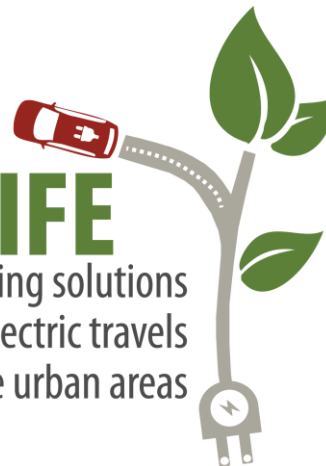


# I-SharE LIFE

Innovative sharing solutions  
for full electric travels  
in small and medium size urban areas



This project has received funding from European Union's  
Life Programme under Grant Agreement  
N° LIFE 17 ENV/IT/000212 I-SharE LIFE

## DISSEMINATION AND COMMUNICATION ACTIVITIES

*Daniela Carbone*  
*Head of Technicological Innovation Department*  
**ASSTRA**



### FIRST DISSEMINATION EVENT

10<sup>TH</sup> DECEMBER 2020

Webinar link — [meet.google.com/pbg-uboj-mbs](https://meet.google.com/pbg-uboj-mbs)



# WHO WE ARE

**ASSTRA** is the National Association of Local Public Transport and represents a network of **144** companies running urban, suburban and extra urban public transport all over Italy.

[www.asstra.it](http://www.asstra.it)

**ASSTRA**  
ASSOCIAZIONE TRASPORTI

ASSTRA Service srl

Search

Asstra Login

XVI CONVEGNO NAZIONALE ASSTRA

data da definire

partner: MAN, IVECO BUS, SOLARIS, tpinetwork, HIKVISION, THALES

Per maggiori informazioni contattare la segreteria organizzativa: ASSTRA SERVICE SRL - Tel. 06/68603556 | Fax 06/68603580 | asstraservice@asstra.it

CHI SIAMO | CALENDARIO | CIRCULARI | STAMPA | EVENTI E FORMAZIONE | CONOSCENZA | DALLE AZIENDE | CONTATTI | DOVE SIAMO

IN PRIMO PIANO

emergenza coronavirus

EMERGENZA CORONAVIRUS

144 aziende associate ad ASSTRA

95% Quota di mercato trasporto urbano  
75% Quota di mercato trasporto extraurbano  
ca 5 miliardi Passeggeri trasportati  
ca 1,6 miliardi Chilometri prodotti  
ca 100.000 Addetti  
ca 40.000 Mezzi di trasporto (gomma e ferro)  
210.000 km Estensione rete  
5.000 Comuni serviti  
9 €/miliardi Totale valore della produzione

PROSSIMI EVENTI

NOVITÀ

CIRCULARI

COVID-19 Coronavirus

## FIRST DISSEMINATION EVENT

10<sup>TH</sup> DECEMBER 2020

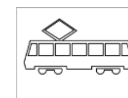
Webinar link — [meet.google.com/pgb-uboj-mbs](https://meet.google.com/pgb-uboj-mbs)

# WHO WE ARE



ASSTRA represents a network of more than 144 companies running urban, suburban and extra urban public transport services on:

- ✓ **buses,**
- ✓ **tramway,**
- ✓ **trolleybuses,**
- ✓ **metropolitan railway,**
- ✓ **light rail (Except those operated by Trenitalia S.p.A.),**
- ✓ **waterborne transport,**
- ✓ **tourist and school services,**
- ✓ **parking areas,**
- ✓ **towing away of vehicles.**



# PROJECT I-SHARE LIFE



**Responsible for  
implementation  
of  
ACTION D**



**Public awareness  
& results  
dissemination**



# PRINCIPAL OBJECTIVE



The objective is to spread information about **I-SharE LIFE project** using the most efficient ways to guarantee the maximum visibility, an optimal exploitation and deployment of the project results.

## 5 I-SharE Business Model



4 small/mid-sized cities in  
**Lombardy**

and



Croatian city of  
**Osijek**

# MAIN GOALS



**Increase of the project's visibility to external members of the Consortium, thus broadening the project acceptance and influencing the uptake of its results and ensure a wide visibility participating to project-related and external events.**

**Organize conferences and local events (technical workshop) in each State (one in Italy, one in Croatia) and use other main relevant meetings in order to maximize synergies.**

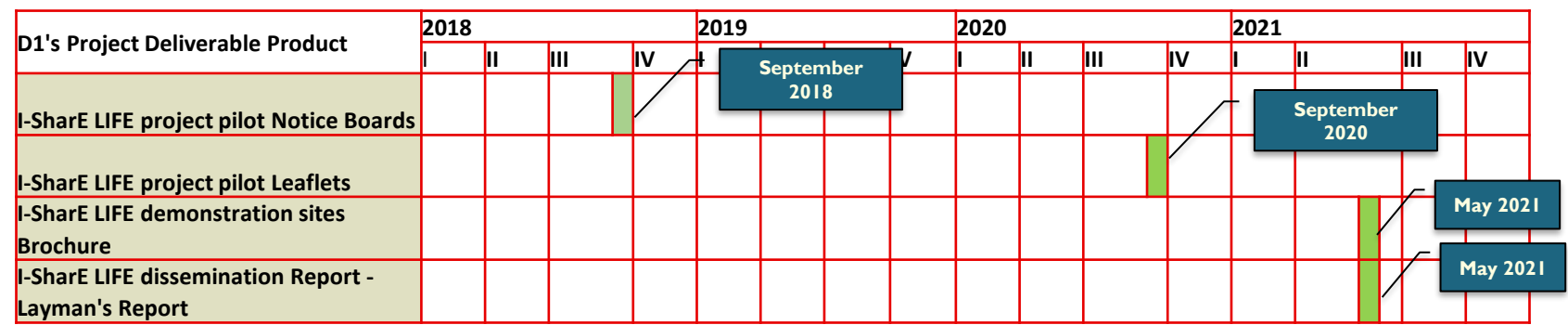
**Raise local interest and improve local understanding of the project.**

**Support the development of the project dissemination material by contributing with the five I-SharE Business Models.**

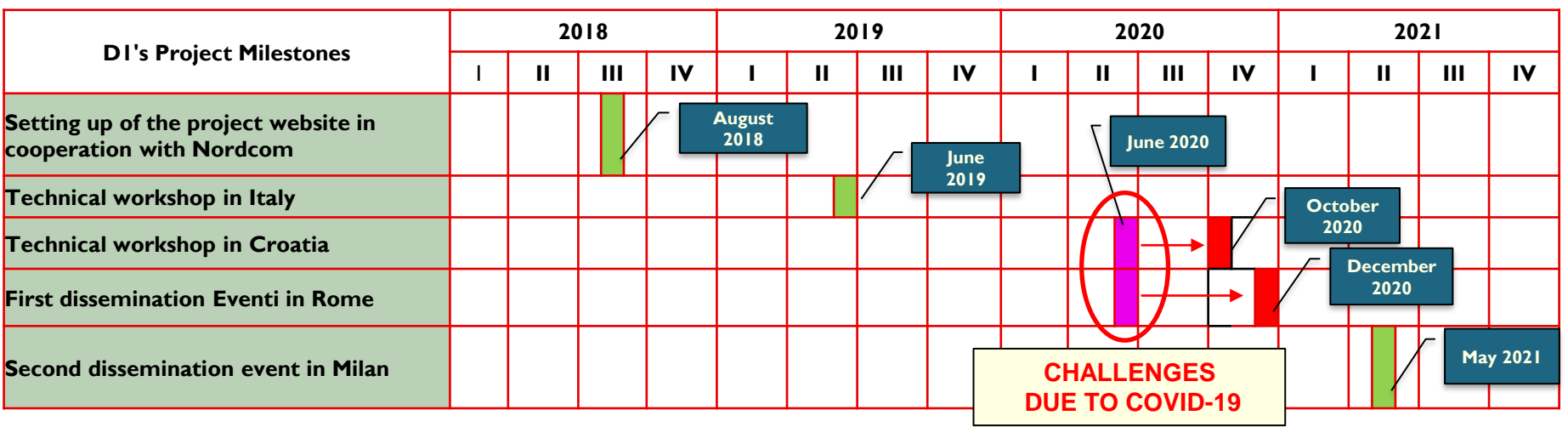
**Spread information and awareness raising activities.**

# CHALLENGES ENCOUNTERED IN THE COMMUNICATION AND DISSEMINATION ACTIVITIES

## Deliverables



## Milestones



# SUB ACTION CI Da: COMMUNICATION

## Communication channels

- ❖ WEBSITE INFORMATION
- ❖ ARTICLES ON THEMATIC MAGAZINE
- ❖ NEWSLETTERS AND SIMILAR
- ❖ EVENTS
- ❖ NOTICE BOARD
- ❖ BROCHURE
- ❖ LEAFLETS
- ❖ SOCIAL



# SUB ACTION CI Db: DISSEMINATION AND NETWORKING



**GENERAL DISSEMINATION**



**LOCAL TECHNICAL DISSEMINATION**

# SUB ACTION CI Db: DISSEMINATION AND NETWORKING



## GENERAL DISSEMINATION



To aim to develop dissemination strategy, inform all the actors involved coming from institutions, decision makers and relevant stakeholders; national PT and municipalities associations. Disseminate the project's activities and results (target: national and European level).

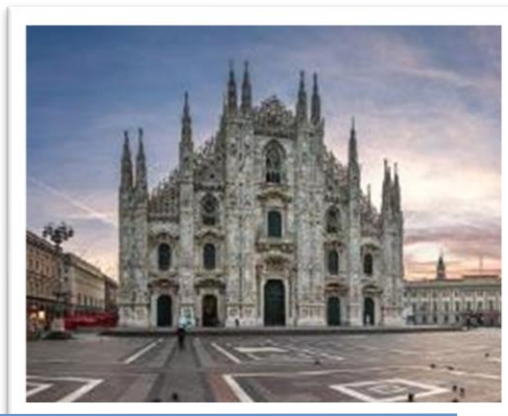
First event

Site: Italy, Lazio, Rome (virtually)

Second event

Site: Italy, Lombardy,  
Milan

**TWO EVENTS  
IN ITALY**



**FIRST DISSEMINATION EVENT**

**10<sup>TH</sup> DECEMBER 2020**

Webinar link — [meet.google.com/pgg-uboj-mbs](https://meet.google.com/pgg-uboj-mbs)

# SUB ACTION CI Db: DISSEMINATION AND NETWORKING



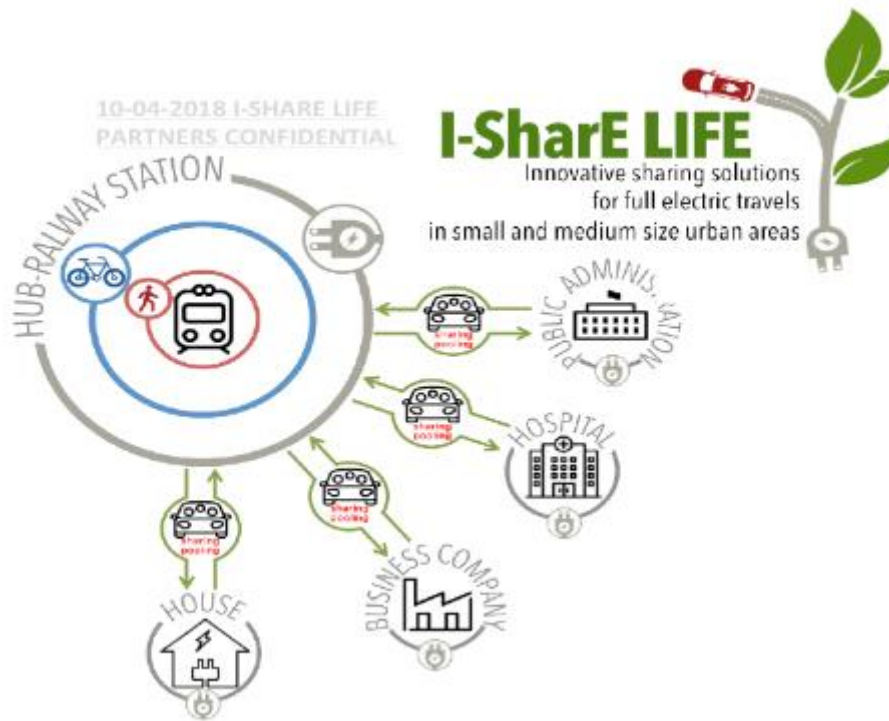
## LOCAL TECHNICAL DISSEMINATION

**“Technical workshops” includes the contributions from the five I-SharE Business Model leaders and all the partners relative to the Model had ensured communication about the project to the local audience under the coordination of Asstra and FNM. The aim is to raise local interest and improve local understanding of the project.**

## TWO TECHNICAL WORKSHOPS IN ITALY AND CROATIA



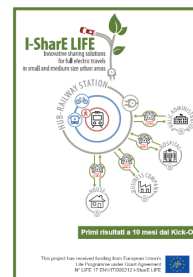
# Past activities and future plans



# PROJECT RESULTS AT MONTH 27

**10 December  
2020**

Dissemination  
Webinar Event



**29 September  
2020**

**26 October  
2020**

**19 June 2019** Leaflets online

Technical Workshop  
in Milan

Technical  
Croatian Workshop

**February 2019**

Brochure with First  
results to 10 months  
from Kick-Off

**September  
2018**

Notice Board

**July 2018**

In cooperation with  
Nordcom the project  
website is on line  
[www.i-sharelife.eu](http://www.i-sharelife.eu)  
(Till today 5.000 visits)

In order to **spread information about I-SharE LIFE project**, partners disseminate the project's activities and results using the most efficient ways to guarantee the maximum visibility, an optimal exploitation and deployment of the project results.

**FIRST DISSEMINATION EVENT**

**10<sup>TH</sup> DECEMBER 2020**

Webinar link — [meet.google.com/pgb-uboj-mbs](https://meet.google.com/pgb-uboj-mbs)

# I-SHARE LIFE WEBSITE

The set up of the website is performed by NordCom, in cooperation with ASSTRA.



[www.i-sharelife.eu](http://www.i-sharelife.eu)

Information about Project Activities are uploaded into website.

**5000 visits are expected in the 3 years of the project**

**Result already achieved in December 2020**

**2019 → 984 access**  
**2020 → 891 access**

**5.931 ACCESSES**

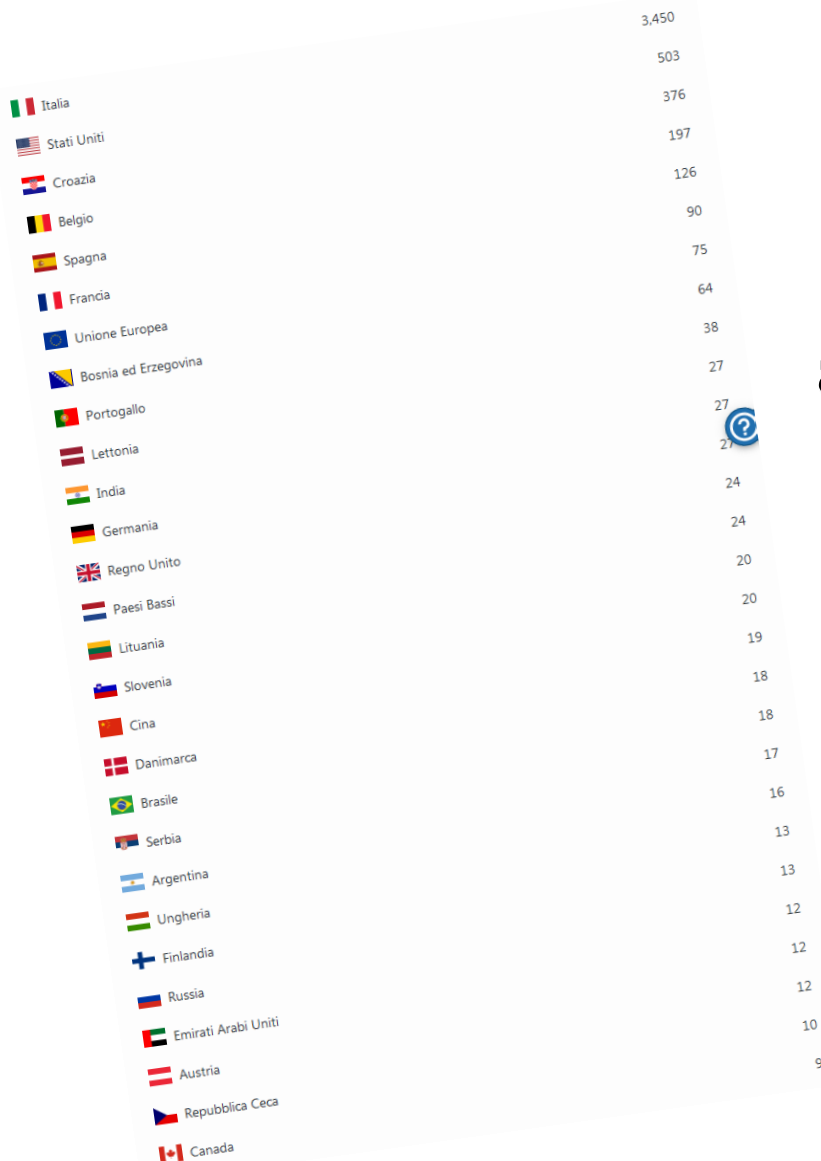
# I-SHARE LIFE WEBSITE



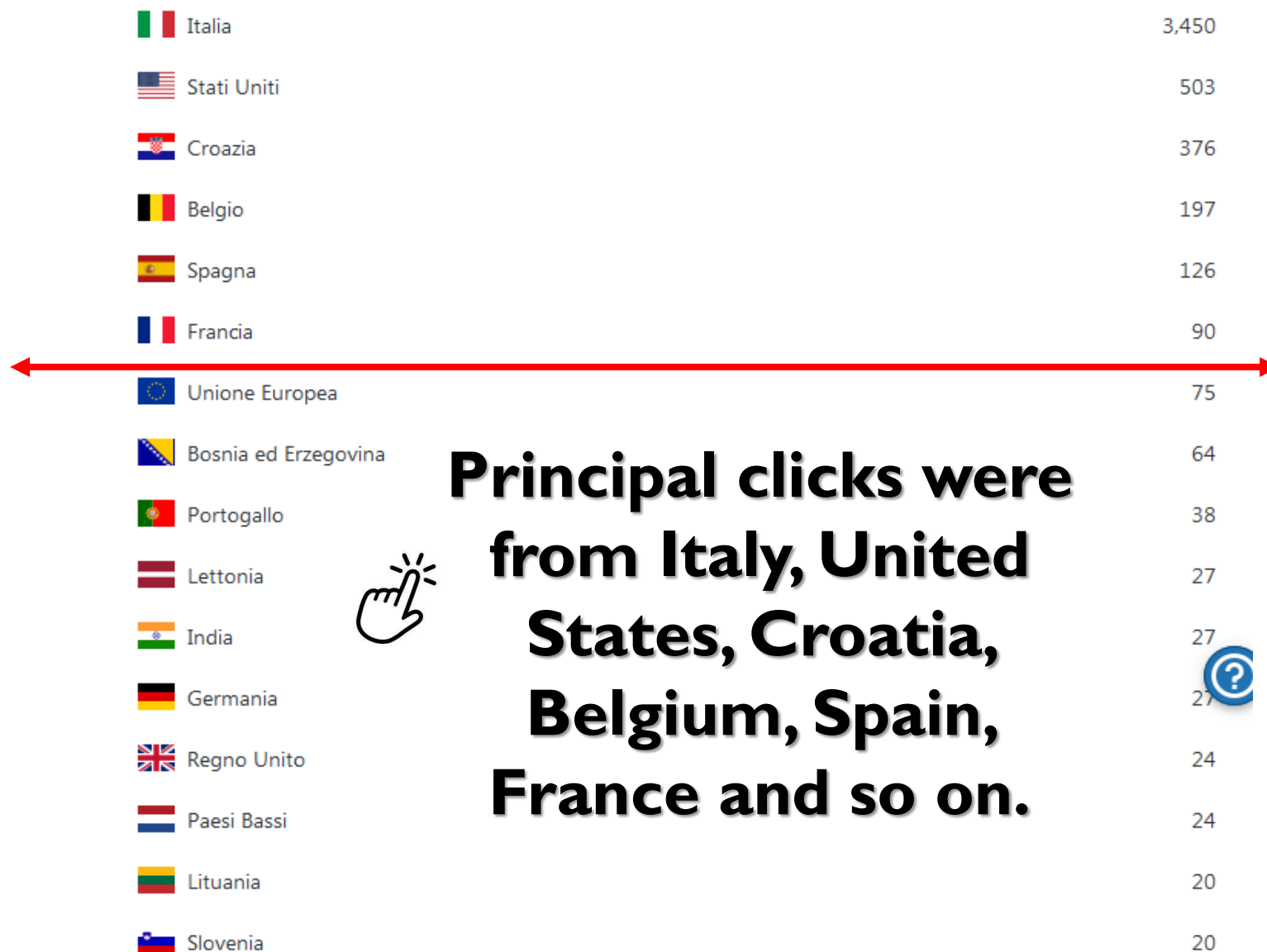
[www.i-sharelife.eu](http://www.i-sharelife.eu)



**Visit from a  
all part of World and Europe**



# I-SHARE LIFE WEBSITE



# PROJECT RESULTS AT MONTH 27 – DECEMBER 2020

## DISSEMINATION AND COMMUNICATION ACTIVITIES

**A tool was created to collect data about dissemination :  
“Dissemination and communication activities tool” and  
“Forthcoming Event “.**

Type of dissemination activity/ communication channel (chose the type)	Date (years/month/day)	Place (Indicate the Nation and city, if available)	Reached audience ( n. persons who attend the dissemination activity or n. persons reached by the communication channel)	Topic and more details (Indicate the title, if available, and the contents)	Contact (specify the name of the I-Share Life partner providing the source of information)	Remarks (add important information about the topic, if available)	Web link (if available)	Annex (attach the documents naming it with this format: date-name of partner. Example:2018-07-18-ASSTRA)
---	---------------------------	---	--	--	---	--	----------------------------	---

**More than 130 activities of dissemination and communication has been carried out in the period from July 2018 and December 2020.**

All partners are filling, also, the tool Forthcoming Event in order to estimate partners participation in events where I-share Life activities could be spread out.

Asstra remembers partners periodically to update the files in order to track all the operation, the date, the channel, audience size reached, description of the activity, etc.

# NOTICE BOARDS IN THE MAIN PARTNER HEADQUARTERS

English, Croatian, Italian translation are available

on: [www.i-sharelife.eu](http://www.i-sharelife.eu)



FNM  
Entrance

E-VAI  
Entrance



NordCom  
Entrance

Osijek  
Meeting Room



# PARTNERS NOTICE BOARDS



**Dyvolve  
Meeting Room**



**Poliedra  
Meeting Room**



**ASSTRA Offices**

# AND THE FLAG.....



## FIRST DISSEMINATION EVENT

10<sup>TH</sup> DECEMBER 2020

Webinar link — [meet.google.com/pbg-uboj-mbs](https://meet.google.com/pbg-uboj-mbs)

# BROCHURE – FIRST RESULTS AFTER 10 MONTHS



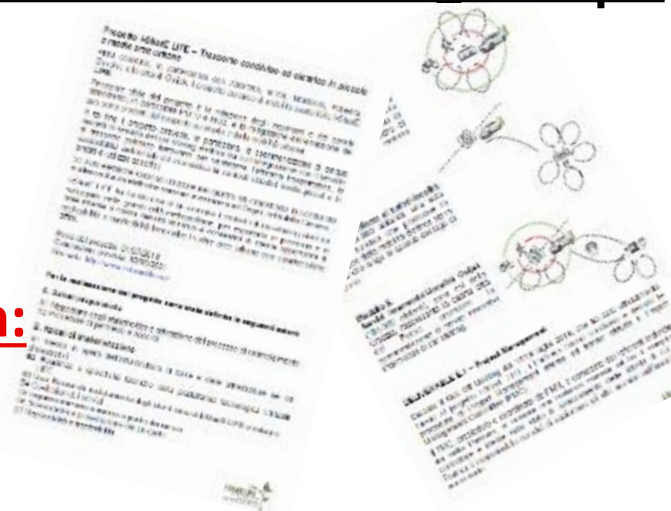
A brochure that summarizes the **results** of the activities in I-SharE LIFE project (**after 10 months**) has been produced and shared with partners.

It contains a general description of the project, case studies and summarizes the **finalized deliverable** (about 20 pages).

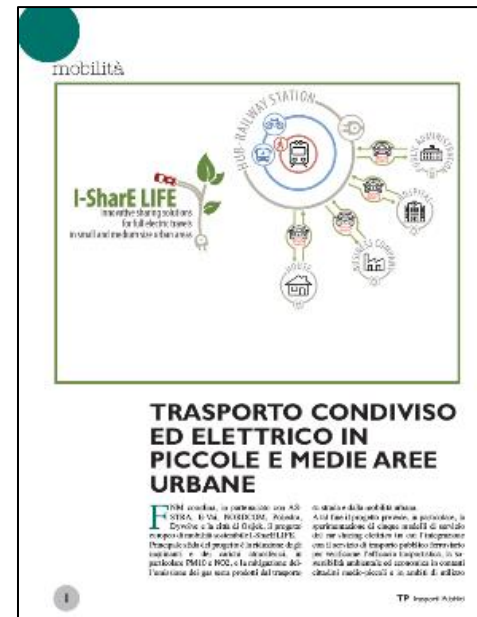
It has been used to support dissemination activities during a lot of events and we'll use it for dissemination activities during next events.

It is in Italian and English version and it is available on the website at the following link: [http://www.i-sharelife.eu/wp-content/uploads/2019/03/Primi-risultati-I-share-Life\\_feb19.pdf](http://www.i-sharelife.eu/wp-content/uploads/2019/03/Primi-risultati-I-share-Life_feb19.pdf)

**English and Italian translation are available on:**  
**[www.i-sharelife.eu](http://www.i-sharelife.eu)**



# ADVERTISING AND ARTICLE ON THEMATIC MAGAZINE



Advertising of I-SharE LIFE Project had been inserted in the last six publications of the Association's thematic magazine «Trasporto pubblico» that is sent to 3.800 stakeholder among institution, experts, public transport operators, local authorities, and so on.

# SOCIAL MEDIA ACTIVITIES

As part of the dissemination activities, in order to improve and make social communication more widespread, a first list of # (hashtags) and @ (mentions) was defined. The list, shared with the rest of the partners, aims to be a practical tool, for the definition of social communications.

**@FNM S.p.A.**

**@E-VAI per tutti**

**@Consorzio Poliedra**

**@LIFEprogramme**

**@AssTrasporti**



**#isharelife**

**#lifeprogramme**

**#carsharing**

**#UserResearch**

**#mobilità #mobility**

**#sostenibile #sustainable**

**#trasporto #transport**

**#pubblico #public**



# SOCIAL MEDIA ACTIVITIES

Periodically, ASSTRA and partners publish news on the project through its social media. For example:

When the project started, July 2018, a post on LinkedIn (1431 views) and a post on Twitter (1621 views) had been published.



During the ASSTRA conference a Tweet about the first results of the I-SharE LIFE project had been published on ASSTRA Twitter profile which it registered, at 12/03/2019, 515 views.



# SOCIAL MEDIA ACTIVITIES



During the Technical Workshop in Milan different Tweet about the event had been published on ASSTRA Twitter profile which it registered, at 09/03/2020, 1500 views.



# DISSEMINATION ACTIVITIES BY EVENT I/4



**2nd National Electric Mobility Conference, Milan 27/29 September 2018**



**The EU Commission meets the LIFE winner projects, Brussels 5/6 November 2018**



**Ecomondo, Rimini 6/9 November 2018**

# DISSEMINATION ACTIVITIES BY EVENT 2/4

YEAR 2019



470  
participant



## 15° NATIONAL ASSTRA CONFERENCE – February 2019



# DISSEMINATION ACTIVITIES BY EVENT 3/4



317  
participant

**TRAMWAY NATIONAL CONFERENCE  
ORGANIZED BY ASSTRA, AIIT AND CIFI WITH  
THE COORDINATION OF TRANSPORT  
MINISTRY – 29-30 of May 2019**



**YEAR 2019**



# DISSEMINATION ACTIVITIES BY EVENT 4/4

## European Mobility Week Events, September 2019



**YEAR 2019**

**FIRST DISSEMINATION EVENT**

**10<sup>TH</sup> DECEMBER 2020**

Webinar link — [meet.google.com/pgb-uboj-mbs](https://meet.google.com/pgb-uboj-mbs)

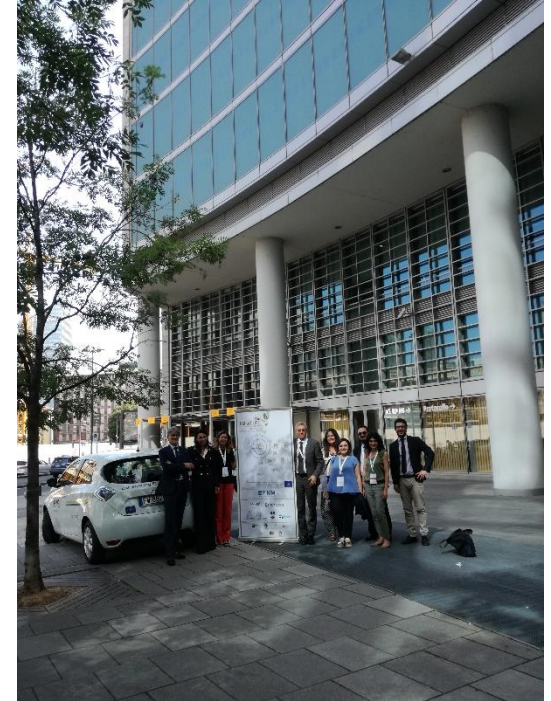
# LOCAL DISSEMINATION TECHNICAL WORKSHOP

## 1° LOCAL DISSEMINATION TECHNICAL WORKSHOP

19th June 2019  
Lombardy Region  
headquarters  
Milan, Italy

**LOCAL FRIENDLY CAFFE' !**  
Stakeholders met each other  
in operative working group

It aimed to raise local  
interest and improve local  
understanding of the project



**73 participants**

**YEAR 2019**

# FOCUS ON TECHNICAL WORKSHOP IN MILAN (1/5)

The “*Technical Workshop in Italy*” was held on the **19<sup>th</sup> 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.



# FOCUS ON TECHNICAL WORKSHOP IN MILAN (2/5)



## REGISTRATION SESSION WITH THE NOTICE BOARD

# FOCUS ON TECHNICAL WORKSHOP IN MILAN (3/5)

Table 1, Busto Arsizio – Pink



Table 2, Bollate – Yellow

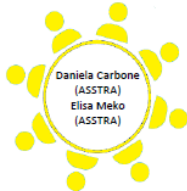


Table 3, Bergamo – Orange



Table 4, Como – Light-Blue



Table 5, Osijek



**WORKING GROUP AND THE POST-IT FOR THE BRAINSTORMING**



# 5 QUESTIONS FOR EACH MODEL (4/5)



- 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*

# FOCUS ON TECHNICAL WORKSHOP IN MILAN (5/5)



*Dedicated bag of the I-SharE LIFE technical workshop and gadget*

# FOCUS ON TECHNICAL WORKSHOP IN CROATIA

75 participants

26th OCTOBER 2020



9,00 - 9,15 Access of participants to the web platform

9,15 - 9,30 Opening remarks (Institutional greetings) - City of Osijek

9,30 - 9,45 Opening remarks (Institutional greetings) - Mario Lionetti, Project Adviser European Commission

9,45 - 11,20 I-SharE LIFE project

Coordinator: Marco Barra Caracciolo, Director Ro.S.Co., Special Projects FNM Group

Presentation of the project - Marco Piuri, General Manager FNM

The five business model - Luca Pascucci, General Manager E-Vai

How ICT in Car Sharing can improve Smart Cities mobility - Marco Lupi, Project Manager NORDCOM

User Centered Design - Francesca Costa, Senior Researcher Poliedra, PoliMi

Dissemination and communication activities - Daniela Carbone, Head Innovation Technological Department ASSTRA

11,20 - 11,40 Presentation of urban mobility in the Osijek Urban Agglomeration and the contribution of the I-SharE Life project - Dyvolve

11,40 - 12,00 Presentation of the I-SharE Life project and specifics of the Osijek car sharing - Dyvolve

12,00 - 12,15 Questions&Answers

12,15 - 12,50 Virtual warm coffee to discuss

Presentation of questionnaire results

Nadia Amirano, Innovation Technological Department ASSTRA

Elisa Meko, Economic and Financial Department ASSTRA

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

12,50 - 13,15 Results of the discussion and conclusion of the technical workshop - FNM, Dyvolve

## FIRST DISSEMINATION EVENT

10<sup>TH</sup> DECEMBER 2020

Webinar link — [meet.google.com/pbg-uboj-mbs](https://meet.google.com/pbg-uboj-mbs)

# FOCUS ON TECHNICAL WORKSHOP IN CROATIA



The “Technical Workshop in Croatia” was held on the **26th October 2020** by webinar due to the epidemic emergency of COVID-19. The workshop was attended by about **75 participant** (with an average of 51 delegates connected simultaneously) from several stakeholders as local administrations, PTOs (public transport operators), PTAs (public transport authorities), manufacturers, industry and universities representatives as well as consultants.

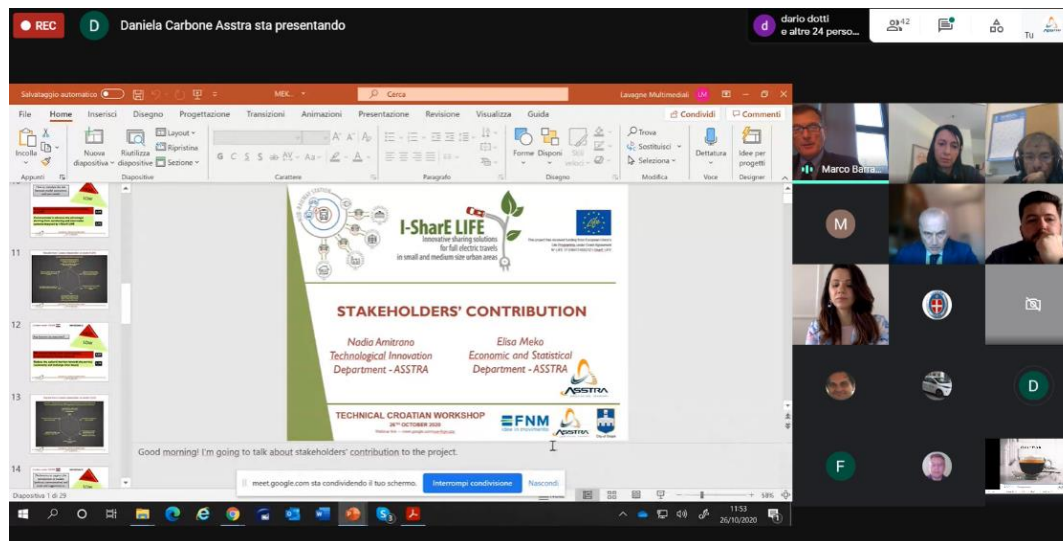
The purpose of the Croatian Technical Workshop aimed to increase the visibility of the project, to raise local interest and improve local understanding of the project and of the five I-SharE LIFE Business Model, finally and generally to stimulate public’s interest towards I-Share Life Project.

In order to organize the Workshop two web meetings were organized and the organization of the workshop was cared by **ASSTRA, FNM SpA and City of**

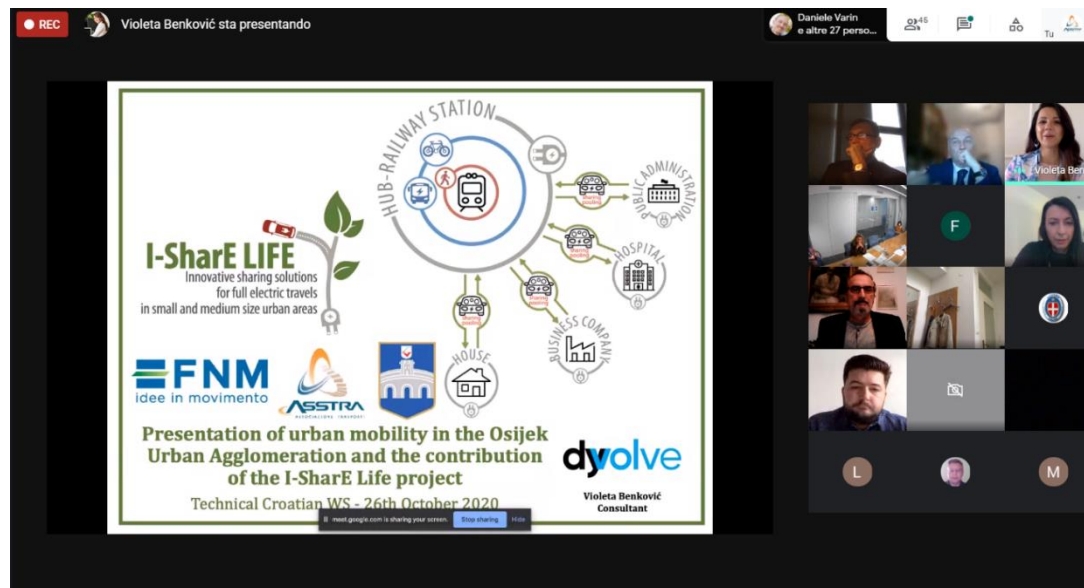
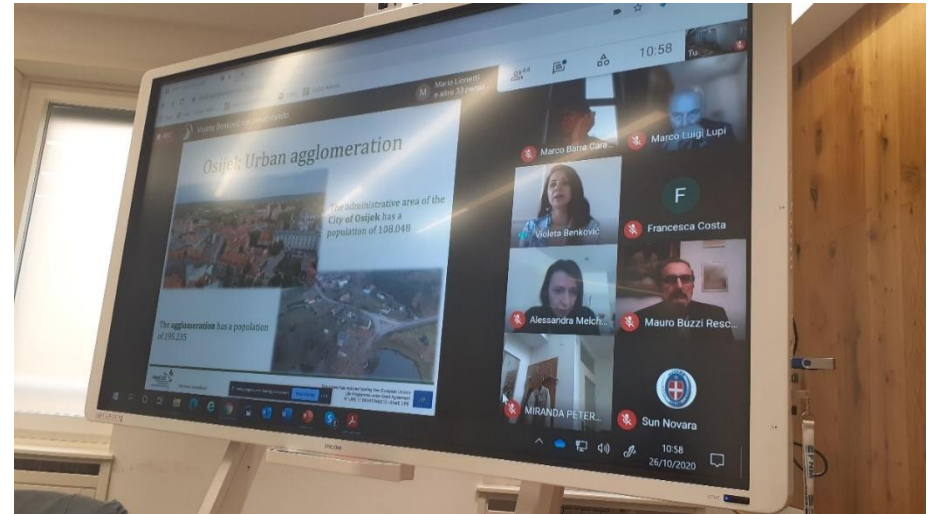
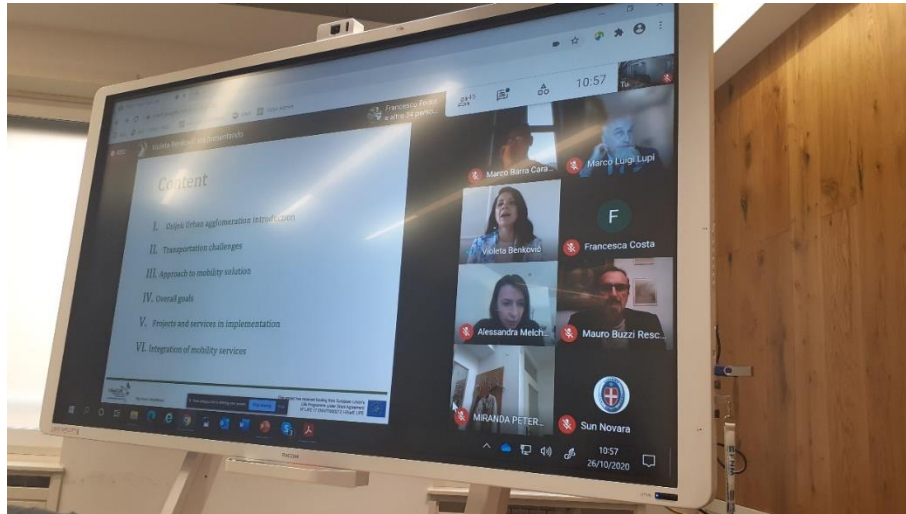
# FOCUS ON TECHNICAL WORKSHOP IN CROATIA

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

- Opening remarks (Institutional greetings)
- I-SharE LIFE Project
- Presentation of urban mobility in the Osijek Urban Agglomeration and the contribution of the I-SharE Life project
- Presentation of the I-SharE Life project and specifics of the Osijek car sharing
- Virtual warm coffee to discuss about... Presentation of questionnaire results



# FOCUS ON TECHNICAL WORKSHOP IN CROATIA



## FIRST DISSEMINATION EVENT

10<sup>TH</sup> DECEMBER 2020

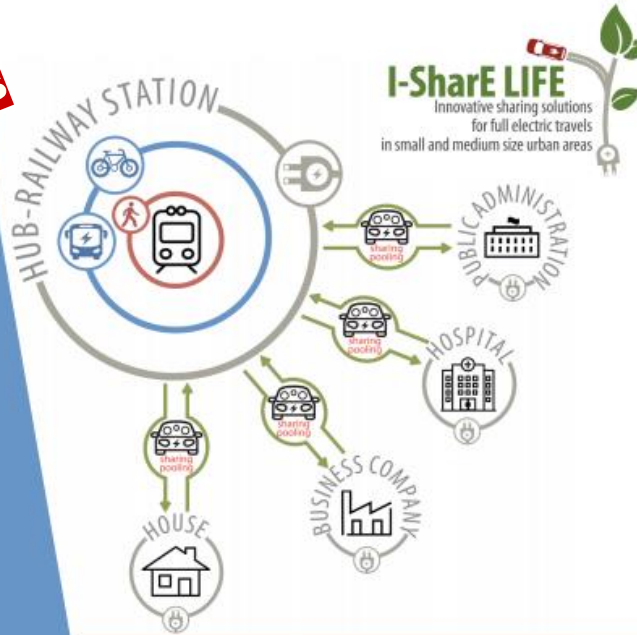
Webinar link — [meet.google.com/pgb-uboj-mbs](https://meet.google.com/pgb-uboj-mbs)

# TODAY: FIRST DISSEMINATION EVENT IN ROME

## COORDINATION OF ASSTRA AND FNM

10th DECEMBER 2020

114 Open Registrations



### FIRST DISSEMINATION EVENT

10<sup>TH</sup> DECEMBER 2020

Webinar link — [meet.google.com/pbg-uboj-mbs](https://meet.google.com/pbg-uboj-mbs)

If necessary put meeting code: pbgubojmbs



This project has received funding from European Union's Life Programme under Grant Agreement N° LIFE 17 ENV/IT/000212 I-SharE LIFE



9,00 - 9,15 Access of participants to the web platform

9,15 - 9,45 Welcome and Opening remarks (Institutional greetings)

◇ Giovanni Foti, ASSTRA Vice President, CEO GTT Torino

◇ Angelo Salsi, Head of Unit of LIFE and CIP ECO - Innovation EASME, European Commission

9,45 - 10,00 UITP Contribution to European Projects

◇ Umberto Guida, Senior Director Knowledge & Innovation UITP

10,00 - 11,30 First Results I-SharE LIFE project

Coordinator: Marco Barra Caracciolo, Director Ro.S.Co., Special Projects FNM Group

Overall presentation of the project - Marco Piuri, General Manager FNM

Innovative Electric Car Sharing solutions - Luca Pascucci, General Manager E-Vai

Presentation of the project and specifics of the Osijek car sharing - Lučijana Sangaletti, Consultant Dyvolve

How ICT in Car Sharing can improve Smart Cities mobility - Marco Lupi, Project Manager NORDCOM

User Centered Design - Francesca Costa, Senior Researcher Poliedra, PoliMi

Dissemination and communication activities - Daniela Carbone, Head Innovation Technological Department ASSTRA

11,30 - 11,45 Questions & Answers

11,45 - 12,15 Out put of Technical Workshops; Results of the 5 questions

Elisa Meko, Economic and Financial Department ASSTRA

Alessandra Melchioni, Head of European Policies & Programs FNM Group

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

12,15 - 12,30 Questions & Answers

12,30 - 12,45 Conclusion and Wrap-up

## FIRST DISSEMINATION EVENT

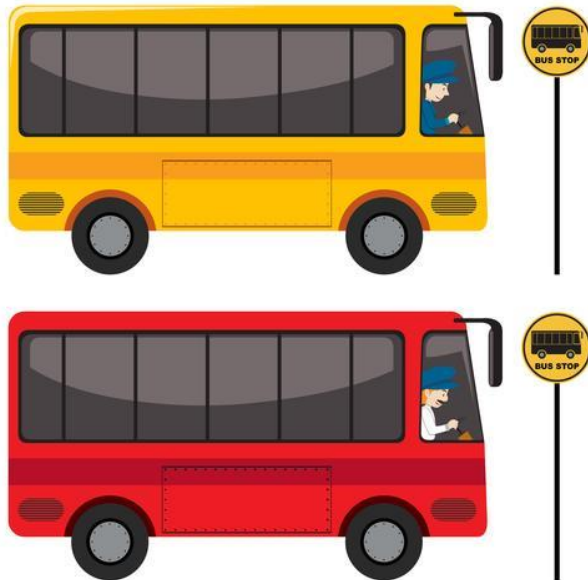
10<sup>TH</sup> DECEMBER 2020

Webinar link — [meet.google.com/pbg-uboj-mbs](https://meet.google.com/pbg-uboj-mbs)



# OTHER DISSEMINATION ACTIVITIES

## PERIODIC COMMUNICATION AND INFORMATION TO ASSTRA BUS COMMITTEE



30 companies distributed throughout the country and of all sizes



© Vmapa.com

**YEAR  
2018-2020**

**FIRST DISSEMINATION EVENT**

**10<sup>TH</sup> DECEMBER 2020**

Webinar link — [meet.google.com/pbg-uboj-mbs](https://meet.google.com/pbg-uboj-mbs)

## BUSINESS MODEL 1 – BUSTO ARSIZIO Corporate and Easy Station Model Service

**I-SharE LIFE**  
Innovative sharing solutions  
for full electric travels  
in small and medium size urban areas

This project has received funding from European Union's Life Programme under Grant Agreement N° LIFE-IT-DIVINOTRANS-1-2018-1-1





**Corporate and Easy Station Model Service:**  
**Vehicles shared between companies and commuters**

Busto Arsizio is an industrial area, located close to Malpensa international airport, with many commuters from the city of Milan. The model involves the use of the electric vehicle in car-sharing by commuters (for the journey home - railway station and back) and by companies near the station. In this model the costs of the service are shared between the company and the commuters.

The municipal environmental services company (AGESP) shares 8 electric vehicles with commuters during the testing phase. After the co-design activities the model had been changed and improved. The e-cars are now used by the company employees during office hours and for selected ones also after work and in the weekend.

Both Busto Arsizio Railway Station and Castellanza railway station have been infrastructured with EV Charging stations. Other Charging stations are located in strategic areas of Busto Arsizio Municipality.

**Key Data**

**TESTING PHASE IN BUSTO ARSIZIO DEMO SITE**

- Test Phase: 2 weeks in September 2019
- Beta Users involved: 3 Employees of AGESP company and 2 Commuters
- N° e-cars: 2 Renault Zoe
- Total mileage done during the test phase: 430 km

**AFTER THE TESTING PHASE**

From September 2019 to February 2020 inside the I-SharE LIFE project:

- N° e-cars used by AGESP Company inside Life Project: 8 Renault Zoe
- Total mileage done in this period: 44.000 km

From September 2019 to February 2020 extra Life project:

- N° e-cars used from different Users extra Life Project: 35
- Users: 25
- N° of trips: 66
- Total mileage done in this period: 1.400 km

**CO-DESIGN WORKSHOP IN BUSTO ARSIZIO**  
12 December 2019

- 5 Beta Users
- 1 Stakeholder involved by AGESP
- 10 Project Partners
- 3 Facilitators of Poliedra

**COVERED TOPICS AND RELATED ACTIVITIES IN THE CO-DESIGN WORKSHOP**

- Identification of opportunities for improving the service and re-design
- Analysis and implementation of the service instructions
- Definition of strategies for communicating the service functionalities in the most effective way

[www.i-sharelife.eu](http://www.i-sharelife.eu)

**PROJECT COORDINATOR**  
FNM idee in movimento

**PARTNERS**  
e-va! | NORDCOM | AGESTRA | Poliedra | dyolve

**SUPPORTERS**  
Regione Lombardia | Comune di Busto Arsizio | Comune di Castellanza | Comune di Sesto San Giovanni | Comune di Legnano | Comune di Cinisello Balsamo | Comune di Sesto San Giovanni | Comune di Legnano | Comune di Cinisello Balsamo

## BUSINESS MODEL 2 – BOLLATE Corporate and Easy Station Model Service

**I-SharE LIFE**  
Innovative sharing solutions  
for full electric travels  
in small and medium size urban areas

This project has received funding from European Union's Life Programme under Grant Agreement N° LIFE-IT-DIVINOTRANS-1-2018-1-1





**Corporate and Easy Station Model Service:**  
**Vehicles shared between companies and commuters**

Bollate is a municipality in the metropolitan area of Milan with important industries. The model involves the use of the electric vehicle in car-sharing by commuters (for the journey home - railway station and back) and by companies far from the station. In this model the costs of the service are shared between the company and the commuters.

The companies (Solvay and Pirelli) share 3 electric vehicles with commuters during the testing phase. After the co-design activities the model had been changed and improved. The e-cars are now used by the company employees during office hours and for selected ones also after work and in the weekend.

Solvay company contracted the service model providing its fleet with Electric Vehicles installing charging infrastructures in its parking area.

**Key Data**

**TESTING PHASE**

- Test Phase: 3 weeks in July 2019
- Beta Users involved: 2 Employees of Pirelli company, 4 Employees of Solvay company and 2 Commuters
- N° e-cars: 3
- Total mileage done during the test phase: 841 km

**AFTER THE TESTING PHASE**

From July 2019 to March 2020 inside the I-SharE LIFE project:

- N° e-cars used by Solvay Company inside Life Project: 1
- N° e-cars used by Municipality Employees and Occasional Users: 1
- Total mileage done in this period: 1.250 km
- N° of users: -
- N° of trips: 38

**CO-DESIGN WORKSHOP BOLLATE**  
12 December 2019

- 8 Beta Users
- 2 Stakeholder (Solvay and Pirelli)
- 8 Project Partners
- 3 Facilitators of Poliedra

**COVERED TOPICS AND RELATED ACTIVITIES IN THE CO-DESIGN WORKSHOP**

- Identification of opportunities for improving the service and re-design
- Analysis and implementation of the service instructions
- Definition of strategies for communicating the service functionalities in the most effective way

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**PROJECT COORDINATOR**  
FNM idee in movimento

**PARTNERS**  
e-va! | NORDCOM | AGESTRA | Poliedra | dyolve

**SUPPORTERS**  
Regione Lombardia | Comune di Bollate | Comune di Sesto San Giovanni | Comune di Legnano | Comune di Cinisello Balsamo

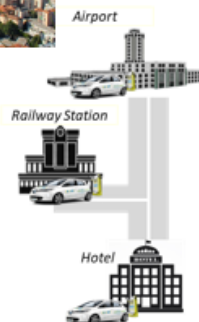
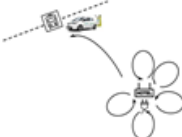
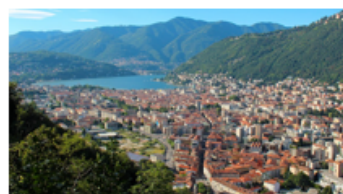
# LEAFLETS



## BUSINESS MODEL 4 – COMO Tourists - Corporate Service



This project has received funding from European Union's Life Programme under Grant Agreement N° LIFE-IT-DIVITT060015-1-IGVAC LIFE



### Tourists - Corporate Service: Vehicles shared tourists and hotels employees

Como is a well-known tourist location that promotes the development of electric mobility both in the city and along the shores of Lake Como. Service was provided to hotels, dedicated to tourists and city users. This models showed many critical issues from the testing phase since the tourist involvement had been difficult due to short stay. Nowadays, for this reason the model does not seem economically sustainable. Until now E-Vai activated 10 e-cars based on a pay per use service (Regional service) located in the parking slots at the railway station of:

- Como Borghi
- Como Camerlata
- Como Nord

### Key Data

#### TESTING PHASE

- Test Phase: 3 weeks in July 2019
- Beta Users involved: 3 Hotel's Employees
- N° e-cars: 2
- Total mileage done during the test phase: 738 km

#### AFTER THE TESTING PHASE

From July 2019 to March 2020 inside the I-SharE LIFE project:

- N° e-cars used inside Life Project: 0
- Total mileage done in this period: 0 km
- N° of users: 0
- N° of trips: 0

From September 2019 to February 2020 extra LIFE project:

- N° e-cars used from different Users extra Life Project: 4
- N° of users: 3
- N° of trips: 4
- Total mileage done in this period: ca 216 km

#### CO-DESIGN WORKSHOP COMO

- 30th January 2020
- 4 Beta Users
- 6 Stakeholder
- 7 Project Partners
- 2 Facilitators of Poliedra

#### COVERED TOPICS AND RELATED ACTIVITIES IN THE CO-DESIGN WORKSHOP

- Identification of opportunities for improving the service and re-design
- Definition of strategies for communicating the service functionalities in the most effective way

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## BUSINESS MODEL 3 – BERGAMO Public Service



This project has received funding from European Union's Life Programme under Grant Agreement N° LIFE-IT-DIVITT060015-1-IGVAC LIFE



### Public Service: Vehicles shared between Municipality and Occasional Users

Bergamo is one of the main demonstration sites of the project, with an innovative model of mobility shared between the Municipality and Occasional Users. The Municipality is equipped with 4 E-Vai electric vehicles. During working hours, the Municipality employees use the car for internal business, during the remaining time, evening and weekend, Occasional Users use the car for private trips. Other institutions in Bergamo and Municipality around Bergamo have implemented the same Model in order to create a network with 10 electric vehicles running:

- Municipality of Dalmine ( Bergamo University Campus)
- Municipality of Orio al Serio ( Bergamo International Airport)
- Confartigianato Bergamo (Local Association is part of the network and testing "Corporate" I SharE LIFE Model)

### Key Data

#### TESTING PHASE

- Test Phase: 3 weeks in July 2019
- Beta Users involved: 4 Employees of Municipality and 6 Occasional Users
- N° e-cars: 4
- Total mileage done during the test phase: 2000 km

#### AFTER THE TESTING PHASE

From July 2019 to March 2020 inside the I-SharE LIFE project:

- N° e-cars used inside Life Project: 5
- Total mileage done in this period: ca 9.000 km
- N° of users: 127
- N° of trips: 365

From September 2019 to February 2020 extra LIFE project:

- N° e-cars used from different Users extra Life Project: 9
- N° of users: -
- N° of trips: 364
- Total mileage done in this period: ca 17.000 km

#### CO-DESIGN WORKSHOP BERGAMO

- 19th November 2019
- 8 Beta Users
- 3 Stakeholder involved by AGESP
- 10 Project Partners
- 3 Facilitators of Poliedra

#### COVERED TOPICS AND RELATED ACTIVITIES IN THE CO-DESIGN WORKSHOP

- Identification of opportunities for improving the service and re-design
- Analysis and implementation of the Beta version of the APP
- Analysis and implementation of the service experience

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## FIRST DISSEMINATION EVENT

10TH DECEMBER 2020

Webinar link — [meet.google.com/pgb-uboj-mbs](https://meet.google.com/pgb-uboj-mbs)



# LEAFLETS




## BUSINESS MODEL 5 – OSIJEK

### Public and Corporate Service



This project has received funding from European Union's Life Programme under Grant Agreement N° LIFE-IT-DONT080015 I-SHARE LIFE




**Public and Corporate Service: Vehicles shared between Occasional Users and public and private Companies**

Osijek is an economic, administrative, educational and industrial town of Osijek-Baranja county Eastern Croatia. The service is used by Occasional Users (Mon-Fri afternoon + weekends) and by employees (Mon-Fri from early morning to afternoon). I-SharE e-car sharing is completely a new service provided by the local public transportation operator GPP.

**Key Data**

**TESTING PHASE**

- Test Phase: 3 weeks in June 2019
- Beta Users involved: 5 Occasional Users and 5 Employees of local companies
- N° e-cars: 8
- Total mileage done during the test phase: 3.972 km



**AFTER THE TESTING PHASE**

From July 2019 to March 2020 inside the I-SharE LIFE project:

- N° e-cars used inside Life Project: 8
- Total mileage done in this period: 33.681 km
- N° of users: 34
- N° of trips: 571

**CO-DESIGN WORKSHOP OSIJEK**

29<sup>th</sup> January 2020

- 4 Beta Users
- 16 Stakeholder
- 2 Project Partners
- 2 Facilitators of Dyvolve supported by one representative from the City of Osijek and one representative from GPP (public transport operator)

**COVERED TOPICS AND RELATED ACTIVITIES IN THE CO-DESIGN WORKSHOP**

- Evaluate and explore the proposed model of intermodal car-sharing service
- Analysis of the users expectations for the service and the definition of the motivation of use

**www.i-sharelife.eu**

PROJECT COORDINATOR  


PARTNERS  




SUPPORTERS  









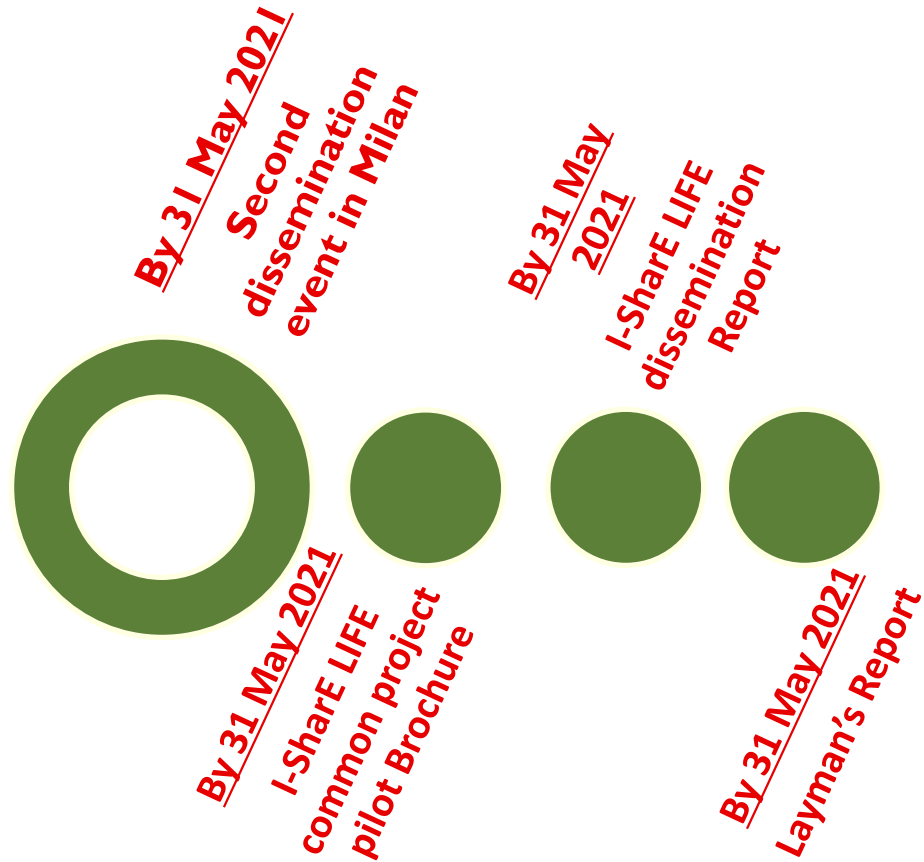



## FIRST DISSEMINATION EVENT

10<sup>TH</sup> DECEMBER 2020

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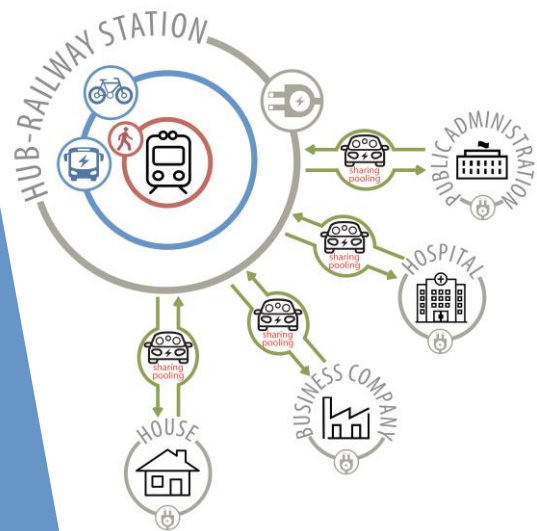
# FORESEEN ACTIONS



## FIRST DISSEMINATION EVENT

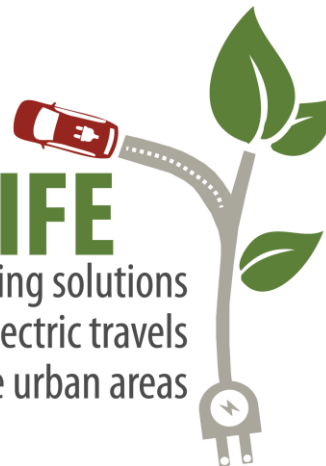
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Life Programme under Grant Agreement  
N° LIFE 17 ENV/IT/000212 I-SharE LIFE

## THANK YOU FOR YOUR KIND ATTENTION!

*Daniela Carbone*  
*Head of Technicological Innovation Department*  
**ASSTRA**



### FIRST DISSEMINATION EVENT

10<sup>TH</sup> DECEMBER 2020

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