



**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

# Presentation of the project and specifics of the Osijek car sharing model

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**FIRST DISSEMINATION EVENT**

10<sup>TH</sup> DECEMBER 2020

Webinar link — [meet.google.com/pbg-uboj-mbs](https://meet.google.com/pbg-uboj-mbs)



# Agenda

- Project and pilot area specifics
- The organization of the Car sharing Model 5
- Previous project activities
- User contribution in the project
- Project impacts on the pilot area, community and beneficiaries (environmental / economic)
- I-SharE Life project next steps
- Final objectives of the project related to pilot area

# Project and pilot area specifics

- Osijek is the fourth largest city in Croatia with a population of 108,048 (2011.)
- Approximately 34.000 passenger vehicles is registered in the pilot area
- 58% - diesel vehicles, 40% of gasoline vehicles, 2% gas, hybrid and EVs
- Urban mobility in the City of Osijek:
  - Passenger cars
  - PT (tram and bus)
  - Cycling
  - Walking
- I-SharE LIFE demonstrates:
  - Innovative e-car sharing model
  - Technological and economic feasibility
  - Increasing awareness of an eco-friendly, cost-efficient solution



# The organization of the Car sharing Model 5

**Model 5:** innovative car-sharing service models, that aim at maximizing the use of shared e-mobility during the daytime intermodally linked to public transport (railways, tramways, bus lines and bike sharing)

**Occasional users** (General public)

Mon - Fri 16:00-07:00

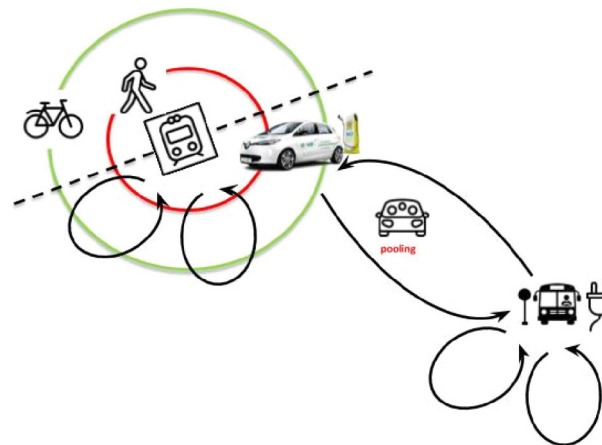
Weekend – all-day

*The vehicle is used for personal purposes*

**Business users** (Privat and public companies)

Mon - Fri 07:00-16:00

*The vehicle is used for business purposes as part of the company's fleet*



# Previous project activities

## Activities

### A. Preparatory actions

A1. Stakeholder mapping and activation of the engagement process

A2. Permits and agreements procedure

### B. Implementation actions

B1. Set up of the basic infrastructure and equipment at the demonstration sites

B2. Roadmap and Technical specification of the I-SharE technological platform

B3. User research: Recruitment of I-SharE beta users and surveys

B4. Co-design of the services

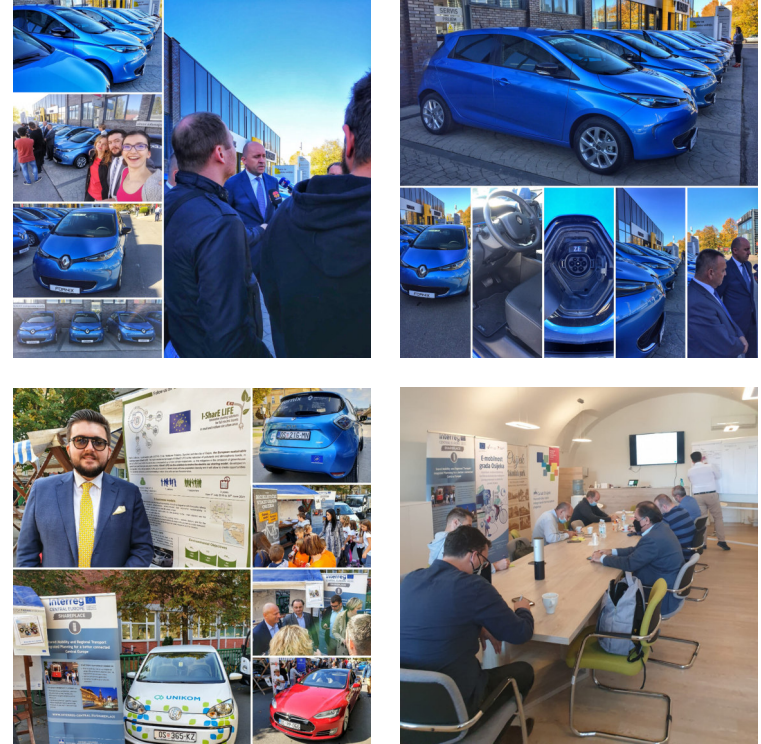
B5. Implementation and tuning of the services

B6. Sustainability and project continuation

**C. Monitoring of the impact of the project actions (environmental and socio-economic impacts)**

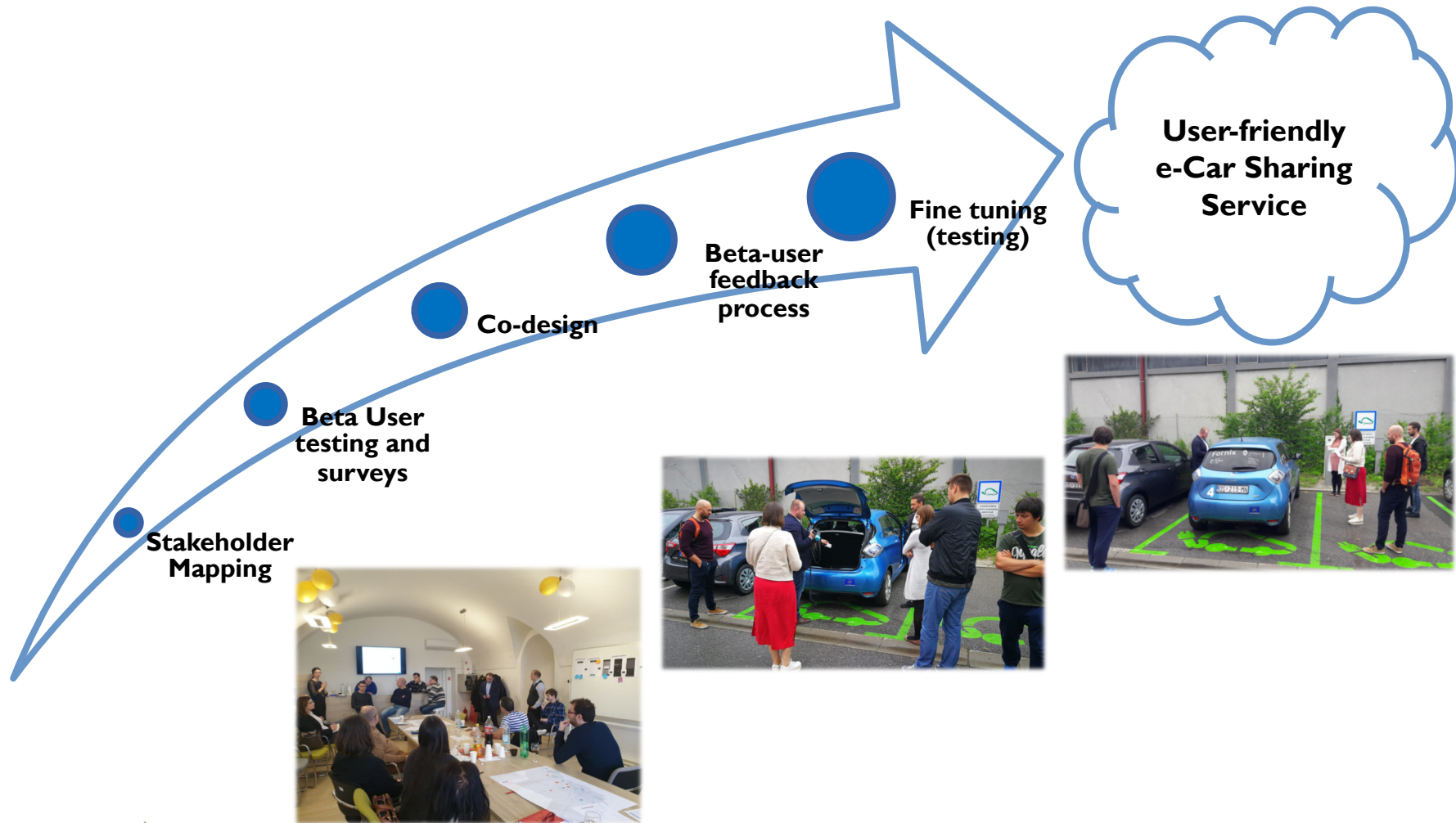
**D. Public awareness and dissemination of results (planning and implementation)**

**E. Project Management**





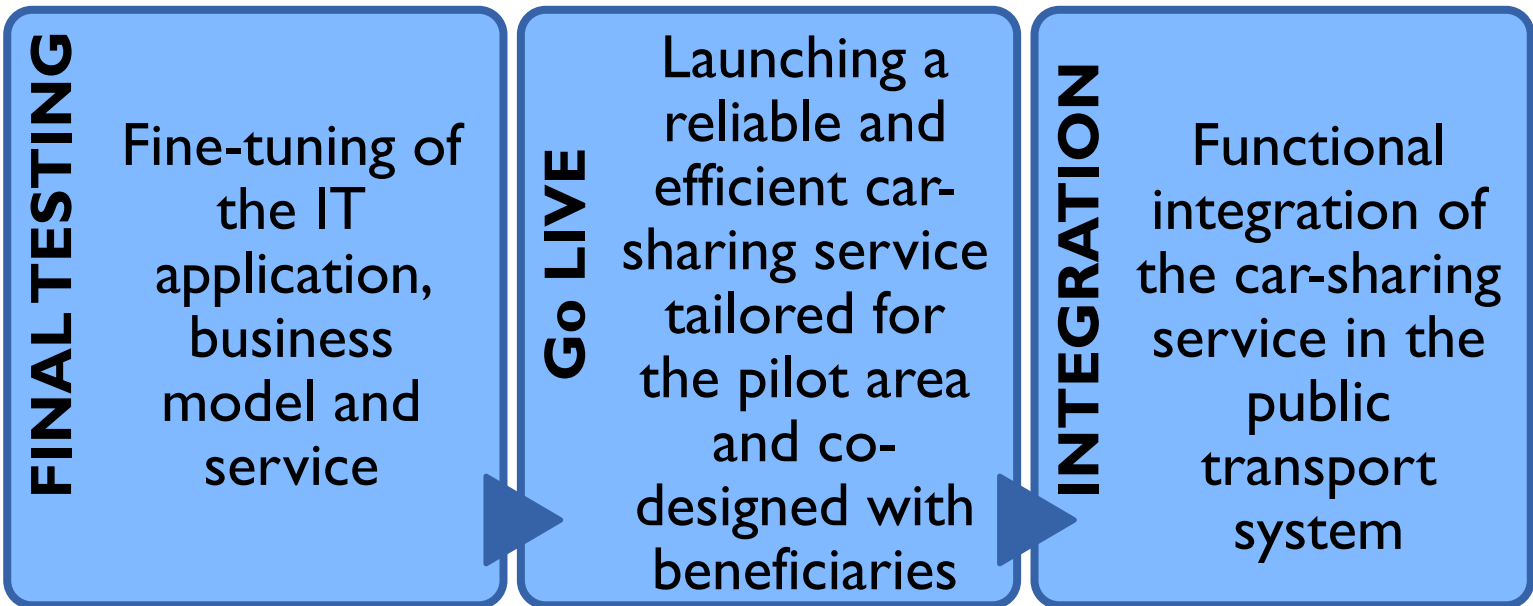
# User contribution in the project



# Project impacts on the pilot area, community and beneficiaries

- Project will increase energy efficiency and reduce CO2 emissions in the pilot area
  - current situation: 34.000 passenger vehicles → 68.000 t CO2 per year
- Expected reductions in the pilot area:
  - vehicle kilometres travelled
  - parking demand
  - noise & traffic congestion
  - CO2 and other harmful exhaust gases emissions (NOX, CO and HC)
- Implementation of eight EV in the pilot area (during project phase) will lead to a reduction of at least 64 vehicles on the streets
  - CO2 emission reduction of 131 t per year
- Project:
  - guarantee a return flow of electric vehicles for circular economy business
  - influences citizens to give up on vehicle ownership due to its high total costs (especially those commuting from surrounding areas)
  - improves customer mobility experience and quality of life, while reducing at the same time the cost of transportation and the overall environmental impact

# I-SharE Life project next steps





# Final objectives of the project related to pilot area

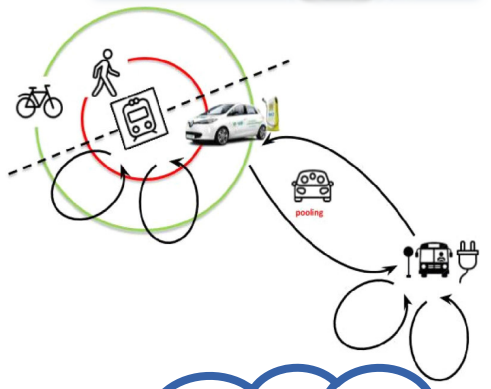
- Environmental: demonstrating innovative e-Car sharing model aiming at addressing pollution and emissions of GHG from road transport, and aiming at reducing pollutants and mitigating emissions of GHG in small to mid-sized urban areas
- Market uptake: I-SharE LIFE Business and Marketing Plans aim at facilitating market uptake in small to mid-sized urban areas, a non-obvious market for car-sharing services
- Demonstration: demonstrating the technological and economic feasibility of e-Car sharing model of service tailored to smaller urban areas, in order to facilitate the uptake of e- and shared mobility in a wider range of urban contexts
- Communication: increasing awareness on the opportunities linked to e-Car sharing services to the general public at regional, national and international levels



Projekt je sufinancirala Europska unija iz Europskog fonda za regionalni razvoj.



40 milijuna eura vrijedna je gradnja nove remize  
40 tramvaja moći će biti parkirano u novoj remizi  
40 autobusa moći će biti parkirano u novoj remizi



Projekt vrijedan  
**100**  
milijuna eura



Real Objectives!!!  
Integrated urban  
PT system



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## THANK YOU FOR YOUR KIND ATTENTION!

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