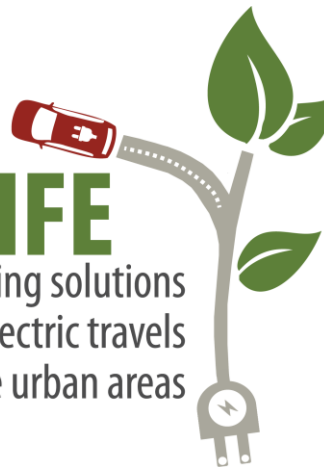


I-SharE LIFE

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



FIRST DISSEMINATION EVENT

10TH DECEMBER 2020

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



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** disseminates the results from all stakeholders on each demonstration models

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STAKEHOLDER ENGAGEMENT - HOW



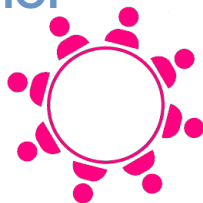
For each of the **5 demonstration sites**, we asked stakeholders 5 questions:

- 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*

STAKEHOLDER ENGAGEMENT - METHOD

ITALIAN TECHNICAL WORKSHOP

WORKING GROUP AND METHOD OF POST-IT



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.

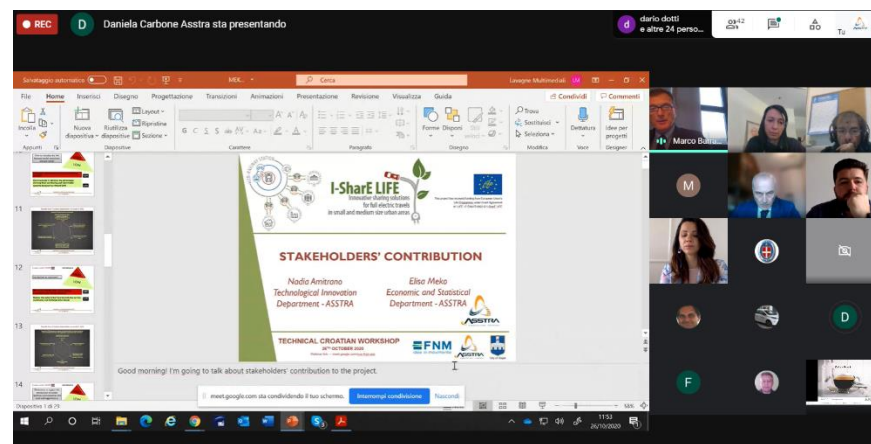
	Question 1	Question 2	Question 3	Question 4	Question 5
More relevant	Answer		Answer		
Less relevant		Answer			

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.



During Croatian technical workshop we showed and discussed about results.

FIRST DISSEMINATION EVENT

10TH DECEMBER 2020

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Results: Model I – Busto Arsizio

Corporate and Easy Station Model Service

How to stimulate the link between model innovations and user needs?

Involve users in the "personalization" of the service (co-design)

Possibility to change car type for special needs

Advertise the models to public administrations and companies

Highlight the advantages and lower costs of car sharing compared to the private car

Any barriers to overcome?

Guarantee the number of cars contracted to companies

Possibility returning from work early and being able to find the car

Collaborative use by company users

Psychological barriers to mixed use/resistance to change

Mechanisms to support the introduction of models (political, communicative) and tools and suggestions to promote user awareness

Eco-sustainability, savings, simplicity of models

Information campaign at the railway station to intercept commuters interested in the model

Tax deductibility for the users

Cross communication

Recommendations and suggestions for replicating and transferring models in other contexts

Identify all the stations (rail, bus / metro) that have a high commuting and business activities nearby

Make the model more versatile to be able to apply it to different realities

Knowledge of the reference market to optimize the proposed models

Structured involvement of interested stakeholders

Lessons to learn

Propensity and practical modality for the transition from private car to car sharing service for commuters and companies

It is necessary to start the action "from the bottom" to raise awareness

Progressively monitor the trend and level of customer satisfaction

For a good service, monitor and check that the car's reallocation times are respected

Results: Model 2 – Bollate

Corporate and Easy Station Model Service

How to stimulate the link between model innovations and user needs?

Easy to use

Insert flexibility of use

Compete with comfort of private car

Different requirements (cleaning, etc.) for different users

System for returning and monitoring the practice among the actors involved

Communication campaign to different users

Focus on quality and time savings

Assure co-design with stakeholders

Assure easy applications

Limited number of vehicles at peak hour

Use different information channels

Target communication plans clarifying advantages and costs for each individual user

Any barriers to overcome?

Mechanisms to support the introduction of models (political, communicative) and tools and suggestions to promote user awareness

Recommendations and suggestions for replicating and transferring models in other contexts

Lessons to learn

Provide details of each phase: legislation, budget / final balance, resources used, times

Define for each phase, standard guidelines applicable in different situations

It takes time to change habits. Discourage the use of the private car

It is necessary to start the action "from the bottom" to raise awareness

Proceed in implementation with an experimental phase

Detailed analysis of the experience of the "beta users" and the test phase of the project

Be careful with social media

How much does the model depend on external factors? Parking (free or paid), population density

Results: Model 3 – Bergamo

Public Service

How to stimulate the link between model innovations and user needs?

Possibility to rent for more hours too, with reduced rates

Extension of service operations also in the evening

Create discounted rates for students, even compared to evening use of the car

Special rates for tourists with a ticket that includes car sharing and PT

Any barriers to overcome?

Clear user instructions to prevent misunderstanding about the service

Cultural obstacles, for the shift from private car to sharing mobility

Proper management of logistics with respect to return points and subsequent withdrawal from different users

Fear of driving a car with automatic gearbox

Mechanisms to support the introduction of models (political, communicative) and tools and suggestions to promote user awareness

Communication for a lifestyle change

System of constraints and incentives for the implementation of the service in the local public administration

Continuous information for users

Create incentives with universities by helping out-of-school students use the car

Recommendations and suggestions for replicating and transferring models in other contexts

Give flexibility for the pick up and return of the vehicle

Provide the realization of easy models both in technological and functional terms

Involving more people in the creation and improvement of the service (municipality, associations, companies, ...)

Use and accept the best practices established by previous experiences to incorporate them into subsequent models

Lessons to learn

Compare with other car-sharing models in the area or in other countries to identify the ideas, possible problems or opportunities

Encourage car-pooling, find incentives to ensure that people do not travel alone

Take the time to test and evaluate the service before giving it to end users

Use methodologies to improve development and evolution of the service

Results: Model 4 – Como Tourists - Corporate Service

How to stimulate the link between model innovations and user needs?

Tax relief

Contact the local tourist agency to publicize the initiative

Any barriers to overcome?

Slenderness in registration procedures, ease of use

Communication with international users, simple, intelligible and multilingual information systems

Mechanisms to support the introduction of models (political, communicative) and tools and suggestions to promote user awareness

Seek the maximum dissemination of information on the models adopted using not only the "institutional" channels

Communication on the sites of hotels / information to tourists as a "plus" offered by the structure

Integration between sustainable transport models and innovation (example: tourist mobility with LPT ships)

Facilitate with economic incentives

For the hotel, how cars are used by customers and the need to guarantee cleaning and maintenance for subsequent customers

Recharge times

Encourage the user with tax / rate reductions related to environmental / economic benefits

Identification of tourist itineraries where to place the parking areas

Recommendations and suggestions for replicating and transferring models in other contexts

Encourage meetings between different stakeholders but with a widespread presence on the territory

Comparison with apparently different situations by type of service for the coverage of time slots and areas

Lessons to learn

Increase sensitivity to eco-sustainable transport systems

Operators (hotels) may have an interest in promoting alternative systems to the proposal

Define homogeneous contexts and functional models for benchmarking

Check the analogy of the boundary conditions (social, economic, cultural, ...)

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

Results: Model 5 – OSIJEK

Public and Corporate Service

How to stimulate the link between model innovations and user needs?

Integrated subscriptions between car-sharing and LPT

Co-marketing actions with users offering discounts also for use in commercial establishments

We need to clarify what we are paying, emphasizing the savings achieved

Awareness of the use of common goods and their respect by citizens

Increase the service car parks even in remote areas

Staff available for possible demonstrations in the payment process and explanation of the service

Discounted rates for long distances giving the possibility to book the car for the whole weekend

Promote economic incentives

Correct logistic management of withdrawals and returns to meet different needs, adding recharge points in an appropriate manner

Operational model and which can be sustained alone economically

Targeted communication campaigns

Communications aimed at high school students and at workplaces

Recommendations and suggestions for replicating and transferring models in other contexts

Contextualize the models according to the habits of citizens

Market and feasibility studies

Apply simple models both in technological and functional terms

Know in detail the specificities of the territory, the movement habits and the flows of mobility

Lessons to learn

Every innovation requires patience and determination to overcome initial resistance. Users should be given time to get used to this service.

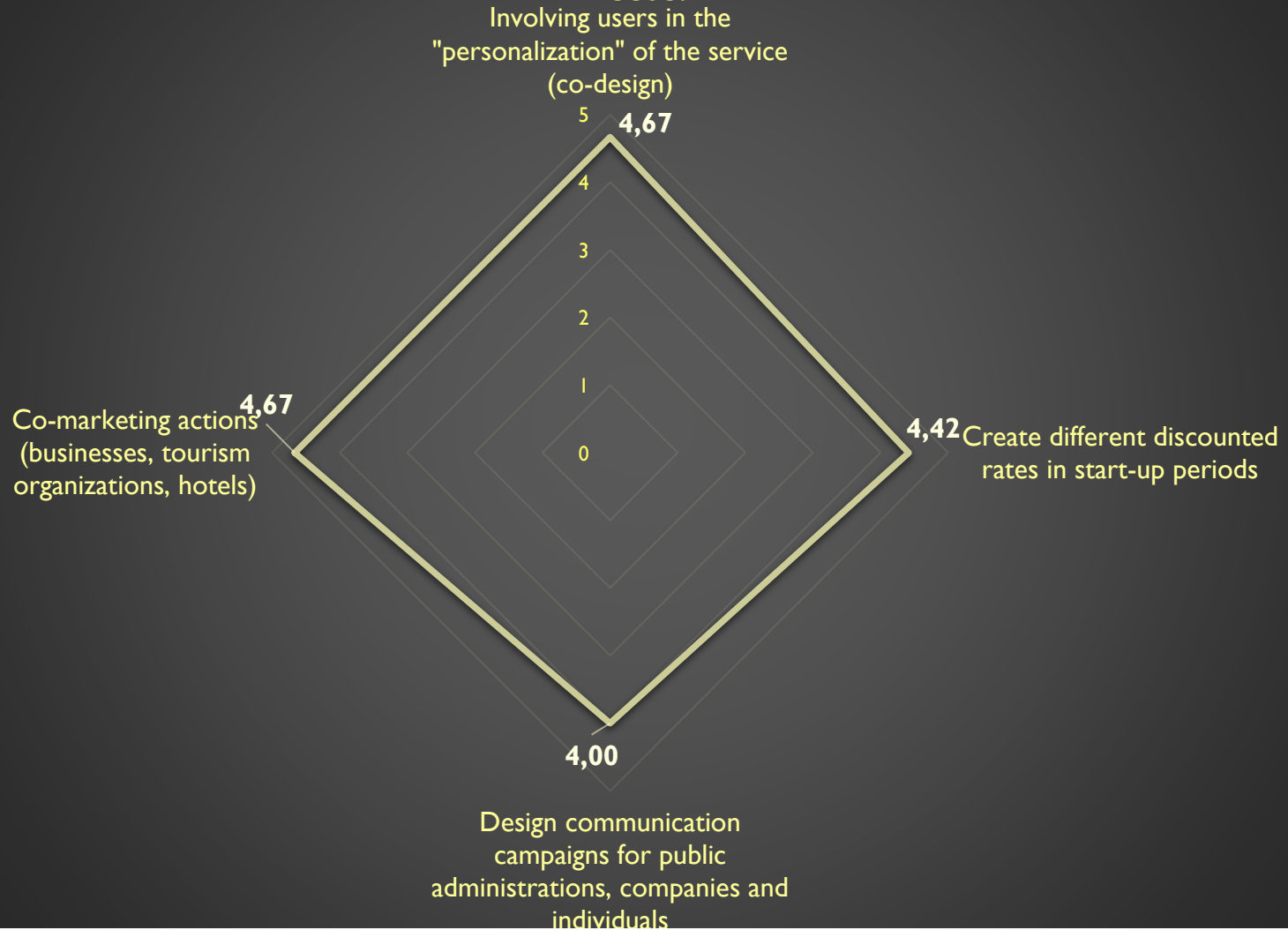
Carefully manage critiques on social media as everything can be exploited

Have courage and overcome resistance (at all levels) that inevitably accompany every innovation

Monitor the trend and correct the movements compared to what is requested by the customers

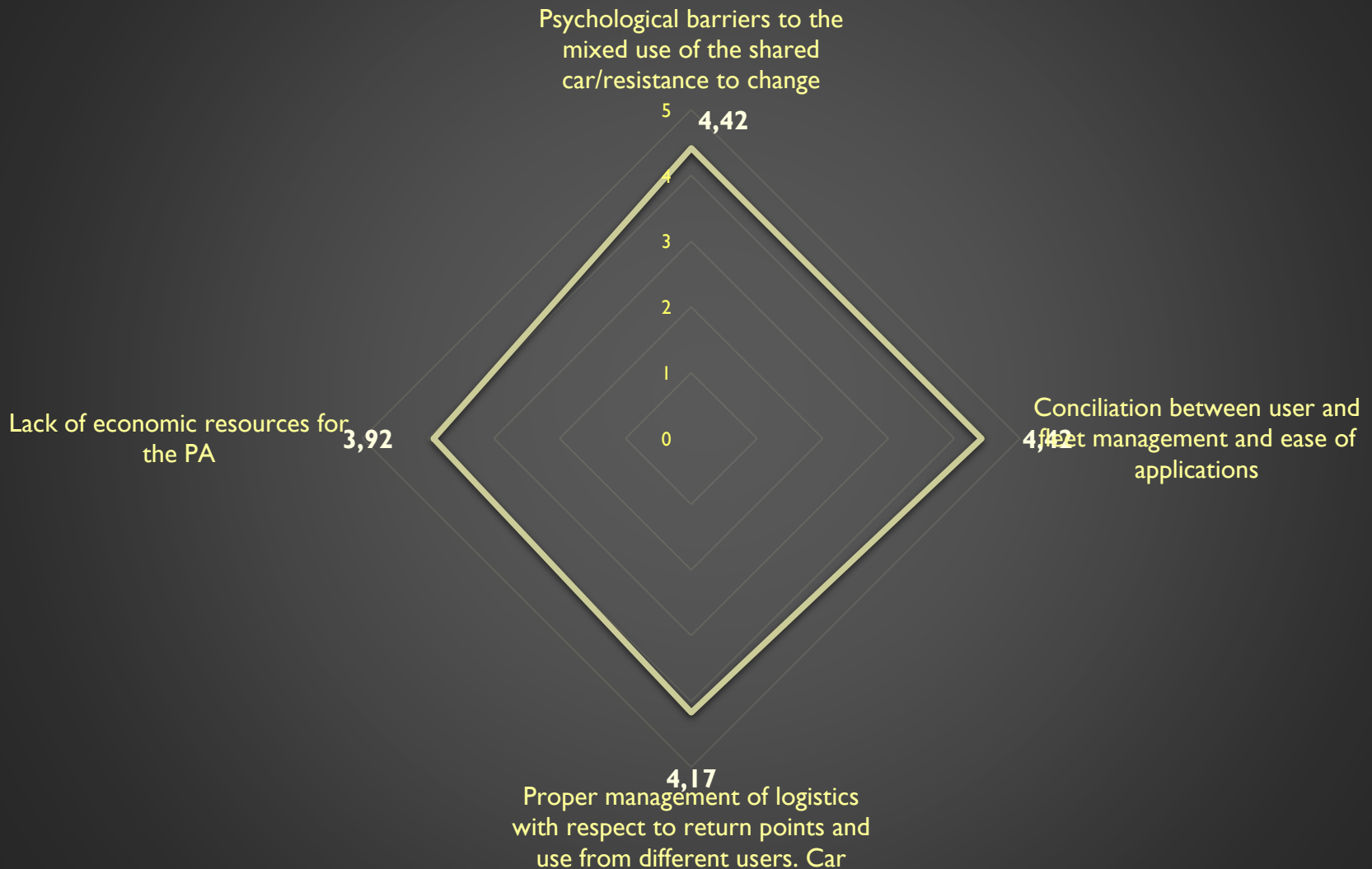
Results from Croatian stakeholder on overall demonstrations (1/5)

Question 1. How to stimulate the link between model innovations and user needs?



Results from Croatian stakeholder on overall demonstrations (2/5)

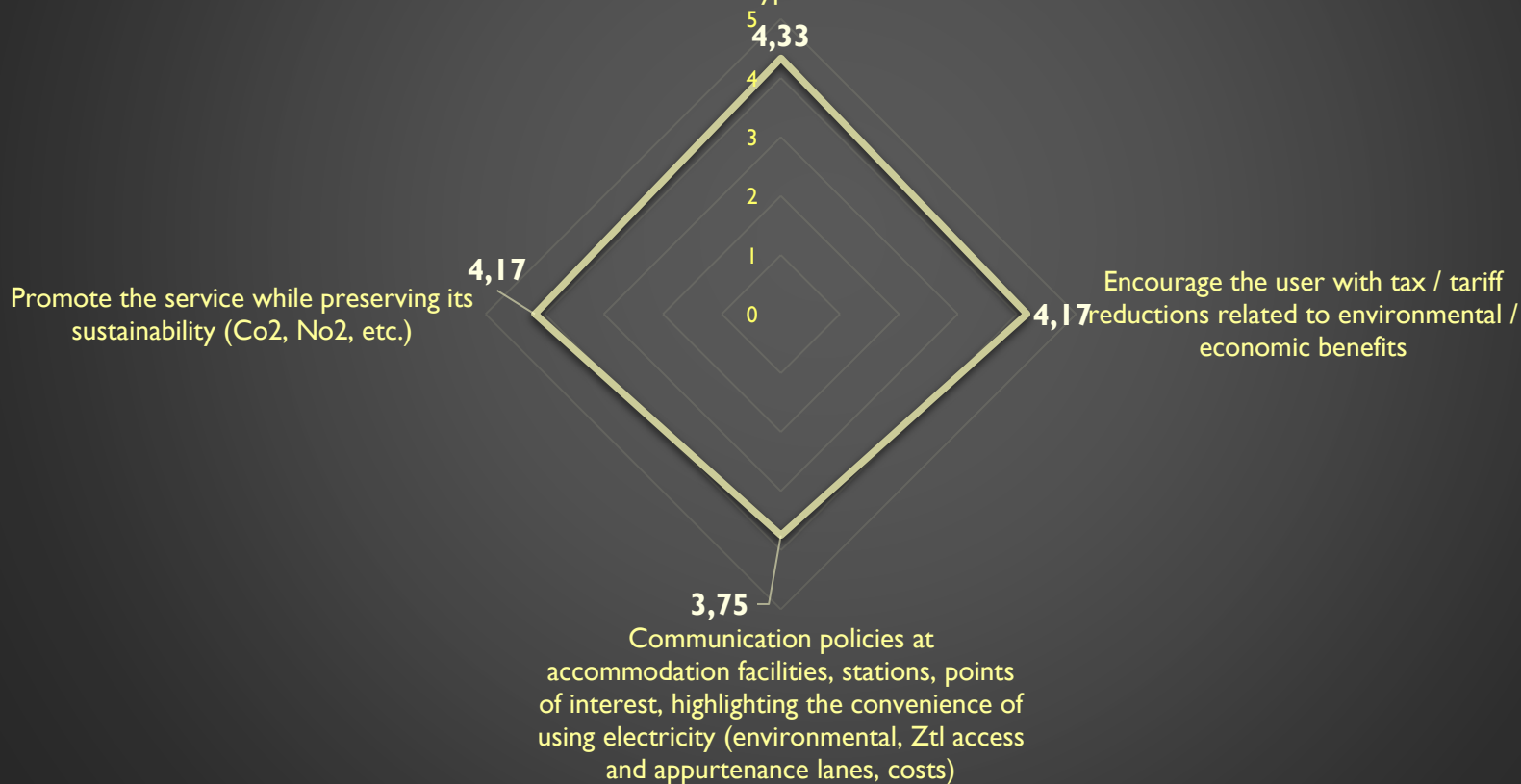
Question 2. Any barriers to overcome?



Results from Croatian stakeholder on overall demonstrations (3/5)

Question 3. Mechanisms to support the introduction of models (political, communicative) and tools and suggestions to promote user awareness

Seek the maximum dissemination of information on the models adopted using not only the "institutional" channels. Design ad hoc communication campaigns for the different types of stakeholders.

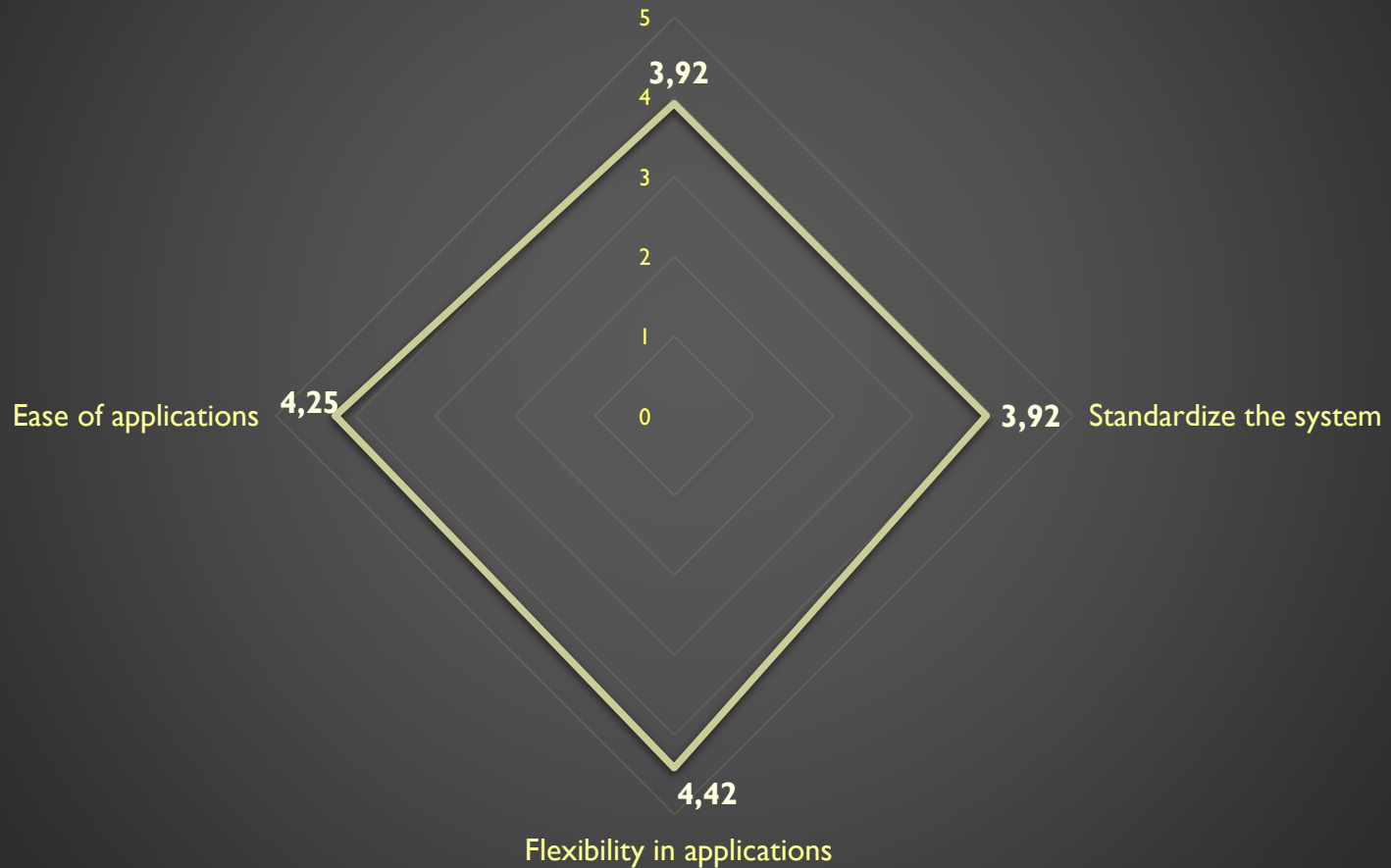


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Results from Croatian stakeholder on overall demonstrations (4/5)

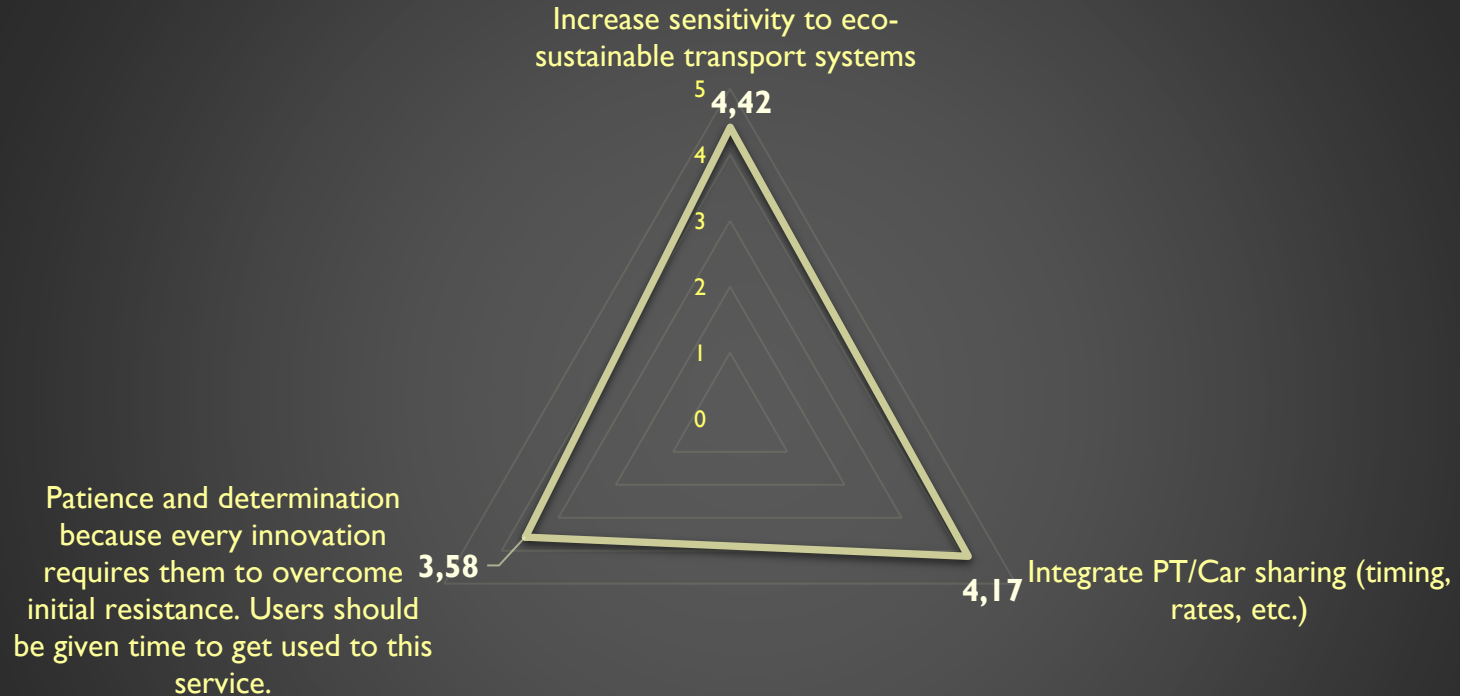
Question 4. Recommendations and suggestions for replicating and transferring models in other contexts

Define for each phase, standard guidelines applicable in different situations



Results from Croatian stakeholder on overall demonstrations (5/5)

Question 5. Lessons to learn



Results: COMMON POINTS

How to stimulate the link between model innovations and user needs?

Involving users in the "personalization" of the service (co-design)

Co-marketing actions (businesses, tourism organizations, hotels)

Create different discounted rates in start-up periods

Design communication campaigns for public administrations, companies and individuals

Any barriers to overcome?

Psychological barriers to the mixed use of the shared car/resistance to change

Proper management of logistics with respect to return points and use from different users. Car availability and rotation

Conciliation between user and fleet management and ease of applications

Lack of economic resources for the PA

Mechanisms to support the introduction of models (political, communicative) and tools and suggestions to promote user awareness

Seek the maximum dissemination of information on the models adopted using not only the "institutional" channels.

Encourage the user with tax / tariff reductions related to environmental / economic benefits

Promote the service while preserving its sustainability (Co2, No2, etc.)

Communication policies at accommodation facilities, stations, points of interest, highlighting the convenience of using electricity

Recommendations and suggestions for replicating and transferring models in other contexts

Flexibility in applications

Ease of applications

Lessons to learn

Increase sensitivity to eco-sustainable transport systems

Integrate PT/Car sharing (timing, rates, etc.)

Define for each phase, standard guidelines applicable in different situations

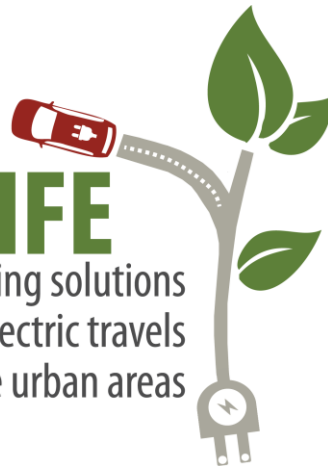
Standardize the system

Patience and determination because every innovation requires them to overcome initial resistance. Users should be given time to get used to this service.



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THANK YOU FOR YOUR KIND ATTENTION!

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