What is the LIFE Program
LIFE is the EU financial instrument supporting e environmental, nature conservation and climate action projects across the EU

This project has received funding from the LIFE program of the European Union under grant agreement N° LIFE 17 ENV/IT/000212 I-SharE LIFE

www.i-sharelife.eu

I-SharE LIFE

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

CAR SHARING
MODEL 2
"EASY-STATION PLUS"
BOLLATE

THE PROJECT IN BRIEF

"I-SharE LIFE – Shared and electric transport in small and medium urban areas"

The **aim** of the project is to reduce pollutants and atmospheric loads, in particular PM10 and NO2, and to mitigate the emission of greenhouse gases produced by road transport and urban mobility.

Five models of electric car sharing service have been tested integrated with the public rail transport service to verify its transport effectiveness, environmental and economic sustainability in medium-small city contexts and in specific areas of use.

50 electric cars were used at the four demonstration sites in small/medium-sized cities in Lombardy and a further 8 electric cars in Osijek, a city in Croatia.

I-SharE LIFE has the ambition to evolve the electric car-sharing model, developed in large metropolitan cities, to export it to the province and to inland areas with low population density also verifying replicability and transferability in other urban areas with similar characteristics.

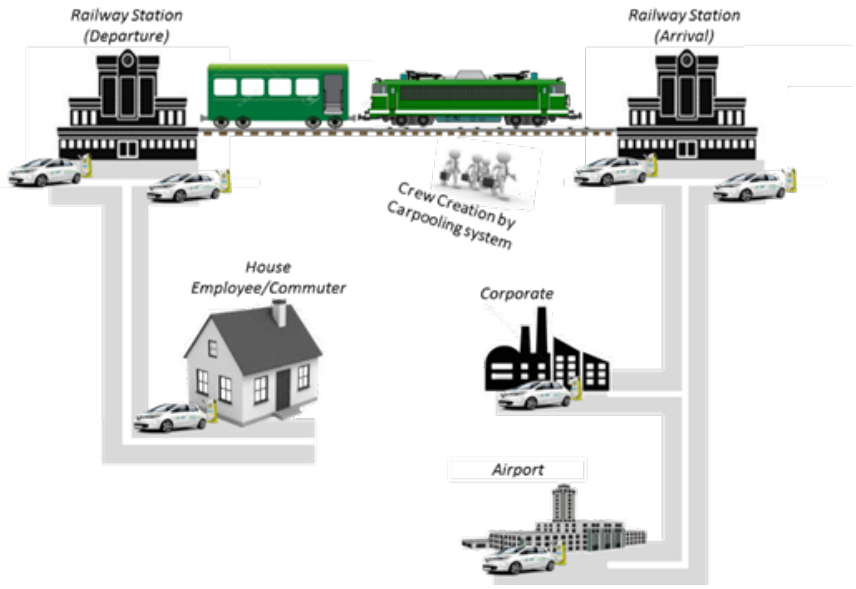
DESCRIPTION OF MODEL 2 - Car Sharing: "Easy-station plus"

The aim of the model is to offer an eco-sustainable and innovative mobility service that responds not only to the needs of commuters, who use the train every day and who make the last mile to reach their workplace, but also to the needs of companies, which need to reduce the costs of their company fleet, optimizing its use and improving the number of vehicles.

Specifically, the customer journey of the service includes the following 4 macro-phases:

1. The commuter customer will have at his disposal an electric vehicle, which he will find at his home, from which he will go every morning to train station A, here he will leave the vehicle in a parking lot, reserved for him, including a charging point;
2. Employees of companies located near railway station A (e.c. 1-2 km), arriving at railway station A, may use the vehicle, left by the commuter customer, to make the last mile and thus reach their place of work;
3. Private or public companies, located near railway station A, will thus be able to use the vehicle to carry out business missions throughout their working hours, provided that they return it at the appointed time at the reserved car park of railway station A;
4. The commuter customer, upon his return to train station A, will return his vehicle to the appropriate parking lot and return to his home.

DIAGRAM OF THE MODEL



TARGET AREA

The activation of this hybrid mobility service, which responds jointly to the needs of commuters and businesses, is optimal within **municipal areas where there is a strong industrial fabric**, which surrounds the urban perimeter, and where **commuting for work through the rail transport service is very frequent.**

CHARACTERISTICS OF THE TARGET AREA	
Minimum urban population	over 10.000 inhabitants
Presence of companies with operational offices near railway stations	YES
Minimum number of employees of companies near railway stations	over 50 employees

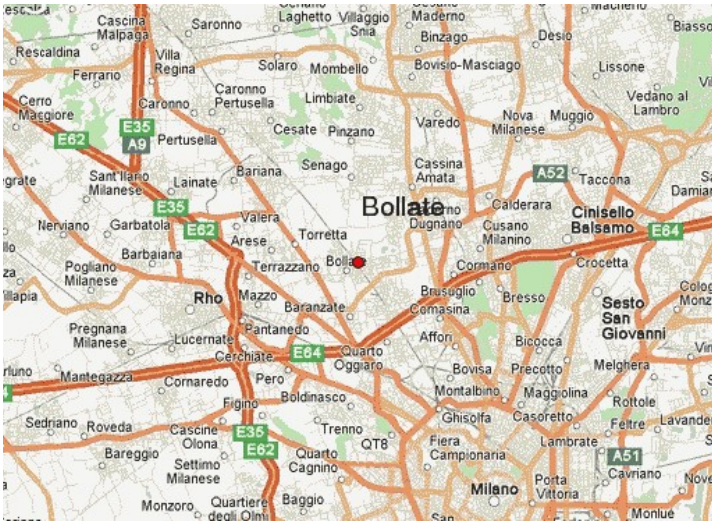
MINIMUM REQUIREMENTS FOR ACTIVATION

The activation of the "Easy-station" model requires the presence of:

INFRASTRUCTURE REQUIRED	MINIMUM QUANTITY	COST
Electric vehicle monthly fee (Commuter)	1	€250,00/month
Electric vehicle monthly fee (Company)	1	€350,00/month
Construction cost for excavations and single charging station connection	n.a.	€15.000,00
22KW charging station (Station)	1	€1.000,00
22KW charging station (Company)	1	€1.000,00
Charging wall box (Commuter)	1	€500,00
Reserved parking (Station)	1	n.a.
Cost of electricity (Station)	n.a.	Included in the vehicle fee
Cost of electricity (Company)	€/KW	€0,40/KW

DEMO MADE – BOLLATE (Lombardy, Italy)

Bollate is a municipality in the metropolitan area of Milan with important industries. The service provides for the use of the electric vehicle in car sharing by commuters (for the outward journey - railway station and back) and by companies far from the station. The costs of the service are shared between the company and commuters. During the test phase, the companies (Solvay and Pirelli) shared 3 electric vehicles with commuters.

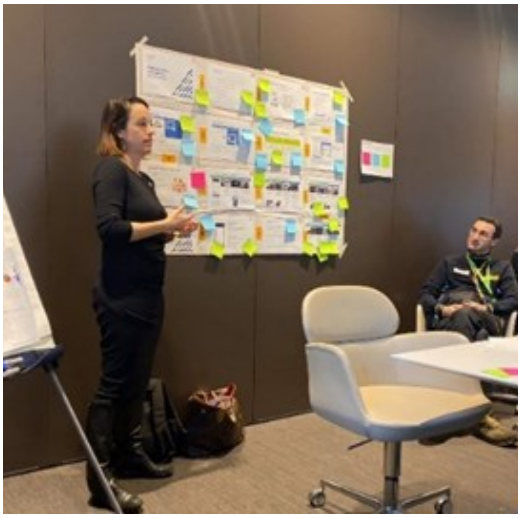


After the co-design activities, the service was modified and improved. Electric cars are now used by company employees during office hours and some of them are also used after work and on weekends. The Solvay company has installed charging stations in its parking area.

BACKGROUND E CONTEXT
City / Country: Bollate, Italy
Area [kmq]: 13,12 kmq
Population [inhabitants]: 36.548 abitanti
Population density: 2785,67 ab./kmq
Small municipality N. inhabitants< 100.000
Average municipality 100.000 < N. abitanti < 500.000
Large municipality N. inhabitants > 500.000
Bollate is a small municipality

SIGNIFICANT ELEMENTS – TESTING PHASE AND CO-DESIGN

- **Duration:** from september to december 2019
- **Beta User Involved:** 8
- **Stakeholders:** 2
- **Project Partner:** 8
- **N° of Electric cars:** 2
- **Total Kilometers Travelled:** 1.250

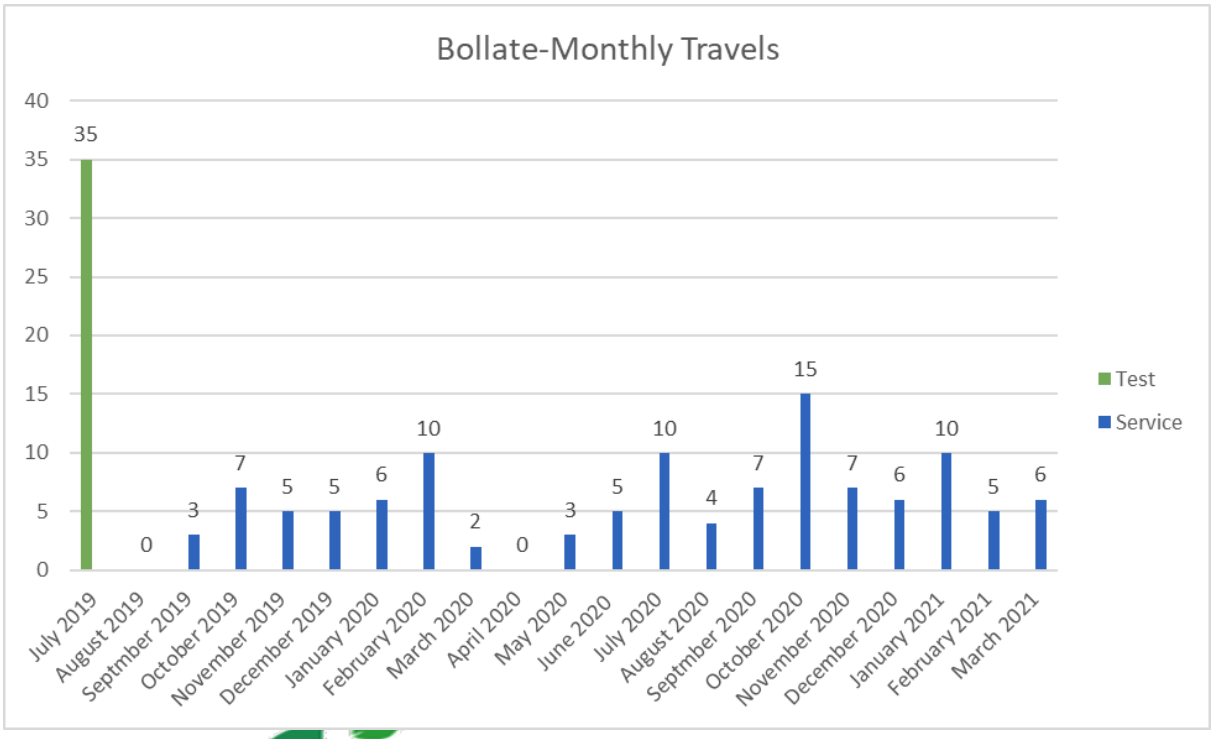


The **co-design workshop** was a moment of comparison and creation, in which had been implemented the car sharing service characteristics.

The purpose of the workshop was to identify the positive and negative aspects that emerged from the service experience. In Bollate were analyzed the aspects related to the **instructions** of the service usage and reviewed the **training instructions for using the car-sharing service tailored on company employees**.

SIGNIFICANT ELEMENTS – COMMISSIONING THE SERVICE

- **Durata:** from october 2019 to march 2021
- **Total Kilometers Travelled:** 7.199
- **N° of Electric cars:** 2



ENVIRONMENTAL RESULTS ACHIEVED

It is estimated in terms of atmospheric emissions that the project has contributed to the savings of approximately:

BOLLATE			
NOx (kg)	CO (kg)	PM10 (kg)	CO2e (t)
4	4	1	2

The calculation of the estimated environmental benefit was made considering the number of trips and km that would have taken place with traditional vehicles (ICE), had the I-Share LIFE service not been implemented.

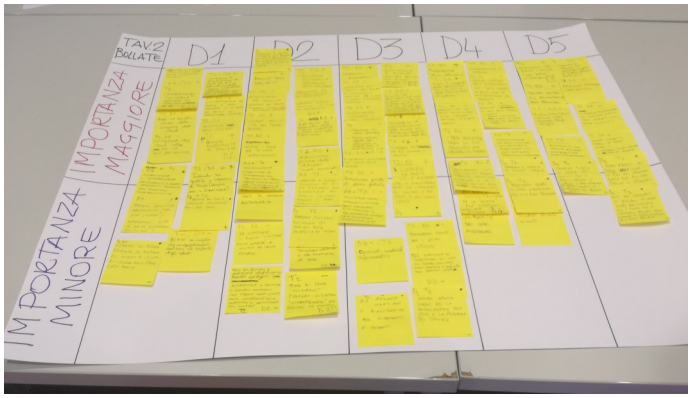
The emission coefficients of the ICE vehicles refer to the average Italian vehicle fleet.

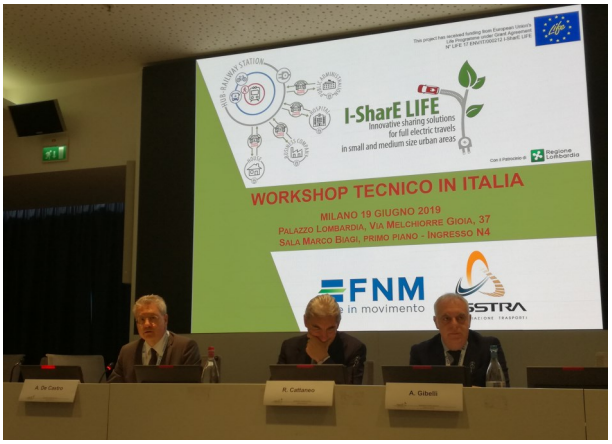
The emissions due to the production of electricity used by the I-Share LIFE cars are considered null, as all the energy purchased for the project comes from clean and renewable sources (e.g. solar, wind).

LESSON LEARNED

The point of view of the Stakeholders

- 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
- comparison with different realities and areas for "commuters"
- 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)
- communication campaign within companies and schools
- incentives for workers to use the I share-LIFE service rather than their car
- communication campaign by the Mobility Managers within industrial companies regarding the existence of the I-Share LIFE service
- promote free trial days of the service
- always proceed in implementing with an experimental phase





FINAL CONSIDERATIONS

The "Easy station Plus" business model guarantees the optimization of the use of shared vehicles, exponentially reducing the hours of inactivity thanks to an efficient and cross-linked customer journey between commuters and company employees, located around the stations railway. Specifically, the model must provide for an active collaboration between two different types of target B2B customers, employees of companies adjacent to the station, and B2C, the commuter, in order to eliminate any inefficiencies that could arise due to non-compliance with the contractual time slots. for each target.

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REGIONE LAZIO

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