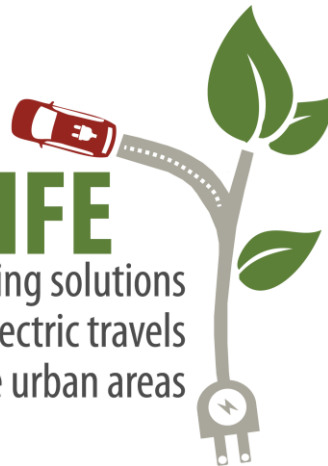


I-SharE LIFE

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

STAKEHOLDERS' CONTRIBUTION

Elisa Meko
Economic and Statistical Department
ASSTRA



ONLINE FINAL DISSEMINATION EVENT

23RD JUNE 2021



STAKEHOLDERS ANALYSIS IN I-SHARE LIFE PROJECT

- I-SharE LIFE project puts a lot of emphasis on stakeholder's participation as part of the I-SharE LIFE process.
- Stakeholders analysis is important to identify the key actors/stakeholders for the project, and to design a strategy for meaningful and (cost) effective stakeholders' engagement.
- Stakeholders analysis can also help in the design of the project itself, since a good stakeholder analysis does not only give the foundation for a stakeholders' engagement strategy, but also for defining actions and approaches to achieve project results.



STAKEHOLDERS CATEGORIES

Stakeholder Categories (Source: Rupprecht et al. - 2011)			
A. Government / Authorities	B. Business / Operators	C. Communities / Local neighbourhoods	D. Others
<ol style="list-style-type: none"> 1. Local Authority 2. Provincial Authority 3. Regional Government 4. Other local authority bodies 5. Neighbouring Cities 6. Local Transport Authority 7. Politicians 8. Other Decision Makers 9. Health & Safety Institutions 10. Ministry of Transport 11. Other National Ministry and Institution 12. European Union 	<ol style="list-style-type: none"> 1. National / Regional / Local Transport Operators 2. Transport Consultants 3. Car Sharing Operator 4. Bike Sharing Companies 5. other Mobility Providers 6. Great Local Attractors (Hospital, Airport, Fair Body, shopping centers ...) 7. National Business Associations 8. Private Financiers 9. Corporate 10. Small Business 11. Utility services(e.g. electric, telecom...) 12. Automotive Players 13. Parking Company 14. Professional Orders 	<ol style="list-style-type: none"> 1. National Environmental NGOs 2. Motorist Associations 3. Trade Unions 4. Media 5. Local Authority Forums 6. Cycle/Walking Groups 7. Mobility managers Association 8. National/ Regional/ Local Community Organizations 9. Cultural Associations 10. Local Interest Groups 11. Public Transport Users Groups 12. Commuters Associations 13. Transport Users 14. Citizens 15. City Users 	<ol style="list-style-type: none"> 1. University 2. Scientific Technological Park 3. Research Institution 4. Foundation 5. Experts From Other Cities

STAKEHOLDER ENGAGEMENT OBJECTIVES



- ✓ Collect **suggestions** and critical issues for each Business Model

- ✓ Maximize the opportunities for **replicability and transferability** of I-SharE LIFE's demonstration actions to other **small and medium-sized urban areas**.



STAKEHOLDER ENGAGEMENT STEP BY STEP

In the Italian workshop, **ITALIAN STAKEHOLDERS** collected suggestions and critical issues for each demonstration models

ASSTRA summarized the results and the common points among the five different models.

CROATIAN STAKEHOLDERS evaluated Italian stakeholders' suggestions and critical issues about Model 5 and common points of the 5 models

In the first dissemination event **ASSTRA** disseminated the results from all stakeholders on each demonstration models

In the final dissemination event **ASSTRA** disseminates the final results from stakeholder engagement

STAKEHOLDER ENGAGEMENT - METHOD

ITALIAN TECHNICAL WORKSHOP



WORKING GROUP

Five boards have been prepared and for each question, each Italian 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.



5 QUESTIONS FOR EACH MODEL

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

METHOD OF POST-IT

	Question 1	Question 2	Question 3	Question 4	Question 5
More relevant	Answer		Answer		
Less relevant		Answer			

FOCUS ON TECHNICAL WORKSHOP IN MILAN

Table 1, Busto Arsizio – Pink



Table 2, Bollate – Yellow

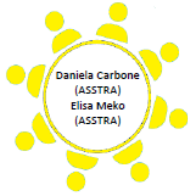


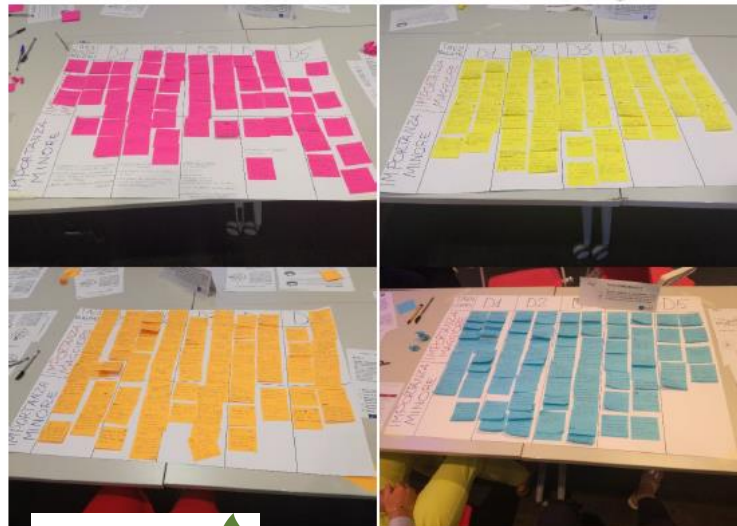
Table 3, Bergamo – Orange



Table 4, Como – Light-Blue



Table 5, Osijek



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

ONLINE FINAL DISSEMINATION EVENT

23RD JUNE 2021

STAKEHOLDER ENGAGEMENT - METHOD

CROATIAN TECHNICAL WORKSHOP

QUESTIONNAIRE

Croatian Stakeholders completed the questionnaire survey assigning a value to the Italian stakeholders' results from 1 to 5 where 1 is low important, 5 very important.

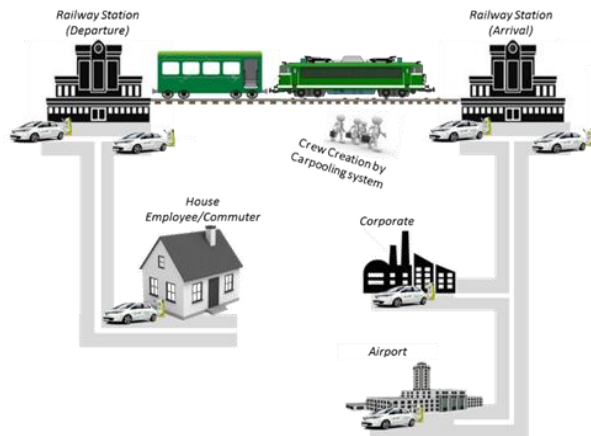


A screenshot of a Google Meet video conference. The main window shows a presentation slide titled "STAKEHOLDERS' CONTRIBUTION" from the "I-SharE LIFE" project. The slide lists contributions from Nadia Amtrano (Technical Innovation Department - ASTRA) and Elisa Meko (Economic and Statistical Department - ASTRA). It also mentions a "TECHNICAL CROATIAN WORKSHOP" on 26th October 2020, with logos for FNM, ASTRA, and the European Union. A text box at the bottom of the slide says "Good morning! I'm going to talk about stakeholders' contribution to the project." The video conference interface shows a grid of participants, including Marco Bassani, and a toolbar with various meeting controls.

During Croatian technical workshop we showed and discussed about results.

Results: Model I – Busto Arsizio

Corporate and Easy Station Model Service

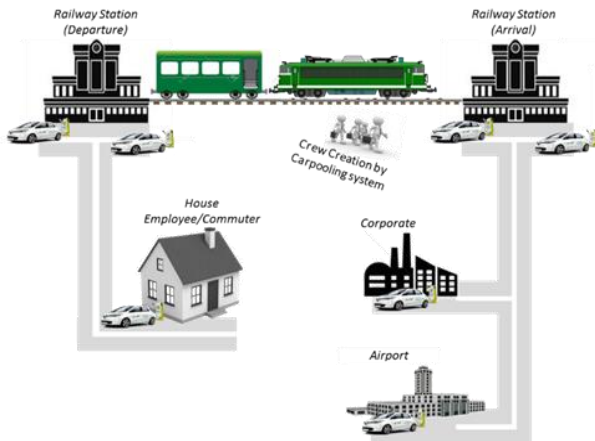


The point of view of the Stakeholders

- 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”
- **promote the service** to local companies also with tariff concessions for commuters and tax incentives for users
- **information campaign** at the railway station to intercept commuters interested in the model
- **identify all the stations** (rail, bus/metro) that have a high commuting and business activities nearby

Results: Model 2 – Bollate

Corporate and Easy Station Model Service



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**

Results: Model 3 – Bergamo

Public Service

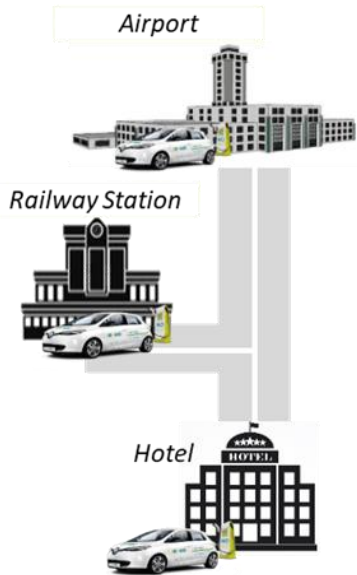


The point of view of the Stakeholders

- **compare with other car-sharing models** in the area or in other countries to identify the ideas, possible problems or opportunities
- **use agile methodologies** to improve development and evolution of the service
- **integrations with LPT**, but not only for the railway sector. Buses could also be incorporated
- **highlight the environmental sustainability** of the proposed solution
- **create co-marketing actions** with businesses (restaurants, bars, ecc..) and generate discounts
- **proper management of logistics** with respect to return points and subsequent withdrawal from different users
- create **discounted rates** for users under 26 (students), even compared to evening use of the car
- lack of public administration resources compared to the implementation of the project, **co-financing or finalized funds would be needed**
- **involving more people** in the creation and improvement of the service (Municipality, associations, companies,..)

ONLINE FINAL DISSEMINATION EVENT

Results: Model 4 – Como Touristic - Corporate Service



The point of view of the Stakeholders

- **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
- **integrate LPT / Car sharing fare system** is an indispensable action in touristic contexts
- **comparison with apparently different situations** by type of service for the coverage of time slots and areas
- the local body and the stakeholder **should devise a system of constraints / rewards** for the implementation of e-sharing services
- **communication** with international users, simple, intelligible and multilingual information systems
- **authorizations** for charging columns

ONLINE FINAL DISSEMINATION EVENT

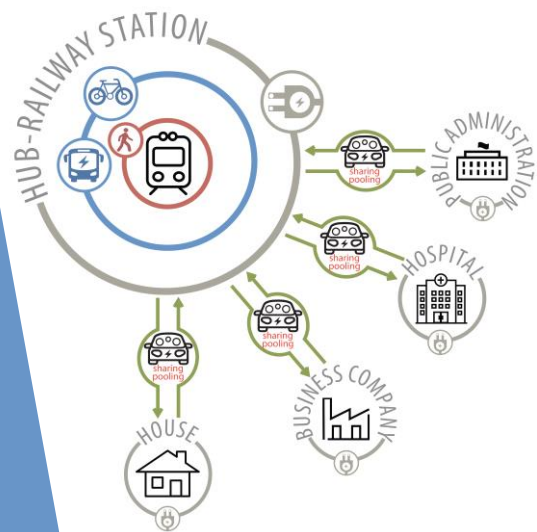
Results: Model 5 – OSIJEK

Public and Corporate Service



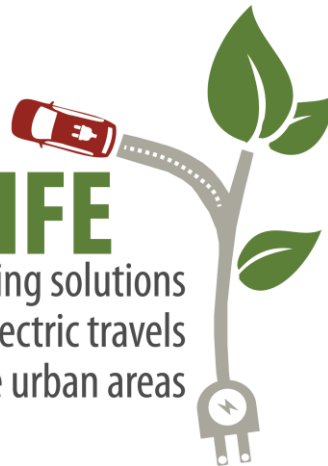
The point of view of the Stakeholders

- **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
- **monitor the trend** and correct the shot with respect to what is requested by the customers
- **carefully manage critiques on social media** as everything can be exploited
- **co-marketing actions** with users who also offer discounts to be used in commercial establishments
- **correct logistical management** of withdrawals and returns to meet different needs, adding recharging points where necessary
- **fare integration** with several means of transport (e.g. car, train, bus, tram)
- **promotions and agreements with universities.**



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

THANK YOU FOR YOUR KIND ATTENTION!

Elisa Meko
Economic and Statistical Department
ASSTRA



ONLINE FINAL DISSEMINATION EVENT

23RD JUNE 2021

