



# Social charter

City of Amsterdam –  
Uber

Pitch Senta Modder  
IMPACTS Conference  
2019 Londen





## Content of presentation



1. Reasons for  
Social charter



2. Proces of making  
Social charter



3. Agreements





# 1. URGENCE



## Multiple reasons for Task Force Uber – City

### TRAFFIC SAFETY



8 serious/  
Deadly  
accidents  
involving Uber  
drivers in short  
period in  
**AMSTERDAM**



### AMSTERDAM

### UNEVEN PLAYING FIELD



Complaints from the traditional market  
about an uneven playing field

### CHANGED MARKET



**80%**

Taxi rides is pre-ordered

Estimation Uber  
rides are increasing



LACK OF  
LEGAL  
OPTIONS and  
JURISDICTION





## 2. PROCES



# ✖ ✖ ✖ Different kind of stakeholders

PUBLIC/MEDIA

TRADITIONAL MARKET

NATIONAL GOVERNMENT

HESITANT/UPSET



CONSCIENTIOUS

CO-OPERATIVE



CURIOUS

UBER

BRANCHE ORGANIZATION

POLITICAL INFLUENCES





## MEETINGS

1

### Members of Uber Taskforce

- Independent chair (appointed by municipality of Amsterdam)
- Two dedicated representatives of Uber (general manager Benelux and public advisor)
- One dedicated representative of city of Amsterdam
- One dedicated representative of Ministry of Infrastructure and Water Management

2

Only schedule meetings in which everyone can participate

3

Invite experts on certain topics

4

Create enough room (in time and process) and alternate the meetings at different locations

5

Set a timeline (create pressure) and list of topics





3.

## AGREEMENTS



## Subjects

TRAFFIC SAFETY



INCOME AND DRIVING TIMES



SUSTAINABILITY



ENFORCEMENT and SANCTIONING



SHARING DATA/INFORMATION





## NATURE OF AGREEMENTS



- 1 The same agreements for Uber as for other taxi companies – as far as reasonable
- 2 Made in good trust and with good intentions
- 3 Not limiting the city of Amsterdam to make no new policy
- 4 A first big step into a more controlled taxi market
- 5 Every quarter the Taksforce will check and monitor the made agreements