options.

That's why members of KNV offer a **wide range of specialized transport services focused on meeting the needs of the elderly population**, to ensure they can travel safely and comfortably to medical appointments, social events, and other essential destinations. For this, **every week 27,000 employees and 9,000 self-employed individuals in the care transport and cab sector transport more than one million passengers**.

Overall, **care transport constitutes approximately 75% of the total taxi transport in the Netherlands**, including transport of children with disabilities to and from school, wheelchair users and patients traveling to and from hospitals, general practitioners transporting individuals lying down, and more.





AUSTRIA - Taxi 40100

Taxi vouchers for the elderly

As the lockdown began in March 2020 and with the strict measures to ban physical contact, the local government of **Vienna allocated €15m to offer senior residents a €50 taxi voucher** for the services of our member Taxi 40100. Every resident of Vienna over 65 years old was able to apply for a taxi voucher, which **helped to minimise the risk of infection** through possible contact on buses and trains while going grocery shopping or to the doctor. **Over 100 000 residents of Vienna applied for the vouchers, bringing the total value to around 5.5 million euros.**



FRANCE - Alpha Taxis

Inclusive patient transportation

Our French member Alpha Taxis was the first Parisian company to train its drivers to obtain CPAM agreements and be **authorized to transport seated patients**. Nowadays, **80% of their drivers can provide such a service**. In addition, Alpha Taxis provides other solidarity commitments, e.g. distributing **commercial cards in Braille** or participating in a system to **transport people with reduced mobility** (slight or heavier disability via TPMR Taxis) in partnership with the city of Paris, all to ensure **an inclusive and discreet transport of patients to hospitals**.



FRANCE - G7

Investing in wheelchair-accessible taxis

Our French member G7 has significantly increased the number of wheelchair-accessible taxis **to respond to the needs of the 2024 Paris Olympic Games**. This is fundamental as **public transport often cannot fully respond to the needs of people with reduced mobility, i.e. only 9% of the Paris subway is wheelchair accessible**, stressing the need for more accessible and affordable urban transport solutions. In 2022, only 200 vehicles were adapted to the estimated 62,000 wheelchair passengers living in the Paris region. In the summer of 2024, the **G7 Access fleet has reached 600 accessible vehicles**.



SWITZERLAND - Geneva

Taxiphone assistance

Taxiphone assistance is a **set of services adapted to different situations of customers**: difficulty moving around, the need to take care of children, accompaniment of assistance dogs, and more. During COVID-19 lockdown, a part of this activity was also redirected towards the **delivery of meals to people's homes**. What's more, the implementation of advantageous transport packages with the University Hospital of Geneva (HUG) allows the business today to also **provide insurance**.



GERMANY - BVT x Taxi Deutschland

Collaboration with Deutsche Bahn

Bundesverband Taxi, together with Taxi Deutschland, operates **Germany's largest service for pooled mobility in small vehicles in cooperation with the German railway company Deutsche Bahn**. The solution uses taxi fleets to provide **ad-hoc mobility solutions to customers of rail when their service is interrupted**, all the while supporting the shift from road to rail and embracing the reliability of rail transport.



FRANCE - Paris

Reliability during the Olympics

With public transport becoming increasingly more expensive, taxis played a significant role during the Summer Olympic Games in Paris, offering a **safer and more transparent alternative for commuters**. Our French partners G7 and Gescop focus on implementing various security measures, **ensuring that taxis remain a reliable and secure option for attendees and residents during the games**.



Social protection and safety



DENMARK - Dansk Person Transport

Ensuring safety at night

Our Danish member, Dansk Person Transport, found that **taxis have become the preferred mode of public transport at night time in Denmark**. DPT taxis ensure safety through several measures: all drivers undergo criminal record checks by the authorities, surveillance is mandatory in every taxi, and passengers can share their route through the app for safety reasons.



FRANCE - G7

Fostering driver knowledge

Our French partner G7 provides **dedicated trainings for drivers**, designed in partnership with organizations committed to inclusion, such as the Human Rights League (LDH), HandsAway, Hally, STOP Homophobia, and FLAG!, aiming to **raise awareness of respect and safety issues on board**. Trainings as such are fundamental to ensure **drivers are well-equipped to maintain a respectful and safe environment for all passengers**, reflecting G7's commitment to high service standards and social responsibility.

Driver inclusion



FRANCE - G7

Feminisation of taxi profession

The taxi sector has traditionally been a male-dominated profession, with women still being significantly underrepresented. Our French partner G7 aims to change this dynamic and **increase the share of female taxi drivers within their fleet from the current 3% to 10% by 2030**. G7 is committed to **making the taxi driver profession more inclusive**, believing it is equally suited for women, offering independence and flexibility, which can help better reconcile professional and personal life.

In line with our best practices, we call on the EU to ensure that employed taxi drivers are guaranteed a minimum wage and self-employed taxi drivers are guaranteed social protection. This should be done on the national level and in line with national legislation.

CONCLUSION

As illustrated in this booklet, the **taxi business operates best on the local level**, where it can efficiently innovate, offer new customer services, and collaborate with the local authorities in improving the liveability, air quality, and other aspects of various European urban, peri-urban and rural areas. Operating locally also facilitates the **swift exchange of best practices and information among companies**, enabling each taxi service provider to tailor their services adeptly and align with unique local contexts.

Nevertheless, **the EU remains an important driving force in improving the transport sector and taxi businesses**. In terms of greening taxi fleets, the EU can provide **sufficient funding to encourage improvement and innovation** to render the sector more sustainable. Technological neutrality can also be ensured mostly at the EU level, as it would send the right high-level signal to car manufacturers, e.g. incentivizing the **production of more eco-friendly car models**. Lastly, digital innovation and data sharing, crucial yet sensitive matters, that can only be achieved with EU-level support. Various interests need to be considered before a flexible regulatory framework can be put in place, while ensuring that local authorities have **the right tools to analyse the data ensure that it is sharing is voluntary**.

T4SM believes that such a European framework should give the Member States enough room to adapt their taxi services to local realities.





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www.taxis4smartmobility.com

