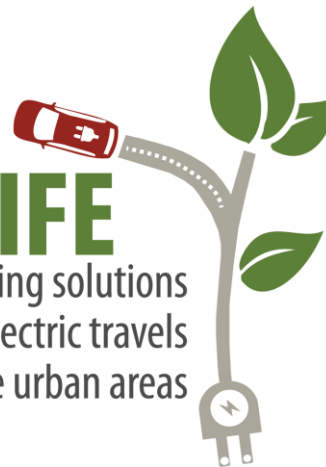


# I-SharE LIFE

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

## I-SharE LIFE

# Project Overall Presentation

*Marco Piuri*  
*General Manager*  
*FNM S.p.a*



**ONLINE FINAL DISSEMINATION EVENT**

23<sup>RD</sup> JUNE 2021



# I-SharE LIFE: innovative electric car sharing solutions for mobility in small and medium urban areas

7 partner, 5 demonstration sites and 1 main goal:

to demonstrate the economic and technological feasibility of new Electric car-sharing service models (with 100% electric vehicles) for medium and small urban areas, measuring their potential environmental and socio-economic effects.

The project foresees to innovate sustainable mobility through fully electric car sharing services in 4 demonstration sites in Lombardy Region (Bergamo, Como, Bollate and Busto Arsizio) and 1 in Croazia (Osijek), integrating it with public rail transport service.

The innovation of I-SharE LIFE relates not only in the use of electric vehicles, but in their sharing in different ways and at different time slots, so that the entire intermodal chain for home/ work trips will be zero emissions pollutants.



**SHARING IS CARING**



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# I-SharE LIFE: innovative electric car sharing solutions for mobility in small and medium urban areas

## PROJECT COORDINATOR



## PARTNERS



## ENDORSERS



## ONLINE FINAL DISSEMINATION EVENT

Project: LIFE17 ENV/IT/000212

PROJECT LOCATION:

Italy (Lombardy Region)

Croatia (Osječko-baranjska županija)

Budget:

Total amount: 5,67 M€

60% EC Co-funding: 3,40 M€

Duration: 01/07/2018 - 30/06/2021



# I-SharE LIFE - Objectives & Scope

## ➤ Objectives:

- “**environmentals**” in terms of reducing pollutants and mitigating emissions of GHG;
- “**market uptake**” facilitating market uptake in small to mid-sized urban areas, a non obvious market for car-sharing services;
- “**demonstration**” in terms of technological and economic feasibility of e-car sharing models of service tailored on small urban areas;
- “**communication**” to raise awareness on the opportunities linked to e-car sharing services so to generate interest in PAs, enterprises and general public at regional, national and international level.

## ➤ Target audience and stakeholder involvement in the territory:

- FNM and Dyvolve are constantly communicating with the National, Regional and Local different administrative levels of the government, in order to implement policies supporting sharing and electric mobility in the National sustainable mobility regulatory framework.



# I-SharE LIFE - Expected Impacts ((\*)) 2 Monitoring report 03.2021)



Cost reduction for citizens and PA (fuel, parking, taxes etc..) 360K€ of revenue



Reduction of Pollutants ((\*))

- NOx 610 kg/18 months
- CO 670 kg/18 months
- PM10 85 kg/18 months
- CO2 230 t/ 18 months



Web Platform and Mobile Apps



14 new jobs created



Unlimited mobility ((\*))  
80 Electric Vehicles between Lombardy and Croatia (50 foreseen in the project)



Positive Impacts on Corporate Social Responsibility



Simplification and automation of processes



Welfare service for employees home-work trips or private trips



Integrated Ticket Car + Train



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

# I-SharE LIFE - 5 Innovative Business Models



**E-VAI  
EASY STATION**

**I-SharE LIFE “Easy Station”  
Busto Arsizio, vehicles  
shared between companies  
and commuters**



**E-VAI  
PUBLIC**

**I -SharE LIFE Como “Public  
Touristic”  
pay per Use Model**



**E-VAI  
CORPORATE**

**I -SharE LIFE “Corporate”  
Bollate , Corporate Fleet  
management**



**E-VAI  
PUBLIC**

**I-SharE LIFE “Public”.  
Bergamo, vehicles shared  
between the municipality and  
the citizens**



City of Osijek

**I -SharE LIFE Osijek  
“Intermodal” Car sharing  
services integrated with  
Public Transport**

# I-SharE LIFE: “Car+Train” product - a fully sustainable trip for commuters and city users

Within the action "Implementation and tuning of the services" E-Vai worked together with Trenord for the creation, development, testing and implementation of the new product "Car+Train".

Specifically, the activities carried out can be collected into the following phases:



Once the preliminary design, creation, development and testing phases of the new "Car+Train" product had been completed, it was possible to launch it on the B2C market, and therefore to Trenord and E-Vai customers.



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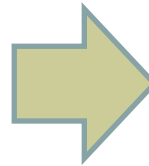
23<sup>RD</sup> JUNE 2021

# I-SharE LIFE: Replicability, Transferability and Market Uptake in Italy

The Replicability strategy in Italy foreseen the implementation of the Service both in urban and peri-urban areas, in Small and Medium Municipalities and along FERROVIENORD Railway Lines.

The Projects has achieved the following results:

- n.23 charging infrastructures implemented in FERROVIENORD stations along the Railway Line;
- n.28 Municipalities in Lombardy Region have implemented the I-SharE LIFE “Public Model”;
- Lol signed in Sicily, Calabria, Veneto, Marche and Emilia Romagna



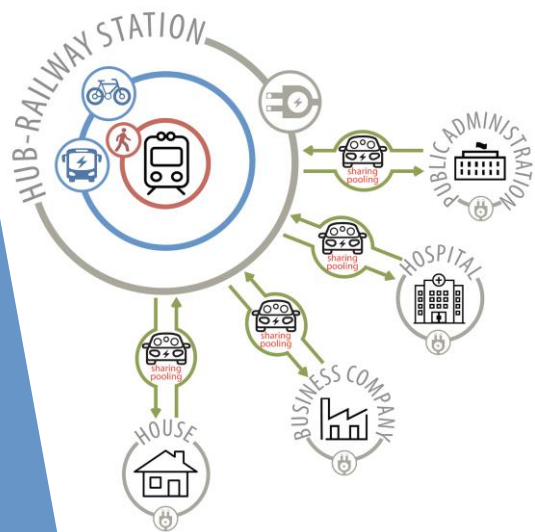


# I-SharE LIFE: Replicability, Transferability and Market Uptake in Croatia

Replication approach to other municipalities:

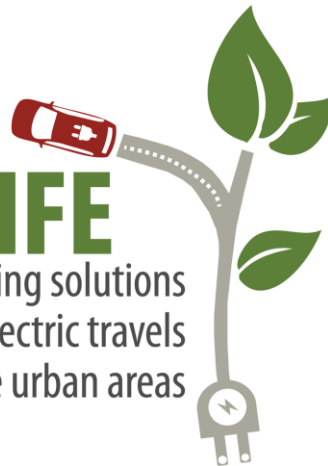
- Signed Letters of Intent with municipalities (4 planned)
- 19 new Car sharing locations (4 initially planned)





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**THANK YOU FOR YOUR KIND  
ATTENTION!**

*Marco Piuri*  
*General Manager*  
*FNM S.p.a*



**ONLINE FINAL DISSEMINATION EVENT**  
23<sup>RD</sup> JUNE 2021

