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Milestone I-SharE LIFE – TECHNICAL WORKSHOP IN ITALY

<LIFE17 ENV/IT/000212>

<I-SharE LIFE – Innovative sharing solutions for full electric travels in small medium size urban areas>

Milestone – TECHNICAL WORKSHOP IN ITALY

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|------------------------|-------------------|
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| | |
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| Rev. | Date | Changes description | Responsible | Approval |
|------|------------|---|--------------|----------|
| 1 | 01/07/2019 | First release created and circulated | ASSTRA | |
| 2 | 09/07/2019 | Validation without proposal of modifications | All Partners | |
| 2 | 16/07/2019 | Second Release Circulated and Final Revision and formatting | ASSTRA | |

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1. Glossary of keywords and abbreviations

2.Executive Summary

The “*Technical Workshop in Italy*” was held on the 19th June 2019 in Milan at the Palazzo Lombardia. The workshop was attended by about 73 delegates from several stakeholder as local administrations, PTOs (public transport operators), PTAs (public transport authorities), manufacturers, industry and universities representatives as well as consultants.

The purpose of the Technical Workshop in Italy aimed to increase the visibility of the project, to raise local interest and improve local understanding of the project and of the five I-SharE LIFE Business Model, finally and generally to stimulate public’s interest towards I-Share Life Project.

In order to organize the 1st I-Share Life Event for Local Dissemination, three meetings and one conference call were been organized, starting from January of this year and the organization of the workshop was cared by ASSTRA and FNM SpA – Italian Public Transport Association.

The workshop started at 9.15 and was structured in several sessions:

- ✓ *Introduction and welcome*: the workshop started with a welcome from ASSTRA and FNM President and two speech from Lombardia Region and European Commission.
- ✓ *I-SharE LIFE Project*: this section focused on the I-SharE LIFE project contents with a deeply explanation of the five business models, the principal functionality of the project software, and the activities about Public awareness and results dissemination.
- ✓ *Round Table*: Debate among Stakeholder on the project themes.
- ✓ End of the mornig
- ✓ *A coffe to meet with Stakeolders*: all stakeholders, that attended to the afternoon session, were divided into the five groups, following ASSTRA instructions. Five Table were organized, one for each business models with different Coordinater from the project Partners in order to debate about model innovations and user needs , barriers, overcomes, Mechanisms to support the introduction of models , recommendations and suggestions for replicating and transferring models in other contexts, lessons to learn.

The table below shows all the speakers in order of appearance:

| |
|--|
| <i>Andrea Gibelli, FNM President, ASSTRA President</i> |
| <i>Raffaele Cattaneo, Councilor for Environment and Climate, Lombardy Region</i> |
| <i>Angelo Salsi, Head of Unit of LIFE and CIP ECO - Innovation EASME, European Commission</i> |
| <i>Augusto De Castro, FNM Group Service e Counc. Del. E-Vai</i> |
| <i>Luca Pascucci, General Manager E-Vai</i> |
| <i>Filippo De Stefano, Technical Manager NORDCOM</i> |
| <i>Chiara Bresciani, Senior Researcher Poliedra, PoliMi</i> |
| <i>Daniela Carbone, Head of SIT department ASSTRA</i> |
| <i>Andrea Camesasca, Member Board Confcommercio Como with tourism delegation</i> |
| <i>Stefano Porro, Future Mobility Manager - Pirelli</i> |
| <i>Nadia Schioppa, Travel & Fleet Manager Solvay IT, Bollate</i> |
| <i>Alberto Suppa, LIFE IP PREPAIR Project, Lombardy Region</i> |
| <i>Stefano Zenoni, Councilor for Environment and Mobility Municipality of Bergamo</i> |
| <i>Aldo Colombo, General Manager of Infrastructures, Transport and Sustainable Mobility, Lombardy Region</i> |
| <i>Augusto De Castro, FNM Group Service e Counc. Del. E-Vai</i> |
| <i>Elisa Meko, Responsible of Economic and Financial Department ASSTRA</i> |

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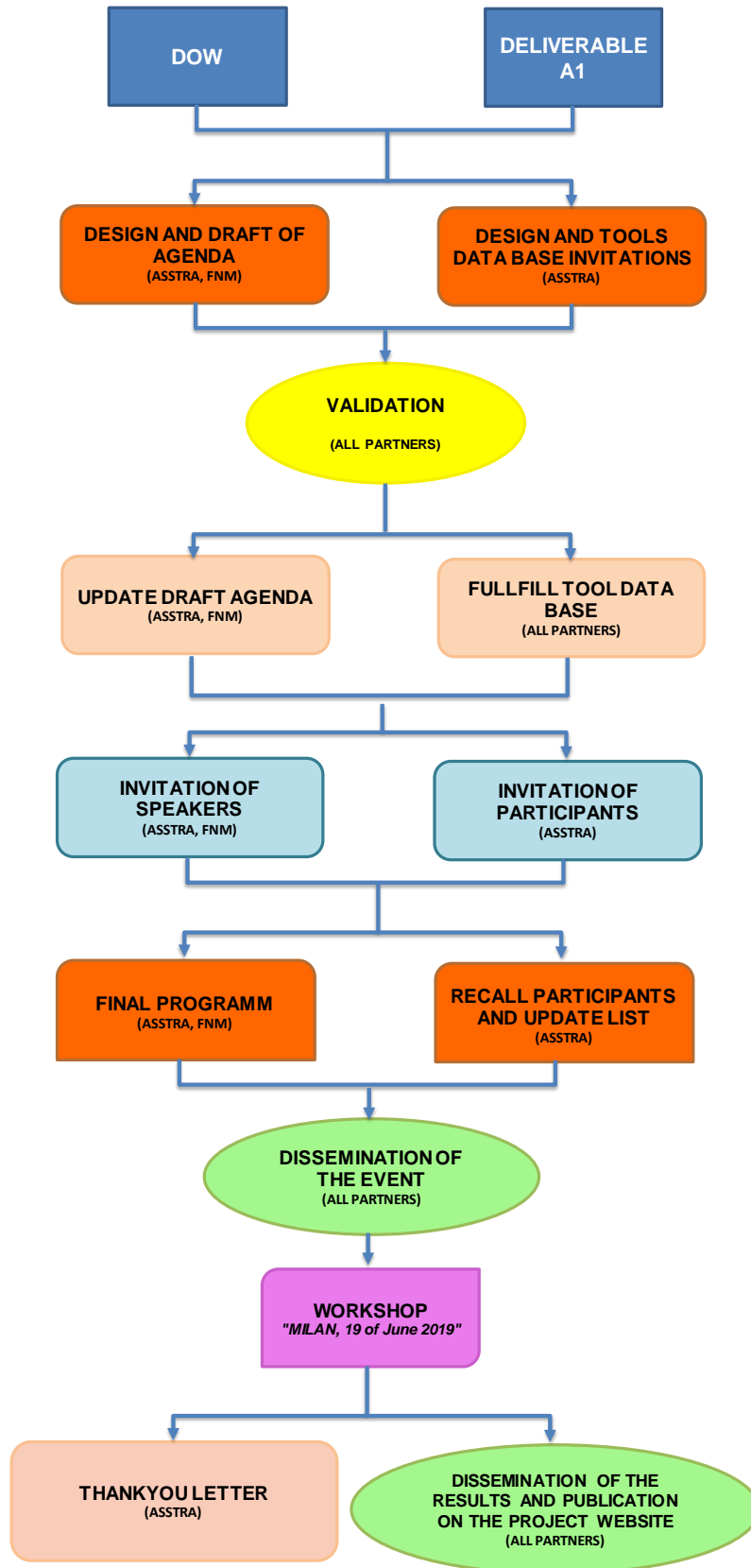
3.Introduction

The organization of the workshop was cared by ASSTRA and FNM SpA – Italian Public Transport Association, following next steps:

- Planning of the first draft of the agenda, starting with what is included in the DoW and taking into account the results of the Report on the results of the stakeholder mapping.
- A specific work tool has been prepared by ASSTRA to collect all information dealing the stakeholders to invite
- Sharing and validation of the draft of the agenda with the project coordinator and all the other partners by mail and during the meetings.
- Mailing invitations to the speakers to collect the acceptances and updating the agenda.
- Predisposition of the definitive programme.
- Dissemination of the event through several communication channels: dedicated circulars of the Association to its members; promotion on the ASSTRA web site and newsletter; direct e-mail invitation to partners, ASSTRA Committee and working groups.
- Workshops in Milan at Palazzo Lombardia headquarter.
- Mailing the thankyou letter to all the speakers in order to thank them for their precious cooperation which contributed to the success of the initiative.
- Dissemination of the event's results through several communication channels: circulars of the Association to its members to inform them on the publishing workshop presentations; direct e-mail to partners to inform them on the publishing workshop presentations;

The flow chart below summarized all the described steps.

Figure 1 – Workshop Flow Chart



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4. Purpose

4.1 Workshop Objective

The purpose of the Technical Workshop in Italy aimed to increase the visibility of the project, to raise local interest and improve local understanding of the project and of the five I-SharE LIFE Business Model, finally and generally to stimulate public's interest towards I-Share Life Project.

The duration planned was **1 day** with approximately **50/80 visitors**

To provide a better understanding of the five I-SharE LIFE Business Model during the afternoon session all the participants were divided into five Working Group.

In particular, the workshop pursued the following objectives:

- to inform Italian municipalities, transport operators and mobility practitioners about I-Share Life Project;
- to share European LIFE IP PREPAIR Project and other Italian experience with the audience in order to stimulate the debate among the stakeholders;
- to exchanges views and ideas around sharing mobility with Italian stakeholders (national and local) according to the Deliverable A1.

With regard to the afternoon session the aim of the working groups was:

- ✓ to collect suggestions and critical issues for each demonstration models
- ✓ to develop elements that can be replicated and transferred to other small and medium-sized urban areas

4.2 Planning of the Workshop

In order to organize the 1st I-Share Life Event for Local Dissemination, three meetings and one conference call were been organized (see Annex I).

1. The first working meeting was in Milan, 31st January 2019 (FNM Premises).
2. The second working meeting was in Milan, 20th March 2019 (FNM Premises).
3. The first conference call meeting on 14th May 2019
4. The third working meeting was in Milan, 18th June 2019 (FNM Premises).

During the meetings all partner had given their contribution to define the workshop.

In particular the following action were done.

- Designed of Agenda of the event;
- Type of location, obtained by FNM
- Stakeholder invitation tool "*Participants Database*", designed by ASSTRA to collect by all partners the different representative of the category identified in deliverable A1. The excel file was filled in with the names and contact details of the people to be invited. Each partner had to indicate the stakeholder's category to which the person belongs. This was done to assure that the invited people are covering all the stakeholder in a balanced way (see Annex II).

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Figura 2 – Data base full filled

| Name of the stakeholder | Province of the stakeholder | Company/ Organization of the stakeholder | Name of the company/ organization | Stakeholder Category A: Government Authorities (Select the type of stakeholder A: 1: Municipality, 2: Regional Government, 3: National Government) | Stakeholder Category B: Business Operators (Select the type of stakeholder B: 1: Supplier, 2: Distributor, 3: Retailer, 4: Manufacturer, 5: Other) | Category C: Communities (Select the type of stakeholder C: 1: Local, 2: Regional, 3: National, 4: International) | Stakeholder Category D: Others (Select the type of stakeholder D: 1: Other, 2: Other, 3: Other, 4: Other) | Type of stakeholder (Indicate the type of stakeholder: 1: Individual, 2: Institutional, 3: Government, 4: Academic, 5: Media, 6: Other) | email | Telephone | Mobile | Contacts (Indicate the contact person, phone number, email, etc.) |
|-------------------------|-----------------------------|---|-----------------------------------|---|---|---|--|---|--|------------|---------|---|
| BONICA | Brescia | Comune di Erba | Erba | 1 Local Authority | | | | | erba@comune.erba.bs.it | | | Erba |
| BR | Brescia | Comune di Calcinato | Calcinato | 1 Local Authority | | | | | calcinato@comune.calcinato.bs.it | | | Erba |
| BR | Brescia | Comune di Brenno | Brenno | 1 Local Authority | | | | | brenno@comune.brenno.bs.it | | | Erba |
| BR | Brescia | COMUNE DI BUSTO ARSIZIO | BUSTO ARSIZIO | 1 Local Authority | | | | | bustoarsizio@comune.bustoarsizio.bs.it | 031-86394 | | Erba |
| BR | Brescia | Province of Varese - Department of Ecology and Energy | Provincia di Varese | 2 Provincial Authority | | | | | provincia@provincia.varese.it | 032-26324 | | Erba |
| BR | Brescia | Comune di Leno | Leno | 1 Local Authority | | | | | leno@comune.lenovo.bs.it | | | Erba |
| BR | Brescia | PER S.C. LOMBA | Per S. Colomba | 1 Local Authority | | | | | per@comune.per.scolomba.bs.it | 031-93942 | 0499203 | Erba |
| BR | Brescia | Comune di Bergamo | Bergamo | 1 Local Authority | | | | | bergamo@comune.bergamo.bs.it | | | Erba |
| BR | Brescia | Comune di Sarnano | Sarnano | 1 Local Authority | | | | | sarnano@comune.sarnano.bs.it | | | Erba |
| BR | Brescia | ASFA AUTONOME | ASFA | 2 National / Regional Local Transport Operators | | | | | asfa@asfa.bergamo.bs.it | 0347811 | | Erba |
| BR | Brescia | EN ENERGIA | EN ENERGIA | 2 National / Regional Local Transport Operators | | | | | en@en.bergamo.bs.it | | | Erba |
| BR | Brescia | COMUNE DI SANITAVINO | Sanitavino | 1 Local Authority | | | | | sanitavino@comune.sanitavino.bs.it | 031-588975 | | Erba |
| BR | Brescia | Comune di Sarnano | Sarnano | 1 Local Authority | | | | | sarnano@comune.sarnano.bs.it | 031-26215 | | Erba |
| BR | Brescia | Comune di Sarnano | Sarnano | 1 Local Authority | | | | | sarnano@comune.sarnano.bs.it | | | Erba |

- Stakeholder (speakers and participant) letter invitation. Asstra prepared the draft of the two different letters (one for the speakers the other for the participant (see Annex III) and after the validation the Association sent direct email to the people listed in the database.

5.Outcomes

5.1 Development of the Workshop

The workshop was held at the Palazzo Lombardia in Milan, Italy. The room “Biagi” was very comfortable to accommodate 100 delegates, as far as the organization of the registration in front of the room were was put the “notice board” (see pictures n. 1, Registration session with the notice board).

It was organized a welcome coffee break at the beginning and after the Round Table. At the end of the morning sessions there was a buffet lunch and during the afternoon working group session there was a “station coffee” in the contiguous rooms.

A dedicated bag was given to all attendees (speakers and delegates), including: the final programme; notice board in A4 format; brochure “First Results to 10 months from Kick off”; a notebook with a pen as a gadget (see pictures n. 2, Dedicated bag of the I share life technical workshop).

Furthermore, at the entrance to the event location, there was e-vai car on show (see pictures n. 3, E-vai car).

The workshop started at 9,15.00 and was structured in several sessions:

- Introduction and welcome
- I-SharE LIFE Project
- Round Table: Debate among Stakeholder
- End of the morning
- A coffee to meet with Stakeholders

In total there were six presentations and the workshop finished at 17.00.

The complete agenda is attached to this document (see Annex IV).

A list of the attendees and their representatives, **73 attendance** is attached to this document (see Annex V).

Below are summarized the main topics covered by each presentation.

1st Section “Introduction and Welcome”

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Mr Andrea Gibelli, President FNM and ASSTRA, welcomed participant introducing the workshop and the aim of the project; Mr. Raffaele Cattaneo, Councillor Responsible form Environmental and Climate of Lombradia Region had underlined the relevance of the project: Mr. Angelo Salsi, Head of Unit of LIFE and CIP ECO - Innovation EASME, European Commission explained with a kindly video speech the objectives of LIFE programme and the significant contribution of this project (see pictures n. 4, 5, 6 1st Section “Introduction and Welcome”)

2nd Section “I-SharE LIFE Project”

Mr Augusto De Castro, FNM Group Service e Cons. Del. E-Vai had presented all the project; Mr. Luca Pascucci, General Manager E-Vai had given a deeply explanation of the five business models (Busto Arsizio, Bollate, Bergamo, Como, Osijek); Mr. Filippo De Stefano, Technical Director NORDCOM had presented the functionality software; Mrs. Chiara Bresciani, Senior Researcher Poliedra, PoliMi had explained the User Centered Design; Mrs Daniela Carbone, Head of Technological Innovations Department ASSTRA had presented the activity about Public awareness and results dissemination (see picture n.7, 2nd Section “I-SharE LIFE Project”)

3rd Section “Round Table Debate among Stakeholder”

The section was coordinated by Mr. Marco Barra Caracciolo - Director Ro.S.Co., Special Project FNM Group, introducing the speakrs in their role of Stakeolder: Andrea Camesasca, Member Board Confcommercio Como with Tourism proxy; Stefano Porro, Future Mobility Manager – Pirelli; Nadia Schioppa, Travel & Fleet Manager Solvay IT, Bollate; Alberto Suppa, LIFE IP PREPAIR Project, Lombardia Region; Stefano Zenoni, Councillor Responsible Assessore Environmental and Mobility Bergamo Municipality (see picture n. 8, 3rd Section “Round Table Debate among Stakeholder”)

4th Section “Morning Clousure”

Mr. Aldo Colombo, General Manager Infrastructure, Transport and Sustainable Mobility, Lombardia Region had closed the morning session underlined the positive impact to the local business (see pictures n. 9, 4th Section “Morning Clousure”)

5th “A coffee to meet with Stakeolders”

Mr Augusto De Castro, FNM Group Service and Cons. Del. E-Vai and Mrs Elisa Meko, Responsable of Economic and Financial Department ASSTRA had explained how to carry out the activities of the working groups (see picture n. 10, 5th “A coffee to meet with Stakeolders”).

All stakeholders, that attended to the afternoon session, were divided into the five groups, following ASSTRA instructions.

Five Table were organized, one for each business models with different Coordinater from the project Partners (see pictures n. 11, The five tables):

Table 1, Busto Arsizio – Pink



Table 2, Bollate – Yellow

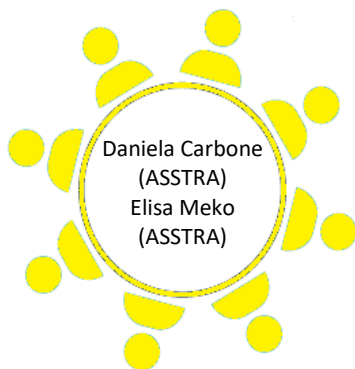


Table 3, Bergamo – Orange



Table 4, Como – Light-Blue



Table 5, Osijek



The complete table compositions is attached to this document (see Annex V).

The Table Coordinators had goaded the stakeholders to answer to the five questions distinguishing between high and low importance and the discussion developed in response to these questions:

1. *How to stimulate the link between model innovations and user needs?*
2. *Any barriers to overcome?*
3. *Mechanisms to support the introduction of models (political, communicative) and tools and suggestions to promote user awareness*
4. *Recommendations and suggestions for replicating and transferring models in other contexts*
5. *Lessons to learn*

The used method was that of *post-its for the brainstorming*. Five boards have been prepared and for each question, each stakeholder could write the own answer on the post-it, and, then, he put it on one board divided in five sections, one for each question. In this way, all participants could read the answers and discuss together. During the afternoon two round table were done (see pictures n. 12, Post-its for the brainstorming).

For the success of working groups, it was important to define a good timing, listed following:

1. Five minutes for a brief summary of the model;
2. Five minutes to read and answer to the five questions;
3. Twenty minutes for the discussion inside each table dealing the answers;
4. 5 minutes for change the working group;
5. Repeat one more time the steps from 1 to 3;

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6. One hour for the outcome of the comparison by the group's coordinators.

| | Domanda 1 | Domanda 2 | Domanda 3 | Domanda 4 | Domanda 5 |
|---------------------|-----------|-----------|-----------|-----------|-----------|
| Importanza maggiore | | | | | |
| Importanza minore | | | | | |

6th "Conclusion of the Match"

At the end of the activities each Coordinators summarised the results of the working groups (see pictures n. 13, 6th "Conclusion of the Match")

7th "Activities after the workshop"

Days after the workshop, ASSTRA sent the thankyou letter to all the speakers in order to thank them for their precious cooperation which contributed to the success of the initiative (see Annex VI).

ASSTRA has also disseminated results of the workshop through several communication channels. It sent circulars to its members to inform them on the publishing workshop presentations and sent direct e-mail to partners to inform them on the publishing workshop presentations.

5.2 Workshop disseminations

The event was promoted in the following ways (see pictures n. 14, Social media activities):

Before the event

- Direct email invitation to I-SharE LIFE workshop Speakers
- After designing the participants database divided by category of stakeholder, direct email to the people listed in the database
- Two dedicated circulars of the Association to its members
- ASSTRA website:
http://www.asstra.it/eventi/anno_in_corso/convegni-e-seminari/giugno/i-share-life---workshop-tecnico.html
- ASSTRA LinkedIn:
14/06/2019 - <https://www.linkedin.com/feed/update/urn:li:activity:6545248006281666560>
3/06/2019 - <https://www.linkedin.com/feed/update/urn:li:activity:6541997850916605953>
- News on the TP BLOG:
14/06/2019 - <http://tpasstra.blogspot.com/2019/06/progetto-i-share-life-trasporto.html>

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After the event

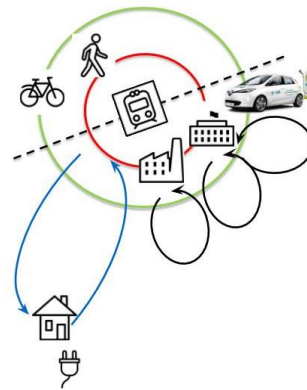
- Distribution of notebook with I-SharE LIFE brand to all participants
- Publishing workshop presentations on the Project website
Inserire link
- Publishing workshop presentations on the ASSTRA website
http://www.asstra.it/eventi/anno_in_corso/convegni-e-seminari/giugno/i-share-life---workshop-tecnico.html
- Dedicated circular of the Association to its members to inform them on the publishing workshop presentations.
- ASSTRA LinkedIn:
19/06/2019 - <https://www.linkedin.com/feed/update/urn:li:activity:6547475762717433856>
- ASSTRA and Poliedra Twitter:
19/06/2019 - <https://twitter.com/AssTrasporti/status/1141403132137811969?s=20>
19/06/2019 - <https://twitter.com/CPoliedra/status/1141351787095568384?s=20>
19/06/2019 - <https://twitter.com/AssTrasporti/status/1141331816726638599?s=20>
19/06/2019 - <https://twitter.com/AssTrasporti/status/1141296034813026304?s=20>

6.Results

The five working group, 4 in Lombardia, 1 in Croatia, in the afternoon collected suggestions and critical issues for each demonstration models (see pictures n. 15, working groups results).

Model 1. BUSTO ARSIZIO

Service for commuters (for the journey home - train station) and for neighbouring companies for work missions - in Busto Arsizio (83.000 inh.), the Metropolitan area with many commuters to Milan and it is also close to the Malpensa international airport.



Question 1. How to stimulate the link between model innovations and user needs?

More relevant answers:

- involve users in the "personalization" of the service (co-design)
- possibility to change car type for special needs
- discounted price for commuters
- advertise the models to public administrations and, in the first place, to companies
- highlight the advantages and lower costs of car sharing compared to the private car
- facilitate parking in the city and the entrance in congestion charge zone
- promote the dissemination of information and the link between demand and supply
- integration between commuter service and public transport service

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- offer a "valet car" service for transfer from the station to the company and the other way around

Less relevant answers:

- possibility of not having to manage a second owned utility car
- tax deductibility

Question 2. Any barriers to overcome?

More relevant answers:

- always guarantee the number of cars contracted to companies (eg also in summer / holidays, etc.)
- collaborative use by company users (vehicle returned on time in case of need for recharging for commuters when they need to return home)
- the possibility of returning from work early and being able to find the car
- psychological barriers to mixed use/resistance to change
- vehicle cost
- find the number of stalls needed at the station, when the system takes hold
- fear on the part of the commuter not to find the car upon return

Less relevant answers:

- fear of finding a damaged vehicle and therefore not usable
- inability to choose the type of vehicle

Question 3. Mechanisms to support the introduction of models (political, communicative) and tools and suggestions to promote user awareness

More relevant answers:

- eco-sustainability, savings, simplicity of models
- tax deductibility for the users
- information campaign at the railway station to intercept commuters interested in the model
- cross communication
- at first, adoption of service models by the public administration
- concessions for parking and for transit in other cities on weekends
- Test of service, for a certain period, for free
- promote to citizens through advertising campaigns not only the cost savings of the service but also the CO2 savings

Less relevant answers:

- concessions for parking and for transit in other cities on weekends
- advertising campaign in schools and driving schools
- advertising video, on the train, showing the service and how to access the system
- offer to companies' employees discounts for improve the sensitiveness to the topic
- offer to the company data and free advice to promote environmental value

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Domanda 4: Raccomandazioni e suggerimenti per replicare e trasferire i modelli in altri contesti

More relevant answers:

- identify all the stations (rail, bus / metro) that have a high commuting and business activities nearby
- make the model more versatile to be able to apply it to different realities
- knowledge of the reference market to optimize the proposed models
- structured involvement of interested stakeholders
- investments by the car sharing operator in communication with the public and private sectors

Less relevant answers:

- information campaigns for users on already tested and safe models

Question 5. Lessons to learn

More relevant answers:

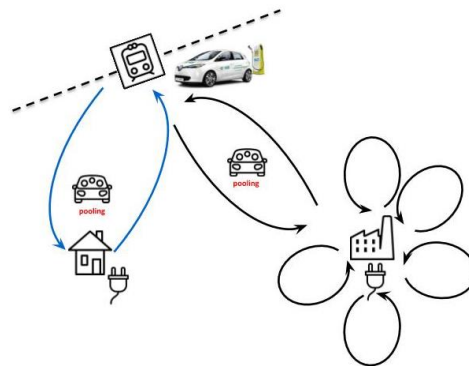
- propensity and practical modality for the transition from private car to car sharing service for commuters and companies
- progressively monitor the trend and level of customer satisfaction
- to allow a good service, monitor and check that the car's reallocation times are respected
- be careful to the maintenance system
- public support to encourage car sharing to overcome the obstacle of mistrust towards the "new"
- the service has to guarantee to all users to find cars in the established time

Less relevant answers:

- autonomy of companies in the choice of vehicle

Model 2: BOLLATE

Service for commuters (for the journey home - railway station) and for the employees of the neighbouring companies to reach industrial areas not supplied by public transport - in Bollate (36.000 inh.), a small-size town in the peri-urban area of Milan with some important industries.



Question 1. How to stimulate the link between model innovations and user needs?

More relevant answers:

- easy to use
- insert flexibility of use
- focusing on quality and time savings (always little available)
- the incentive of the link is created through the co-design of the service with the stakeholders (companies)
- have a clear picture of user needs
- involvement of users in the testing phases of the service
- communication campaign within companies

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- communication campaign by the Mobility Managers within industrial companies regarding the existence of the I-Share LIFE service
- widespread "cultural" information on the territory
- encourage information on the realities and innovative models in the area (not exclusively car sharing)
- activate a significant economic bonus for the first years
- possible discounts (for age / times / distances over a minimum mileage / etc ...)
- system for returning and monitoring the practice among the actors involved

Less relevant answers:

- Mobility Manager collects the users' needs with an ad hoc questionnaire
- create a reward system according to the number of use; more use less pay (fidelity card)

Question 2. Any barriers to overcome?

More relevant answers:

- "Comfort" in the use of private vehicles
- different requirements (cleaning, etc.) for different users (for example if used "for representation")
- easy applications
- being systematic mobility, a barrier can be represented by the limited number of vehicles at peak hour
- authorizations for charging columns, service management (car rental contracts, insurance, maintenance)
- authorizations, institutional permits (bureaucratic aspects)
- evaluate the times for the various authorizations
- communication, incentivize information on transport in real time (infomobility app) for alternative means of transport (these are commuters !!!)
- cultural barrier on the use of the service. Little knowledge of the advantages
- cultural resistance to abandon own car
- distrust of workers in industrial companies to renounce their cars
- conciliation between user and fleet management
- lack of economic resources for the PA aimed at the implementation of the project (co-financing)

Less relevant answers:

- psychological barriers to the use of electrical technology and car sharing service
- overcome the "cultural" block on the convenience of using the private vehicle
- in addition to the "cultural" theme, any "extraordinary" situations to be managed eg diseases etc.
- idea of low autonomy
- attention to corporate benefit policies that can conflict: company car as an element of competition between companies

Question 3. Mechanisms to support the introduction of models (political, communicative) and tools and suggestions to promote user awareness

More relevant answers:

- system for returning and monitoring the practice among the actors involved
- communication campaign in schools with different modalities according to age
- communication campaign within companies
- communication campaigns to publicize the service
- "Immediate" communication (video, images)
- communication to commuters

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- use different information channels not only "institutional" or interested companies directly "info diffusion"
- targeted communication plans with clarification of the advantages and costs of each individual user
- organize meetings with companies and administrations to illustrate the model and gather information
- incentives for workers to use the I share-LIFE service rather than their car (eg delay with car sharing should not be recovered, the one with its own car yes)
- support from companies
- welfare applied in companies
- integration with corporate welfare
- promote free trial days of the service
- economic incentives
- free and reserved parking spaces

Less relevant answers:

- thematic and demonstration days for employees and students
- brochures, information materials
- activate opinion leaders for user awareness and service promotion
- dissemination of information on the costs of private car (hidden costs) and comparison with a sharing service
- provide discounts for first use

Question 4. Recommendations and suggestions for replicating and transferring models in other contexts

More relevant answers:

- provide details of each phase indicating: legislation, budget / final balance, resources used, times
- define for each phase, standard guidelines applicable in different situations
- standardization of the system
- always proceed in implementing with an experimental phase
- consider the organizational, logistic, numerical and "critical mass" peculiarities of the various companies / organizations
- detailed analysis of the experience of the "beta users" and the test phase of the project
- adapt the model to the local context
- do not implement on production sites that work on shifts
- have the support of institutions (eg Municipality) and trade associations
- flexibility in applications
- communication on PT vehicles (trains, buses) used by commuters to encourage use (incentives for subscription use)

Less relevant answers:

- uniformity of accessory costs
- similar local contexts
- obviously contextualize but the "recipe" can be applied anywhere
- contact with employers / commuter companies for corporate welfare development

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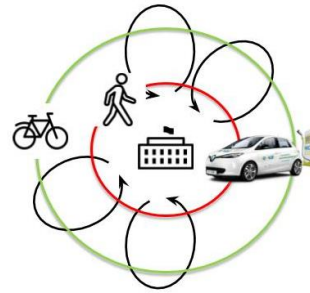
Question 5. Lessons to learn

More relevant answers:

- It takes time to change habits, not only the advice is enough but it is necessary to implement actions to discourage the use of the private car
- it is necessary to start the action "from the bottom" to raise awareness
- be careful with social media at all stages of the project, it takes little to make the project fail
- how much does the model depend on external factors? Parking (free or paid), population density
- clarify immediately to the service managers that the economic model is weak. The administration aims to support it for several years
- comparison with different realities and areas for "commuters"
- would does the model work with different sizes? Or with greater distances?
- attention to the cost-effectiveness of the service
- ability to integrate multiple stakeholders (transport operators, private companies, etc.)
- authorizations (sometimes they take a long time)
- extra EU drivers currently not enabled

Model 3: BERGAMO

Service for the public administration for work missions and for citizens - in Bergamo (112.000 inh.), a high-density industrial city with strong mobility demand that activated incentive policies for e-mobility in its SUMP.



Question 1. How to stimulate the link between model innovations and user needs?

More relevant answers:

- possibility for citizens to keep the car not only for an hour, but for the whole night, creating reduced rates
- extension of service operations. Give users the opportunity to use the car in the evening to bring the car to different places, creating benefits if they take the car back to the starting point the next day
- create discounted rates for users under 26 (students), even compared to evening use of the car
- special rates also for tourists, creating a ticket for public transport that also includes car-sharing service
- create rates not only hourly but also for half an hour, as cities like Bergamo are not very big
- create co-marketing actions with businesses (restaurants, bars, etc.) and generate discounts
- promote the release of mobility vouchers to allow citizens to learn about the service
- increase car release stations by allocating them at strategic points
- guarantee the presence of cars in the hours with higher demand
- identify the different needs of users, distinguishing them from residents and city users
- use the software platform to include different actors in the service, such as LPT companies

Less relevant answers:

- provide a state control service and daily car cleaning, before the start of use by the public administration
- keep users involved in the evolutionary process of the service
- collaboration with attraction centres such as cinemas or sports centres
- to facilitate parents in using the service by adding seats

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Question 2. Any barriers to overcome?

More relevant answers:

- clear user instructions are required to prevent the user from understanding how to use the service or where to find the car
- proper management of logistics with respect to return points and subsequent withdrawal from different users
- cultural obstacles, related to the passage of the car from private to sharing
- fear of driving a car with automatic transmission
- the service is not known by the population
- increase the coverage of the service
- car-sharing barrier and TPL, lack of partnerships
- it would be necessary to change the conception of exclusive use of the company car by directors or other users, sharing it with citizens, but also with other entities (eg region)
- lack of public administration resources compared to the implementation of the project, co-financing or finalized funds would be needed
- territorial barriers, the use of the service should also be facilitated for those who live in more marginal areas of the city
- different types of users and vehicle maintenance
- fear that the car will run down, you should add a feature on the App that estimates the car's autonomy

Less relevant answers:

- Managing the management of exceptional cases (eg accidents, delays, etc.)
- Equip cars with child seats
- App not user-friendly
- Issues related to the autonomy and difficulties of recharging operations compared to traditional propulsion vehicles

Question 3. Mechanisms to support the introduction of models (political, communicative) and tools and suggestions to promote user awareness

More relevant answers:

- Users have to experience the service by not only communicating it by focusing on those who are willing to change their lifestyles
- system of constraints and incentives for the implementation of the service in the local public administration
- continuous information for users
- create incentives with universities by helping out-of-school students use the car
- organize thematic days dedicated to employees and students, encouraging them to participate by offering discounts (eg the first user is paid less or free test drive days are offered)
- organize information sessions for citizenship
- promote the service also in the institutional communication channels of the Municipality
- simplify the explanation of the service by making it clearer

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Less relevant answers:

- coordination of organizations and stakeholders that manage vehicle fleets
- awareness campaign that promotes the use of a shared car, highlighting the lower maintenance costs compared to a private car
- for the first year, introduce the possibility of having 15 free minutes, or expect a decrease in prices if you often use the service
- provide that part of the revenue is used to mitigate environmental impacts
- promote the service also on fixed / variable message panels in parking lots

Question 4. Recommendations and suggestions for replicating and transferring models in other contexts

More relevant answers:

- give greater flexibility for the collection and return of the vehicle
- provide for the realization of even less complex models both in technological and functional terms
- involving more people in the creation and improvement of the service (municipality, associations, companies, ...)
- use and accept the best practices established by previous experiences to incorporate them into subsequent models
- in replicating the model, the differences between one company and another has to be considered, since they might seem similar (eg logistic, numerical, managerial differences, etc.)
- standardize the model and present transparent costs, which make it clear what you are paying (operation, infrastructure)
- extension of the service to decentralized offices with respect to the city center
- invite future and new customers to try the service on sites where this is already working

Less relevant answers:

- Contextualize the service to make it accessible anywhere
- involve the direct actors of the service (employees, students, citizens) in advance and continuously

Question 5. Lessons to learn

More relevant answers:

- municipalities could review the concept with which they build their fleets both in qualitative and quantitative terms
- compare with other car-sharing models in the area or in other countries to identify the ideas, possible problems or opportunities
- encourage car-pooling, find incentives to ensure that people do not travel alone
- take the time to test and evaluate the service before giving it to end users
- use agile methodologies to improve development and evolution of the service
- earn to share and respect common goods
- integrations with LPT, but not only for the railway sector. Buses could also be incorporated
- highlight the environmental sustainability of the proposed solution

Less relevant answers:

- Propensity of the Municipality to divest its own car fleet
- Better intercept the mobility needs of users

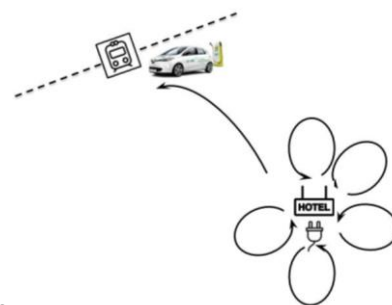
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Model 4: COMO

Tourist-dedicated service - in Como (84.000 inh.), a well-known tourist city town that wants to develop electric mobility both in the city and along the shores of Lake Como.



Question 1. How to stimulate the link between model innovations and user needs?

More relevant answers:

- Tax relief
- Contact the local tourist agency to publicize the initiative
- Greater integration between sustainable transport models (no car sharing) and innovation (example: tourist mobility with LPT ships)
- The local body and the stakeholder should devise a system of constraints / rewards for the implementation of e-sharing services
- Facilitate with economic incentives (example: reduction of tourist tax according to the use of the service)
- Simplifying the use of vehicles according to the needs of the time of use
- Easy access to the cars
- Single search (example: google) with output mode / car sharing opportunity
- Identification with the hotels and tourist sites of the best parking areas
- Information and ease of use (app info instructions)
- Link the use to free access of tourist attractions (museums, parks, etc.)

Less relevant answers:

- Use BI (Business intelligence) systems to optimize the availability of media for users
- Method of booking the service
- Encourage accommodation according to the degree of use of the service (example: rewarding better environmental performance)
- Possibility of integrating the different apps of the different services
- Raising awareness on preserving the environment

Question 2. Any barriers to overcome?

More relevant answers:

- Slenderness in registration procedures, ease of use
- Concern of the hotel about how cars are used by customers and the need to guarantee cleaning and maintenance for subsequent customers
- Usability of charging points
- Recharge times
- Communication with international users, simple, intelligible and multilingual information systems
- Knowledge and use of electric vehicles (range anxiety and myths to debunk)
- When tourists arrive to the resort with their private car, they have no absolute need to find travel alternatives
- Authorizations for charging columns

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- Problem of managing the cars allocated in the hotel and in the station
- Availability of parking areas
- Competition of NCC services
- Knowledge of the environmental impact and effect on social development
- Availability and rotation of cars
- The infrastructures (charging columns and stalls) have a certain value for tourist facilities
- Possible tariff
- Information to tourists about the existence of the service

Less relevant answers:

- Cohabitation with local car rental operators / taxi shuttle services
- Use of the electric vehicle during the stay (incentive)
- Lack of actions to promote local activities
- Energy cost and relative high price for the service
- Indirect service management costs borne by tourism companies (example: dedicated parking lots)
- Cultural: hotels already have other forms of pick-up service for customers

Question 3. Mechanisms to support the introduction of models (political, communicative) and tools and suggestions to promote user awareness

More relevant answers:

- Seek the maximum dissemination of information on the models adopted using not only the "institutional" channels
- Communication on the sites of hotels / information to tourists as a "plus" offered by the structure
- Encourage the user with tax / tariff reductions related to environmental / economic benefits
- Identification of tourist itineraries where to place the parking areas
- Communicate positive effects to tourists and / or companies
- Being able to publicize the attention of the hotel to environmental issues and people's health
- Car reservation is possible a few days in advance (typically when the holiday is organized "on the internet" from home)
- Initial support of local (financial) authorities for start-up services
- Give privileged access in restricted traffic areas
- Encourage the use of vehicles with an integrated offer with other means of transport or with other additional services
- Accommodation facilities should indicate at the time of booking and / or on their available services (example: hospitality for animals, ...)
- Communication policies at accommodation facilities, stations, points of interest, highlighting the convenience of using electricity (environmental, Ztl access and appurtenance lanes, costs)
- Promote the service while preserving its sustainability (Co2, No2, etc.)
- Giving offer of park reserved for car sharing customers in sites of cultural importance, plus discounts at entrances)

Less relevant answers:

- Agreements with municipal car parks in central areas (close to hotels)
- Advertising by associations
- Insert in the I-SharE LIFE communication campaigns the hotels that adhere to the initiative
- Dedicated parking areas in areas of interest

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- Free bonuses for trial start / trial service
- Collaborations with touristic agencies
- Insert the platform link in the web pages of the tourist sites
- Centralization of Tpl / car sharing services with the establishment of an operational and monitoring center to communicate the effects on the environment and traffic
- Think of synergies between the use of the vehicle and attractiveness associated with tourist accommodation
- Discounts on municipal museums or those who join by demonstrating car sharing use
- User awareness regarding environmental issues and the need to safeguard the territory

Question 4. Recommendations and suggestions for replicating and transferring models in other contexts

More relevant answers:

- Encourage meetings between different stakeholders but with a widespread presence on the territory
- Comparison with apparently different situations by type of service for the coverage of time slots and areas
- Define homogeneous contexts and functional models for benchmarking
- Check the analogy of the boundary conditions (social, economic, cultural, ...)
- Guidelines for all project phases
- Try to standardize the service activation procedures
- Standardize the booking and service access methods
- Creation of a user-type profile park to be combined with contexts where the service is active
- Create replicable traffic regulation systems in different administrations (Riparian Municipalities)

Less relevant answers:

- Legislative / regulatory actions for the tourism / hospitality sector and the PP. AA.
- Service management and transparent costs (infrastructure + service)
- Propose electric car sharing to local tourism promotion companies, hotel associations, conventions with camping
- Preparation of notes with procedures to facilitate the involvement and participation of the various decision makers (Municipalities, Organizations, ...)
- Provide information on critical issues and how they have been overcome
- Define environmental / economic indicators (example: commercial speed) and monitor effects

Question 5. Lessons to learn

More relevant answers:

- Increase sensitivity to eco-sustainable transport systems
- Operators (hotels) may have an interest in promoting alternative systems to the proposal
- Extension to different cases of intermodality - from rail / airport hub to bus hubs
- The organizational model of the maintenance back-office should not be underestimated because it can affect the availability of vehicles
- Validate the actual use of the service by tourists, involve stakeholders
- Experimentation and technological innovation in different areas
- What are the characteristics of a "tourist" model compared to that for residents or commuters
- Integrate LPT / Car sharing fare system is an indispensable action in touristic contexts

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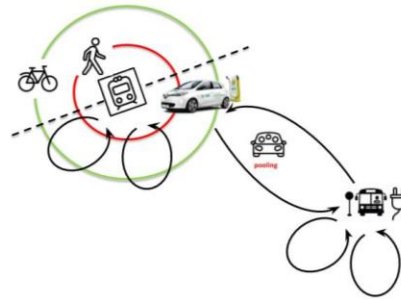
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Less relevant answers:

- Provide transport alternatives with low environmental impact

Model 5: OSIJEK

Intermodal services - in Osijek, (108.000 inh.), in Eastern Croatia, the fourth largest city in the country, intends to test innovative intermodal car-sharing services.



Question 1. How to stimulate the link between model innovations and user needs?

More relevant answers:

- Co-marketing actions with users offering discounts also for use in commercial establishments
- Integrated subscriptions between car-sharing and LPT
- Discounted rates for long distances giving the possibility to book the car for the whole weekend
- Give more information regarding the service and simplify the service
- Communicate in advance the advantages deriving from car-sharing and intermodal systems designed by I-SharE LIFE
- Give incentives for using the service at times when the public service is less used
- There is a need for more dissemination and user involvement
- Fare integration with several means of transport (eg car, train, bus, tram)
- App integration with LPT card

Less relevant answers:

- Encourage the use of car-sharing instead of using private car
- Encourage the repeated use of the service with tariff reductions, to achieve customer loyalty (eg Points accumulation)
- Create a platform that accurately highlights all the service methods

Question 2. Any barriers to overcome?

More relevant answers:

- Barriers to resistance to change, it is necessary to simplify the service to make it as accessible as possible (also facilitating the use of the App and the website)
- Reduce the cultural barriers towards the service (autonomy and recharge time issues)
- Awareness of the use of common goods and their respect by citizens
- Correct logistic management of withdrawals and returns to meet different needs, adding recharge points in an appropriate manner
- Operational model and which can be sustained alone economically
- We need to clarify what we are paying, emphasizing the savings achieved

Less relevant answers:

- Low inclination of using sharing services

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- Fear of using a car with automatic transmission
- Integration with other types of transport
- Remote vehicle control (eg liquid level, tires)
- Creation of an interface of the application and of the website that are "user friendly"
- Payment available only by credit card. You should also be able to use other payment methods in order to make it available to other users, such as students
- Creation of an easy, fast and understandable instruction manual

Question 3. Mechanisms to support the introduction of models (political, communicative) and tools and suggestions to promote user awareness

More relevant answers:

- Communications aimed at high school students (5 years) and at workplaces
- Promotions and agreements with universities
- Staff available for possible demonstrations in the payment process and explanation of the service
- Targeted communication campaigns
- Adopt PUMS (Urban Sustainable Mobility Plan)
- Increase the service car parks even in remote areas
- Communicate health and environment issues in terms of risks and opportunities
- Promote the service in homogeneous contexts, such as companies or associations, and encourage these organizations to provide periodic feedback on the effects on the environment and the economy
- Create tickets for public transport that also integrate car-sharing

Less relevant answers:

- Video tutorials to highlight the ease and opportunities of using the service
- Discounts for students and youth associations
- Find a glamorous communication strategy: testimonials, organize events, standardize the brand with the rest of the means of transport, videos, flyers, ...)
- Promote the green economy culture

Question 4. Recommendations and suggestions for replicating and transferring models in other contexts

More relevant answers:

- Identify the strengths and weaknesses of the service
- Evaluate the perceived sensitivity by the service
- Apply simple models both in technological and functional terms
- Know in detail the specificities of the territory, the movement habits and the flows of mobility
- Market and feasibility studies
- Contextualize the models according to the habits of citizenship
- Define indicators on the economic and environmental effects connected to the realization of the project and disseminate them to the population
- Evaluate adequately the new usage hubs
- Drafting of a paper highlighting the fundamental steps to facilitate political decision makers, etc ...

Less relevant answers:

- Evaluate the Customer Experience
- Make the model easily editable, more adaptable

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Question 5. Lessons to learn

More relevant answers:

- Every innovation requires patience and determination to overcome initial resistance. Users should be given time to get used to this service.
- Insist on experimentation even if initially it may be of little success
- Have courage and overcome resistance (at all levels) that inevitably accompany every innovation
- Do not consider other operators as competitors, but as possible collaborators in order to improve the service in qualitative and economic terms
- Carefully manage critiques on social media as everything can be exploited
- Monitor the trend and correct the movements compared to what is requested by the customers

Less relevant answers:

- Be careful to the likes and ratings of the service
- Monitor the customer continuously for a better service
- Every failure is not the end, but the beginning of a new commitment
- Evaluate the service with respect to different targets, which have different technological abilities

6.1 Common point among the models

The tables below show the common point among the five different models.

Question 1. How to stimulate the link between model innovations and user needs?

Involving users in the "personalization" of the service (co-design)

Create different discounted rates in start-up periods

Design communication campaigns for public administrations, companies and individuals

Co-marketing actions (businesses, tourism organizations, hotels)

Question 2. Any barriers to overcome?

Psychological barriers to the mixed use of the shared car/resistance to change

Ease of applications

Conciliation between user and fleet management

Proper management of logistics with respect to return points and use from different users. Car availability and rotation.

Lack of economic resources for the PA

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Question 3. Mechanisms to support the introduction of models (political, communicative) and tools and suggestions to promote user awareness

Seek the maximum dissemination of information on the models adopted using not only the "institutional" channels. Design ad hoc communication campaigns for the different types of stakeholders.

Encourage the user with tax / tariff reductions related to environmental / economic benefits

Communication policies at accommodation facilities, stations, points of interest, highlighting the convenience of using electricity (environmental, Ztl access and appurtenance lanes, costs)

Promote the service while preserving its sustainability (Co2, No2, etc.)

Question 4. Recommendations and suggestions for replicating and transferring models in other contexts

Define for each phase, standard guidelines applicable in different situations

Standardize the system

Flexibility in applications

Question 5. Lessons to learn

Increase sensitivity to eco-sustainable transport systems

Integrate PT/Car sharing (timing, rates, etc.)

Patience and determination because every innovation requires them to overcome initial resistance. Users should be given time to get used to this service.

Increase sensitivity to eco-sustainable transport systems

7. ANNEX

ANNEX I – Meetings and Conference calls

ANNEX II - Tool Participants Database

ANNEX III - Invitations

ANNEX IV - Agenda Workshop in Milan

ANNEX V - Table compositions

ANNEX VI - Thankyou letter

ANNEX VII - Pictures

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