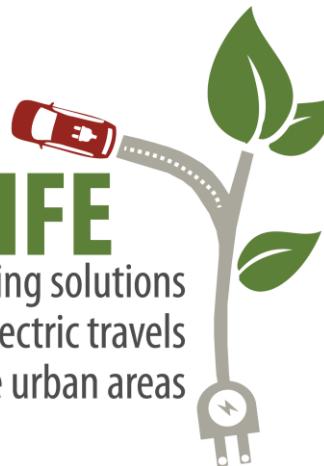


I-SharE LIFE

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

Insight on Replicability & Transferability

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ONLINE FINAL DISSEMINATION EVENT

23RD JUNE 2021

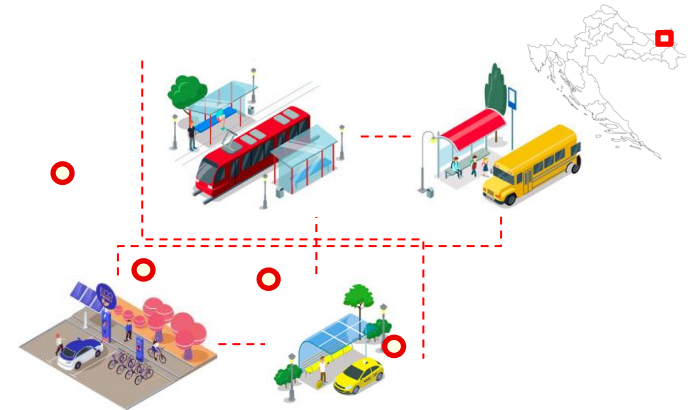
FNM
idee in movimento

ASSTRA
ASSOCIAZIONE TRASPORTI

Profitable to be Replicable!

- B2B and B2C Business Models – specific yet similar
 - CAPEX structure shared across business models
1 – 5
 - OPEX structure dependent on market segments
 - Vehicle rentals, IT Mgmt services, Energy, Vehicles maintenance, Branding & Mktg, ...
 - Profitability => achievable if key conditions met!!
 - No. of rentals per vehicle per day / month
 - No. of km driven per vehicle per day / month
 - No. of hours used per vehicle per day / month
 - Revenue per vehicle per day / month
 - Car sharing as part of Multimodal Offering
(bus – tram – train – bike – ...)

Newly project-developed models show great potential



■ “Car + Train”

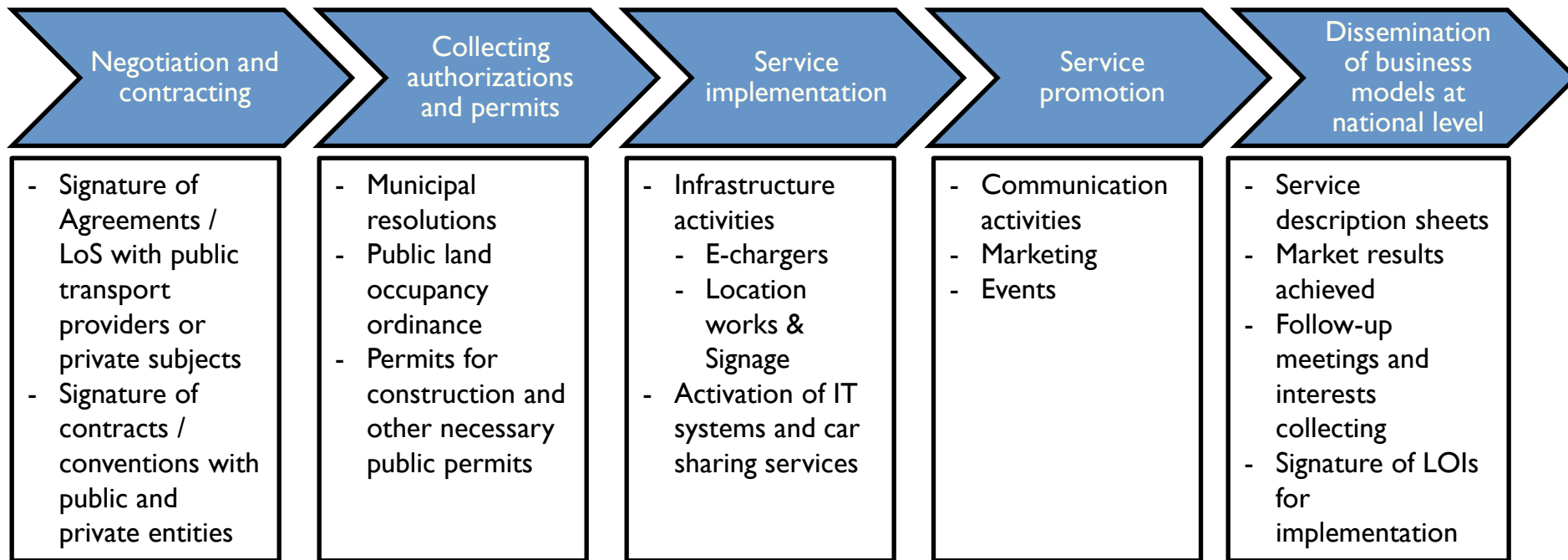
- Developed and launched together with Trenord
- Attractive offering of alternative mobility solution for Trenord subscribers
- Formalized collaboration agreement (E-Vai / Trenord)
- Commercial and communication proposal defined
- IT integration for supporting commercial initiative developed

■ “Multimodal journey”

- Multiple modes for journey planning and execution
- Bus + tram + e-car (+ e-bikes + e-scooters soon)
- Unified ticketing and payment (in progress)
- Prerequisite for private car usage reduction

Replicability execution model

- Business models “3. Public” and “5. Intermodal” showed the greatest results
 - Both poses challenges to implement due to numerous procedures and licences to be attained



Replication success across Lombardy and Osijek Urban Agglomeration



- 47 municipalities (19 initial + 28 replicated)
- EV fleet extended
- 33 charging stations installed
- 14 FERROVIENORD stations with car sharing service covered

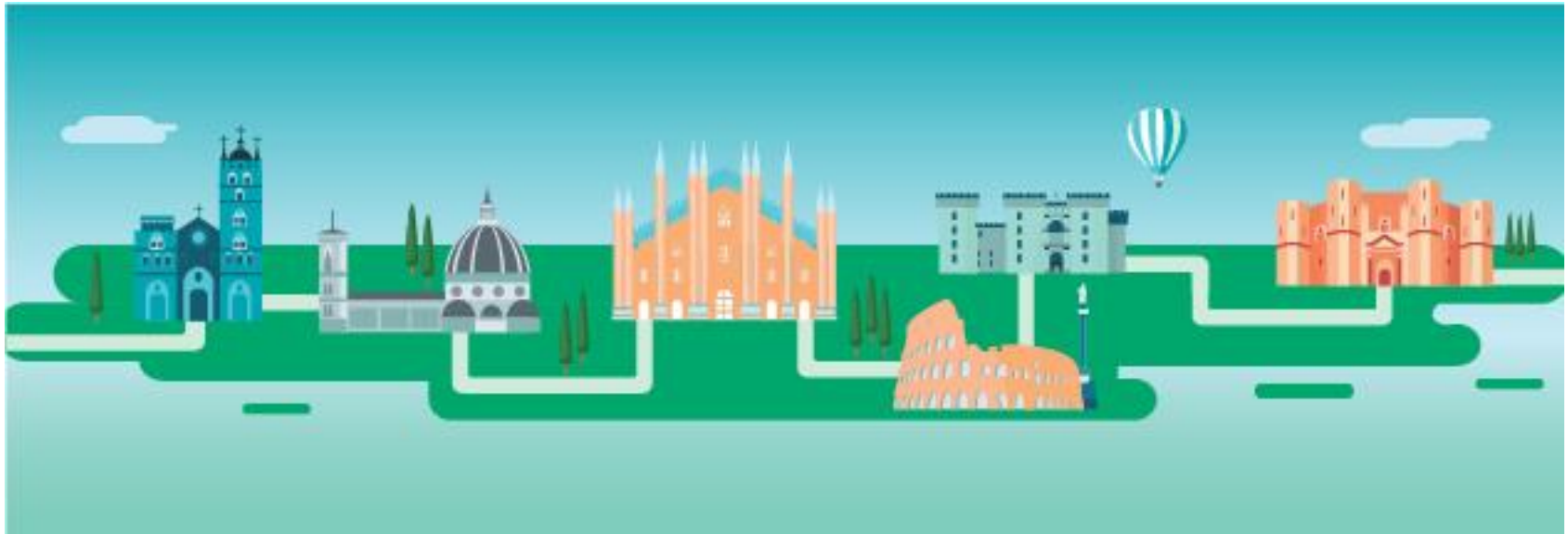
- 6 municipalities (1 initial + 5 replicated)
- 23 car sharing stations (4 initial + 19 replicated)
 - Insuring multimodal trips (bus – tram – bike – train)
- 23 charging stations in use (4 initial)

Marketing driving replicability



- Simplifying commercial offerings
 - Increase no. of B2C users
 - Increase frequency of use
 - Increase no. of total rentals
 - Increase the rental duration
- New website presence / brand positioning
- Structured yearly advertising plan for B2C / B2B with channel usage type / periods
- Bundling car sharing into PT offering (bus – tram – e-car)
 - Daily / weekly / monthly tickets
 - Value cards
- New B2C & B2B service offerings
- “One app to rule them all”
 - Ease of use & payment
- Structured yearly advertising plan for B2C / B2B with channel usage type / periods

Dissemination specifics on national level in Italy




- ASSTRA supported E-VAI in identifying transferability targets thanks to its network of transport companies (144 operators) for replicability and transferability of the proposed solution.

Survey

STEP 1

- ASSTRA carried out surveys to investigate interest to replicate 5 I-SharE LIFE business models (1st in 2019., 2nd in 2021.).
- Surveys targets were all associated companies
 - a brief description of the model with the minimum requirements for the implementation was sent together with the survey

			
MANIFESTAZIONE INTERESSE MODELLI CAR SHARING PROGETTO I-SHARE LIFE			
Nel caso di incertezze o difficoltà nella compilazione, le imprese potranno rivolgersi a:			
Servizio Economico Finanziario Dott.ssa Elisa Meko Tel. 06 68603 557 Fax 06 68603555 e-mail: meko@asstra.it		Servizio Innovazioni Tecnologiche Tel. 06 68603 515 Fax 06 68603555 e-mail: tecnologico@asstra.it	
Vi invitiamo, cortesemente, a compilare la scheda ed a mandarla ad ASSTRA (e-mail meko@asstra.it) entro e non oltre il 8 febbraio 2021 .			
<i>Si informano le Aziende Associate, che tutte le schede pervenute saranno conservate e tutelate da ASSTRA nel rispetto delle norme sulla privacy (Regolamento 2016/679)</i>			
GENERALITA' AZIENDA			
Azienda			
Città sede legale			
Responsabile aziendale della compilazione			
Servizio			
Nome			
Cognome			
Telefono			
Fax			
Cell			
e-mail			
Comune nel quale testare eventualmente il modello di car sharing			
Comune			
Area [kmq]			
Popolazione [abitanti]			
Densità abitativa			
Comune piccolo N. abitanti < 100.000			
Comune medio 100.000 < N. abitanti < 500.000			
Comune grande N. abitanti > 500.000			
MANIFESTAZIONE DI INTERESSE SUI MODELLI DI CAR SHARING			
	Livello di interesse		
	Alto	Medio	Basso
Modello 1 e 2 di car sharing "Easy-station"			
Modello 3 di car sharing "Public"			
Modello 4 di car sharing "turistico"			
Modello 5 di car sharing "intermodale"			
Per info sui modelli vedere documento descrizione modelli allegata alla circolare			

Meetings

STEP 2



- ASSTRA, jointly with FNM and E-VAI, organized 2 online meetings (30th March '21 and 23rd April '21) with the operators that expressed the interest to replicate models

BUSSINESS MODELS	INTERESTED OPERATORS	INTERESTED MUNICIPALITIES
Model 1 and 2 "Easy-station"	ATVVERONA	San Bonifacio
Model 3 "Public"	AMAT Palermo	Palermo, Pantelleria, Agrigento, Caltanissetta
	CONTRAM Camerino	Camerino
	AMAT Palermo	Pantelleria
	AMAT Palermo	Favignana tour operators (Private body)
Model 4 "Turistic"	ATAM Reggio di Calabria	Reggio di Calabria
	START ROMAGNA Cesena	Rimini
	ATVVERONA	Peschiera del Garda
	CONTRAM Camerino	Camerino
Model 5 "Intermodal"	AMAT Palermo	Agrigento, Caltanissetta
	ATVVERONA	San Bonifacio

Letters of Interest

STEP 3

- The operators' managers signed a letters of interest in supporting the transferability and replicability (B7) of the I-SharE LIFE Project Business Models
- Letters were signed both in the Italian and English, for each Municipality / Territory and for each model of interest.



To: FNM S.p.A. Project Coordinator
c.a. Project Manager Alessandra Melchioni
By e-mail: alessandra.melchioni@fnmggroup.it

Date,

Subject – Declaration of interest in supporting the transferability and replicability (B7) of the I-SharE LIFE Project Business Models " Innovative solutions for shared and all-electric travel in small and medium-sized urban areas "

This confirms that **[Company name, city, brief description of the company]**, has been informed by the Beneficiary Coordinator FNM S.p.A., together with the project partners including ASSTRA, regarding the contents, objectives, actions and results achieved in the European project I-SharE LIFE.

Considering that:


1. The I-SharE LIFE proposal promotes and experiments with the use of five models of innovative electric car sharing services in small and medium-sized urban areas (see the five brochures relating to the business models);
2. Car sharing services contribute to sustainable mobility aimed at the mitigation in the emission of greenhouse gases from road transport and urban mobility;
3. the reduction of greenhouse gases and road transport pollutants is one of the main objectives of the national strategy for sustainable development within the framework of the United Nations Climate and Environment Agenda.

[Company name, city] is interested in evaluating at **[Name Public Authority/Private Body]** the possibility to implement the service related to the model **[Enter number and business model name]**, at the Municipality/ territory of **[.....]**.

Sincerely
SIGNATURE AND STAMP

<http://www.i-sharelife.eu/>

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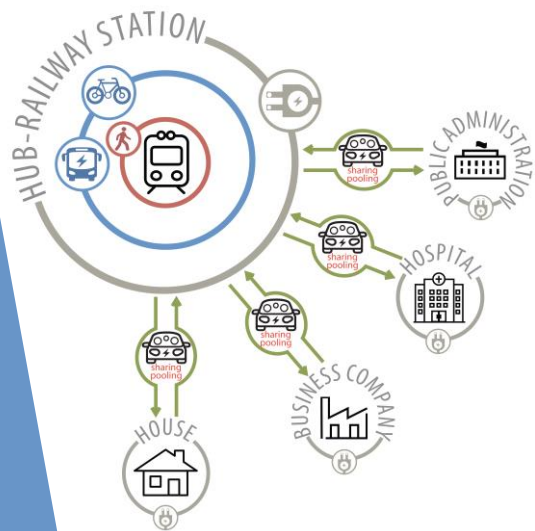


Lessons learned on car sharing in smaller cities / regions



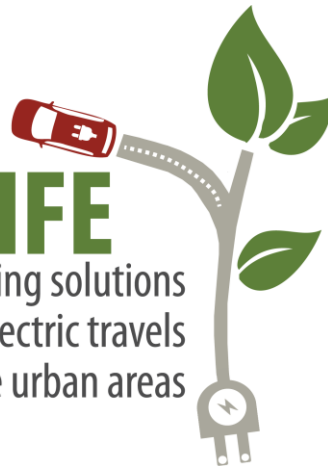
- Get exclusive assignment of parking spaces and EV charging early on if possible
- Permits obtainment process should be streamlined
- Plan enough time to install and activate EV chargers is crucial
- Partnering with energy providers could speed up the EV chargers implementation

- Involve municipalities early on in location definition and selection process
- If multimodality is the goal – make PT operators’ services the integral part of the offering
- Instead of buying EV chargers – evaluate “EV chargers as a Service” option
- EV fleet extensions crucial for future B2B models and service availability



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THANK YOU FOR YOUR KIND ATTENTION!

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