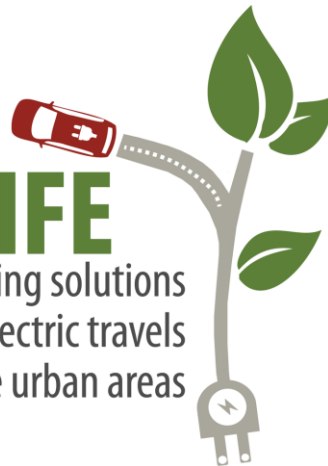


I-SharE LIFE

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

Marco Piuri
General Manager FNM S.p.a



FIRST DISSEMINATION EVENT

10TH DECEMBER 2020

Webinar link — meet.google.com/pbg-uboj-mbs



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 Ecar-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 Croatia (Osijek), integrating it with other sustainable mobility services .

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



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



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I-SharE LIFE - Objectives & Scope

Objective of the project is to test **five electric car sharing service models**, including integration with the public transport and railway service to verify transport effectiveness, environmental and economic sustainability in medium-small sized urban contexts and in specific areas of use.

Key actions:

A – Preparatory Actions:

1. Stakeholder mapping and activation of the engagement process
2. Permits and agreements procedure

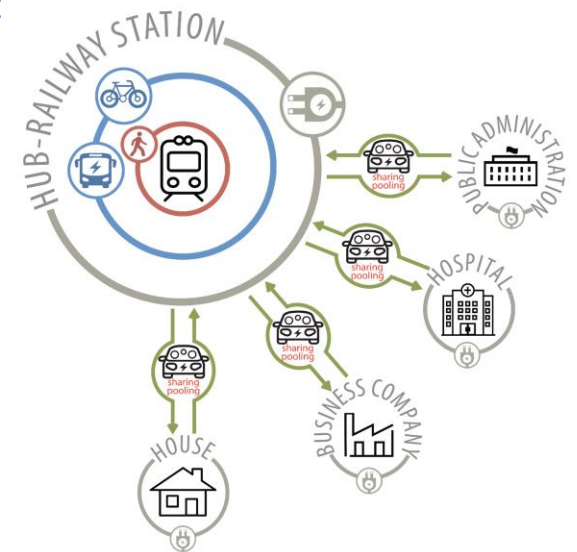
B – Implementation Actions:

1. Set up of the basic infrastructure and equipment at the demonstrat
2. Roadmap and Technical specification of the I-SharE technological pl
3. User research: Recruitment of I-SharE beta users and surveys
4. Co-design of the services
5. Implementation and tuning of the services
6. Sustainability and project continuation
7. Replicability and transferability

C - Monitoring of the Impact of the project actions

D - Public awareness and dissemination of results

E - Project Management



I-SharE LIFE - Objectives & Scope



**E-VAI
PUBLIC**

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



**E-VAI
REGIONAL ELECTRIC**

**I -SharE LIFE Como for “Tourists”
pay per Use Model**



**E-VAI
EASY STATION**

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



City of Osijek

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

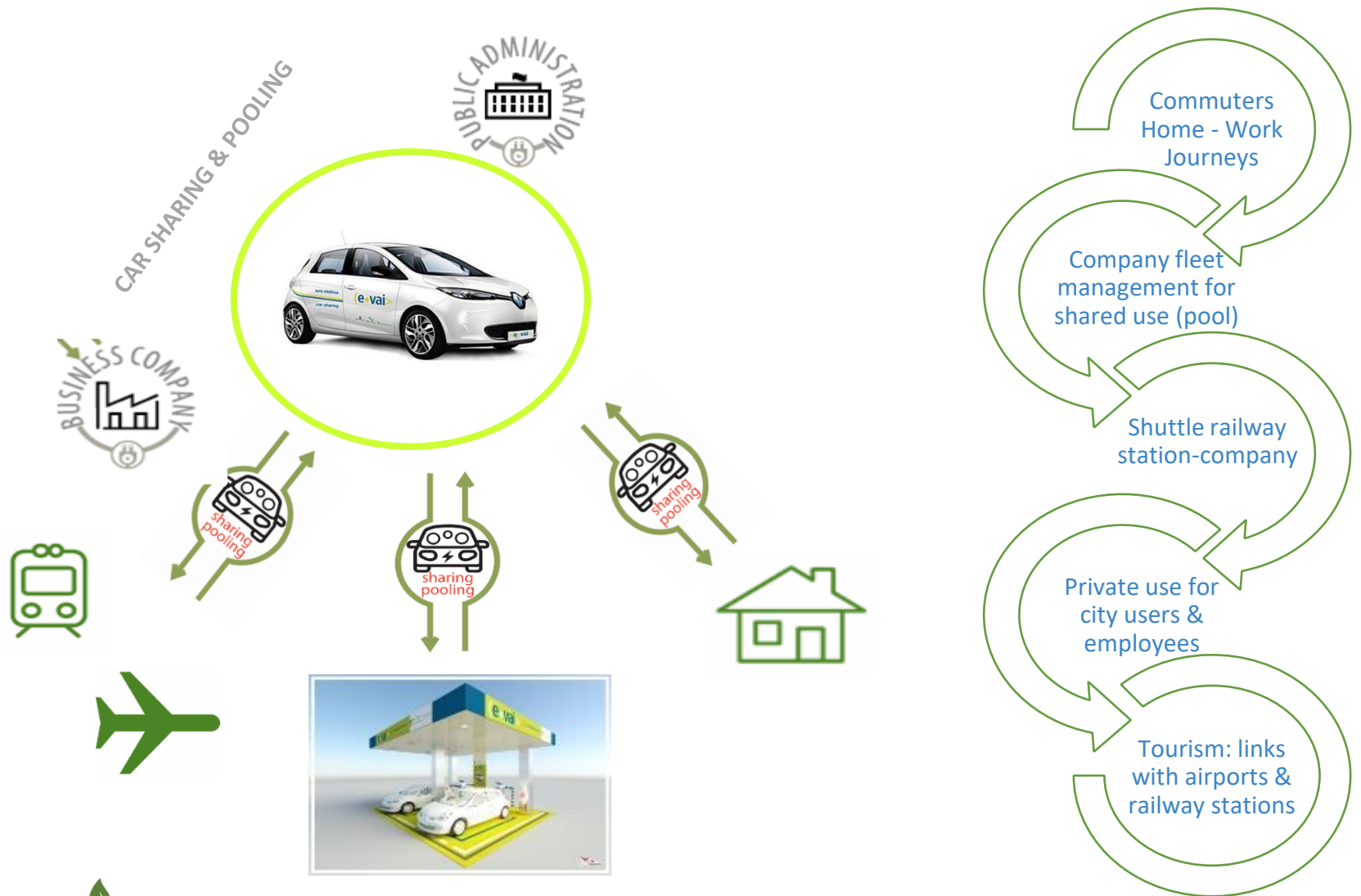


**E-VAI
CORPORATE**

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

For further informations:
www.i-sharelife.eu/

I-SharE LIFE - A Unique Ecosystem of Integrated, Shared & Low Emission Mobility



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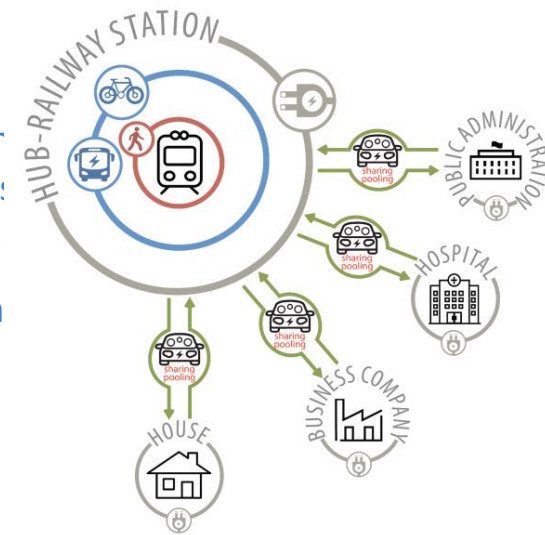
I-SharE LIFE - Objectives & Scope

➤ 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:

- 19 endorsement letters were signed and attached to the project, in Ministry of the Environment, Lombardy Region and Lazio Region, as Administrations in the area, and International Companies as Pirelli
- we will extend the audience of Public Bodies and Companies that a experimentation and replicability



I-SharE LIFE - Expected Impacts



Cost reduction for citizens and PA (fuel, parking, taxes etc..)
600K€ of expected revenue



Reduction of Pollutants & Noise in the territory



Simplification and automation of processes



Positive Impacts on Corporate Social Responsibility



Unlimited mobility
34 more sites between Lombardy and Croatia



14 new jobs created



Web Platform and Mobile Apps



Welfare service for employees home-work trips or Private trips



Integrated Ticket Train+ Car

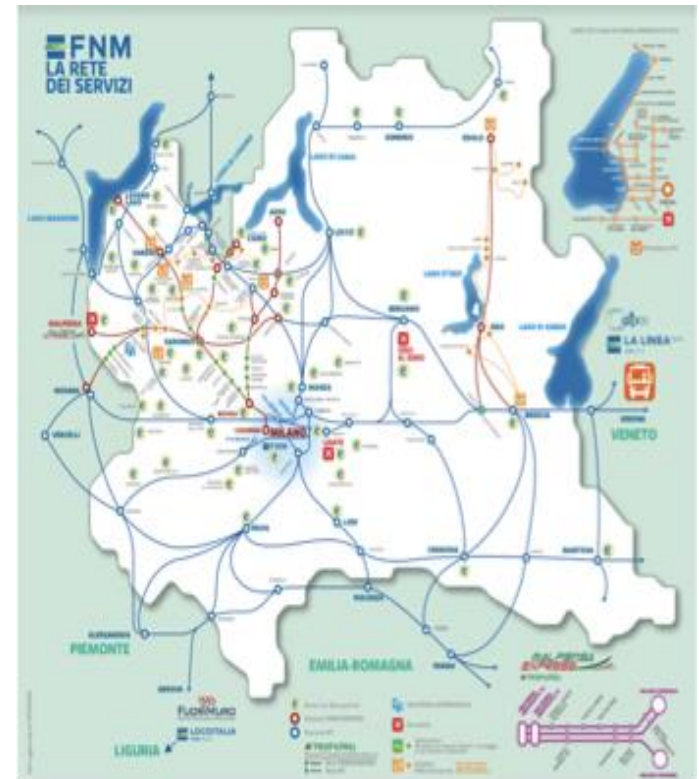
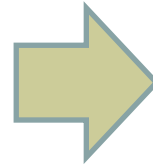
For further informations:
www.i-sharelife.eu/

I-SharE LIFE: Replicability, Transferability & Market Uptake - IT

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.

After 26 months the Projects has achieved the following results:

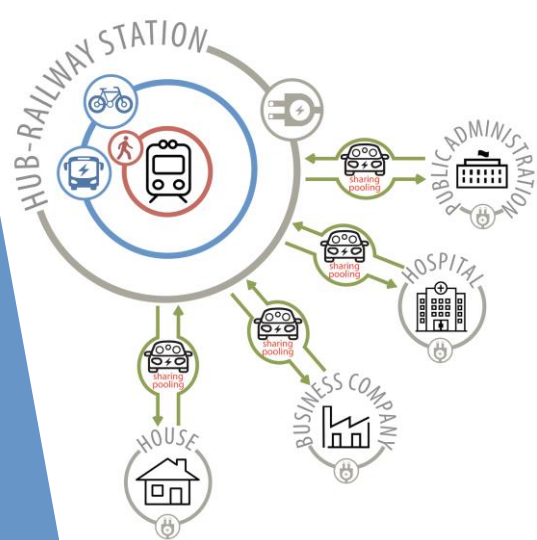
- n.13 charging infrastructures implemented in FERROVIENORD railway stations along the Railway Line;
- n.20 Municipalities in Lombardy Region have implemented the I-SahrE LIFE “Public Model” .



I-SharE LIFE: Replicability, Transferability & Market Uptake - HR

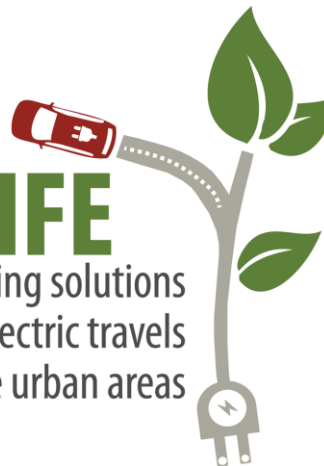
- On-going the fine tuning of the IT platform (waiting for Burgun authorization)
 - system is published on the stores and available for the commercialization
- Replication approach in other municipalities is starting now.





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THANK YOU FOR YOUR KIND ATTENTION!

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