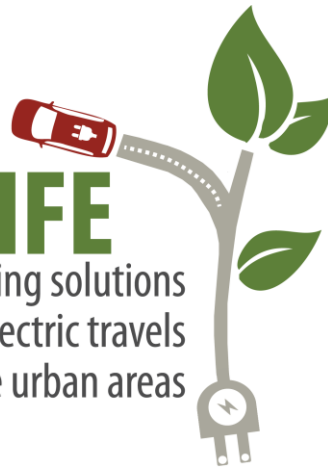


I-SharE LIFE

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

DISSEMINATION AND COMMUNICATION ACTIVITIES

Daniela Carbone
Head of Technicological Innovation Department
ASSTRA



TECHNICAL CROATIAN WORKSHOP



WHO WE ARE

ASSTRA is the National Association of Local Public Transport and represents a network of **144** companies running urban, suburban and extra urban public transport all over Italy.

www.asstra.it

The screenshot shows the ASSTRA website interface. At the top left is the ASSTRA logo with the text 'ASSOCIAZIONE TRASPORTI'. To the right is a search bar and 'Asstra Login'. Below this is a banner for the 'XVI CONVEGNO NAZIONALE ASSTRA' with the date 'data da definire'. The banner lists sponsors: MAN, IVECO BUS, SOLARIS, tponetwork, HIKVISION, and THALES. Below the banner are social media icons for YouTube, Facebook, LinkedIn, and Twitter. A navigation menu includes: CHI SIAMO, CALENDARIO, CIRCOLARI, STAMPA, EVENTI E FORMAZIONE, CONOSCENZA, DALLE AZIENDE, CONTATTI, DOVE SIAMO. The main content area features a 'IN PRIMO PIANO' section with 'emergenza coronavirus'. A large banner for 'EMERGENZA CORONAVIRUS' includes the ASSTRA logo and text: 'Raccolta documenti d'interesse per le Aziende associate, diramati nei giorni scorsi per fronteggiare l'attuale rischio epidemiologico'. To the right of this banner is a statistics box for '144 aziende associate ad ASSTRA' with the following data: 95% Quota di mercato trasporto urbano, 75% Quota di mercato trasporto extraurbano, ca 5 miliardi Passeggeri trasportati, ca 1,6 miliardi Chilometri prodotti, ca 100.000 Addetti, ca 40.000 Mezzi di trasporto (gomma e ferro), 210.000 km Estensione rete, 5.000 Comuni serviti, 9 €/miliardi Totale valore della produzione. The bottom section contains 'PROSSIMI EVENTI' (Corso RSGS edizione 2020), 'NOVITÀ' (COMUNICATO ISTITUTO), and 'CIRCOLARI' (492/EER - 08/10/2020). There is also a 'COVID-19 Coronavirus' icon.

TECHNICAL CROATIAN WORKSHOP

26TH OCTOBER 2020

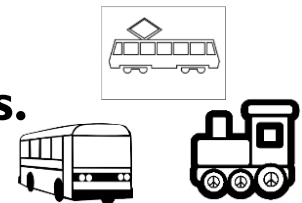
Webinar link — meet.google.com/nue-ihgo-zzp

WHO WE ARE



ASSTRA represents a network of more than 140 companies running urban, suburban and extra urban public transport services on:

- ✓ buses,
- ✓ tramway,
- ✓ trolleybuses,
- ✓ metropolitan railway,
- ✓ light rail (Except those operated by Trenitalia S.p.A.),
- ✓ waterborne transport,
- ✓ tourist and school services,
- ✓ parking areas,
- ✓ towing away of vehicles.



PROJECT I-SHARE LIFE



**Responsible for
implementation
of
ACTION D**



**Public awareness
& results
dissemination**



PRINCIPAL OBJECTIVE



The objective is to spread information about **I-SharE LIFE project** using the most efficient ways to guarantee the maximum visibility, an optimal exploitation and deployment of the project results.

5 I-SharE Business Model



4 small/mid-sized cities in
Lombardy

and



Croatian city of
Osijek

CHALLENGES ENCOUNTERED IN THE COMMUNICATION AND DISSEMINATION ACTIVITIES

Deliverables

D1's Project Deliverable Product	2018				2019				2020				2021				
	I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV	
I-SharE LIFE project pilot Notice Boards				█	September 2018							█	September 2020				
I-SharE LIFE project pilot Leaflets												█					
I-SharE LIFE demonstration sites Brochure																█	May 2021
I-SharE LIFE dissemination Report - Layman's Report																█	May 2021

Milestones

DI's Project Milestones	2018				2019				2020				2021			
	I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV
Setting up of the project website in cooperation with Nordcom			█		August 2018											
Technical workshop in Italy							█		June 2019							
Technical workshop in Croatia																
First dissemination Eventi in Rome																
Second dissemination event in Milan																

CHALLENGES DUE TO COVID-19



TECHNICAL CROATIAN WORKSHOP

26TH OCTOBER 2020
 Webinar link — meet.google.com/nue-ihgo-zzp

SUB ACTION CI Da: COMMUNICATION

Communication channels

- ❖ WEBSITE INFORMATION
- ❖ ARTICLES ON THEMATIC MAGAZINE
- ❖ NEWSLETTERS AND SIMILAR
- ❖ EVENTS
- ❖ LEAFLETS
- ❖ SOCIAL



SUB ACTION CI Db: DISSEMINATION AND NETWORKING



GENERAL DISSEMINATION



LOCAL TECHNICAL DISSEMINATION

SUB ACTION CI Db: DISSEMINATION AND NETWORKING



GENERAL DISSEMINATION



Will aim to develop dissemination strategy, inform all the actors involved coming from institutions, decision makers and relevant stakeholders; national PT and municipalities associations. Disseminate the project's activities and results (target: national and European level).

TWO EVENTS IN ITALY

First event

Site: Italy, Lazio, Rome (virtually)

Second event

Site: Italy, Lombardy

SUB ACTION CI Db: DISSEMINATION AND NETWORKING



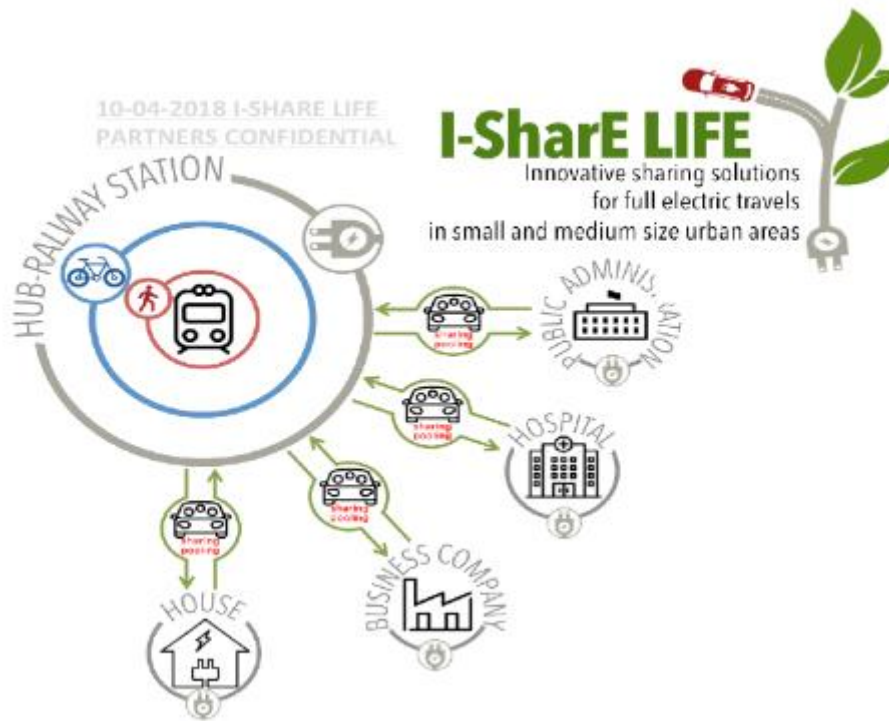
LOCAL TECHNICAL DISSEMINATION

“Technical workshops” includes the contributions from the five I-SharE Business Model leaders and all the partners relative to the Model and will ensure communication about the project to the local audience under the coordination of Asstra and FNM. The aim is to raise local interest and improve local understanding of the project.

TWO TECHNICAL WORKSHOPS IN ITALY AND CROATIA



Past activities and future plans



PROJECT RESULTS AT MONTH 27



July 2018

September 2018

February 2019

19 June 2019

29 September 2020

26 October 2020

In cooperation with Nordcom the project website is on line www.i-sharelife.eu (To date 5.000 visits)

Brochure with First results to 10 months from Kick-Off

Technical Workshop in Milan

Leaflets online

Technical Croatian Workshop

In order to **spread information about I-Share LIFE project**, partners disseminate the project's activities and results using the most efficient ways to guarantee the maximum visibility, an optimal exploitation and deployment of the project results.

I-SHARE LIFE WEBSITE



5000 visits are expected
in the 3 years of the
project

**Result already achieved at
september 2020**

www.i-sharelife.eu

5.373 ACESSES

	Gen	Feb	Mar	Apr	Mag	Giu	Lug	Ago	Set	Ott	Nov	Dic	Totale
2019			43	289	387	501	368	217	452	430	493	277	3.457
2020	472	351	194	220	168	178	190	58	85				1.916
													5.373

















Information about Project Activities are uploaded into website.

The set up of the website is performed by NordCom, in cooperation with ASSTRA.



OPERATIONAL WORKSHOP

I-SHARE LIFE WEBSITE

 Italia	3,450
 Stati Uniti	503
 Croazia	376
 Belgio	197
 Spagna	126
 Francia	90
 Unione Europea	75
 Bosnia ed Erzegovina	64
 Portogallo	38
 Lettonia	27
 India	27
 Germania	27
 Regno Unito	24
 Paesi Bassi	24
 Lituania	20
 Slovenia	20

**Principal click are
from Italy, United
States, Croatia,
Belgium, Spain,
France and so on.**



PROJECT RESULTS AT MONTH 27 – SEPTEMBER 2020

DISSEMINATION AND COMMUNICATION ACTIVITIES

We collect data about dissemination activities into two **tools**: **“Dissemination and communication activities tool”** and **“Forthcoming Event”**.

Type of dissemination activity/ communication channel (chose the type)	Date (years/month/day)	Place (indicate the Nation and city, if available)	Reached audience (n. persons who attend the dissemination activity or n. persons reached by the communication channel)	Topic and more details (indicate the title, if available, and the contents)	Contact (specify the name of the I-Share Life partner providing the source of information)	Remarks (add important information about the topic, if available)	Web link (if available)	Annex (attach the documents naming it with this format: date-name of partner. Example:2018-07-18-ASSTRA)
---	---------------------------	---	--	--	---	--	----------------------------	--

About 130 activities of dissemination and communication has been carried out in the period from July 2018 and September 2020.

All partners are filling, also, the tool Forthcoming Event in order to estimate partners participation in events where I-share Life activities could be spread out.

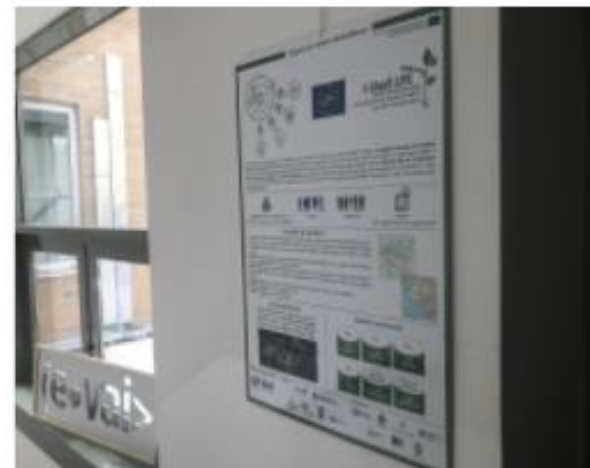
Asstra remembers periodically to update the files in order to track all the operation, the date, the channel, audience size reached, description of the activity, etc.

NOTICE BOARDS IN THE MAIN PARTNER HEADQUARTERS



**FNM
Entrance**

**E-VAI
Entrance**



**NordCom
Entrance**

**Osijek
Meeting Room**



PARTNERS NOTICE BOARDS



**Dyvolve
Meeting Room**

**Poliedra
Meeting Room**



ASSTRA Offices

AND THE FLAG.....



BROCHURE – FIRST RESULTS AFTER 10 MONTHS



A brochure that summarizes the **results** of the activities in I-SharE LIFE project (**after 10 months**) has been produced and shared with partners.

It contains a general description of the project, case studies and summarizes the **finalized deliverable** (about 20 pages).

It has been used to support dissemination activities during a lot of events and we'll use it for dissemination activities during next events.

It is in Italian and English version and it is available on the website at the following link: http://www.i-sharelife.eu/wp-content/uploads/2019/03/Primi-risultati-I-share-Life_feb19.pdf



ADVERTISING AND ARTICLE ON THEMATIC MAGAZINE

I-SharE LIFE
Soluzioni innovative per viaggi
in modo sostenibile e intelligente in piccoli
e medio-grandi centri urbani.

Progetto I-SharE LIFE
trasporto condiviso ed
elettrico in piccole e medie aree urbane

F2M coordina, in partenariato con ASPTRA, R-Via, Nordom, Poliedra, Dyrolve e la Città di Ostiè, il progetto europeo di Mobilità Sostenibile I-SharE LIFE.

I-SharE LIFE si propone di innovare il modello di car-sharing elettrico per adattarlo ai contesti medio-piccoli rendendolo economicamente sostenibile e interconnesso con i vari servizi di trasporto concentrati nei pressi di una stazione ferroviaria (treno, bici e altri mezzi di trasporto pubblico).

Il progetto prevede 5 siti pilota, 4 in Lombardia e 1 cross: Bergamo, Bollate, Busto Arsizio, Como, Ostiè, un modello di servizio operativo ed una piattaforma informatica integrata, volti a massimizzare l'uso del veicolo elettrico durante il giorno, integrandolo con il servizio ferroviario ostiè che l'intera catena di trasporto intermodale risulti essere a zero emissioni inquinanti.

Inoltre il progetto consente la co-progettazione dei modelli di servizio insieme ai cittadini, alla Pubblica Amministrazione e ad aziende private, la creazione di una piattaforma tecnologica integrata e la promozione del servizio attraverso una Community di utilizzatori.

L'applicazione del sistema alle stazioni nella Regione Lombardia servirà ad integrare i servizi di trasporto e consentirà di migliorare il livello della qualità dell'aria.

Il kick off, evento che ha dato il via al progetto, si è svolto lo scorso 17 e 18 luglio.

mobilità

I-SharE LIFE
Innovative sharing solutions
for full electric travels
in small and medium size urban areas.

**TRASPORTO CONDIVISO
ED ELETTRICO IN
PICCOLE E MEDIE AREE
URBANE**

F2M coordina, in partenariato con ASPTRA, R-Via, Nordom, Poliedra, Dyrolve e la Città di Ostiè, il progetto europeo di Mobilità Sostenibile I-SharE LIFE.

Il progetto prevede 5 siti pilota, 4 in Lombardia e 1 cross: Bergamo, Bollate, Busto Arsizio, Como, Ostiè, un modello di servizio operativo ed una piattaforma informatica integrata, volti a massimizzare l'uso del veicolo elettrico durante il giorno, integrandolo con il servizio ferroviario ostiè che l'intera catena di trasporto intermodale risulti essere a zero emissioni inquinanti.

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Il kick off, evento che ha dato il via al progetto, si è svolto lo scorso 17 e 18 luglio.

TP - Bergamo - Ostiè

Advertising of I-SharE LIFE Project had been inserted in the last six publications of the Association's thematic magazine «Trasporto pubblico» that is sent to 3.800 stakeholder among institution, experts, public transport companies, local authorities. And so on.

SOCIAL MEDIA ACTIVITIES

As part of the dissemination activities, in order to improve and make social communication more widespread, a first list of # (hashtags) and @ (mentions) was defined. The list, shared with the rest of the partners, aims to be a practical tool, for the definition of social communications.

@FNM S.p.A.
@E-VAI per tutti
@Consorzio Poliedra
@LIFEprogramme
@AssTrasporti

#isharelife
#lifeprogramme
#carsharing
#UserResearch
#mobilità #mobility
#sostenibile #sustainable
#trasporto #transport
#pubblico #public



SOCIAL MEDIA ACTIVITIES

Periodically, ASSTRA and partners publish news on the project through its social media. For example:

When the project started, July 2018, a post on LinkedIn (1431 views) and a post on Twitter (1621 views) had been published.



During the ASSTRA conference a Tweet about the first results of the I-SharE LIFE project had been published on ASSTRA Twitter profile which it registered, at 12/03/2019, 515 views.



SOCIAL MEDIA ACTIVITIES



During the Technical Workshop in Milan different Tweet about the event had been published on ASSTRA Twitter profile which it registered, at 09/03/2020, 1500 views.



DISSEMINATION ACTIVITIES BY EVENT I/4



2nd National Electric Mobility Conference, Milan 27/29 September 2018



The EU Commission meets the LIFE winner projects, Brussels 5/6 November 2018

YEAR 2018



Ecomondo, Rimini 6/9 November 2018

DISSEMINATION ACTIVITIES BY EVENT 2/4

YEAR 2019



**470
participants**



15° NATIONAL ASSTRA CONFERENCE – February 2019



TECHNICAL CROATIAN WORKSHOP

26TH OCTOBER 2020

Webinar link — meet.google.com/nue-ihgo-zzp

DISSEMINATION ACTIVITIES BY EVENT 3/4



317
participants

**TRAMWAY NATIONAL CONFERENCE
ORGANIZED BY ASSTRA, AIT AND CIFI WITH
THE COORDINATION OF TRANSPORT
MINISTRY – 29-30 of May 2019**



DISSEMINATION ACTIVITIES BY EVENT 4/4

European Mobility Week Events, 15-28 September 2019



Bollate



Como



Busto
Arsizio



Bergamo

YEAR 2019

LOCAL DISSEMINATION TECHNICAL WORKSHOP

I° LOCAL DISSEMINATION TECHNICAL WORKSHOP

20th June 2019
Lombardy Region
headquarters
Milan, Italy

LOCAL FRIENDLY CAFFE' !

Stakeholders met each
other in operative working
group

It aimed to raise local
interest and improve local
understanding of the
project

Riferimento Tecnico ed Informazioni
ASSTRA
tel. - fax. 06 68603555
e-mail asstra@asstra.it

Segreteria Organizzativa ed Iscrizioni
Sig.ra Maria Paola Bologni
tel. 06 68603503 - fax. 06 68603555
e-mail asstra@asstra.it

Iscrizioni
La partecipazione al Workshop è gratuita ma è obbligatoria la preventiva iscrizione trasmettendo il modulo di registrazione entro il 10/08/2017

Sede del Workshop
XXXXXX
XXXXXX

COORDINATORE  **FNM**
Idee in movimento

PARTNERS  **e.vai**  **NORDCOM**

SOSTENITORI    

73
participants



WORKSHOP TECNICO IN ITALIA,
MILANO 19 e 20 GIUGNO 2019
REGIONE LOMBARDIA

 **FNM**
Idee in movimento

 **ASSTRA**
SARDEGNA REGIONE

This project has received funding from European Union's
Life Programme under Grant Agreement
N° LIFE 17 ENV/IT/000012 I-SharE LIFE



TECHNICAL CROATIAN WORKSHOP

26TH OCTOBER 2020

Webinar link — meet.google.com/nue-ihgo-zzp

YEAR 2019



FOCUS ON TECHNICAL WORKSHOP IN MILAN (1/4)

The “*Technical Workshop in Italy*” was held on the **20th June 2019** in Milan at the Palazzo Lombardia. The workshop was attended by about **73 delegates from several stakeholder** as local administrations, PTOs (public transport operators), PTAs (public transport authorities), manufacturers, industry and universities representatives as well as consultants.



FOCUS ON TECHNICAL WORKSHOP IN MILAN (2/4)



Registration session with the notice board

FOCUS ON TECHNICAL WORKSHOP IN MILAN (3/4)

Table 1, Busto Arsizio – Pink



Table 2, Bollate – Yellow

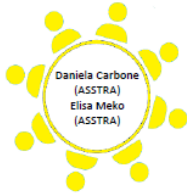


Table 3, Bergamo – Orange



Table 4, Como – Light-Blue



Table 5, Osijek



WORKING GROUP AND THE POST-IT FOR THE BRAINSTORMING

TECHNICAL CROATIAN WORKSHOP

26TH OCTOBER 2020

Webinar link — meet.google.com/nue-ihgo-zzp

FOCUS ON TECHNICAL WORKSHOP IN MILAN (4/4)

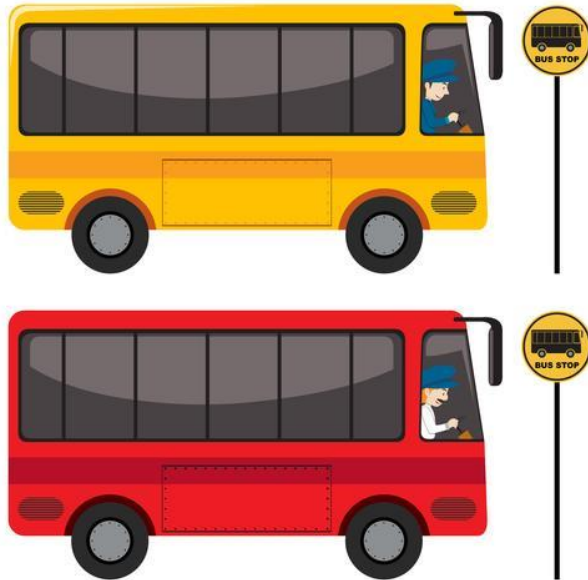


Dedicated bag of the I-SharE LIFE technical workshop and gadget

OTHER DISSEMINATION ACTIVITIES



PERIODIC COMMUNICATION AND INFORMATION TO ASSTRA BUS COMMITTEE



30 companies distributed throughout the country and of all sizes



YEAR
2018-2020

BUSINESS MODEL 1 – BUSTO ARSIZIO Corporate and Easy Station Model Service

I-SharE LIFE
Innovative sharing solutions for full electric travels in small and medium size urban areas

The project has received funding from European Union's LIFE Programme under Grant Agreement N° LIFE/17/0107/2018/1/0016 LIFE

Corporate and Easy Station Model Service: Vehicles shared between companies and commuters

Busto Arsizio is an industrial area, located close to Malpensa international airport, with many commuters from the city of Milan.

The model involves the use of the electric vehicle in car-sharing by commuters (for the journey home - railway station and back) and by companies near the station. In this model the costs of the service are shared between the company and the commuters.

The municipal environmental services company (AGESP) shares 8 electric vehicles with commuters during the testing phase. After the co-design activities the model had been changed and improved. The e-cars are now used by the company employees during office hours and for selected ones also after work and in the weekend.

Both Busto Arsizio Railway Station and Castellanza railway station have been infrastructured with EV Charging stations. Other Charging stations are located in strategic areas of Busto Arsizio Municipality.

Key Data

TESTING PHASE IN BUSTO ARSIZIO DEMO SITE

- Test Phase: 2 weeks in September 2019
- Beta Users involved: 3 Employees of AGESP company and 2 Commuters
- N° e-cars: 2 Renault Zoe
- Total mileage done during the test phase: 430 km

AFTER THE TESTING PHASE

From September 2019 to February 2020 inside the I-SharE LIFE project:

- N° e-cars used by AGESP Company inside Life Project: 8 Renault Zoe
- Total mileage done in this period: 44.000 km

From September 2019 to February 2020 extra LIFE project:

- N° e-cars used from different Users extra Life Project: 35
- Users: 25
- N° of trips: 66
- Total mileage done in this period: 1.400 km

CO-DESIGN WORKSHOP IN BUSTO ARSIZIO

12 December 2019

- 5 Beta Users
- 1 Stakeholder involved by AGESP
- 10 Project Partners
- 3 Facilitators of Polidea

COVERED TOPICS AND RELATED ACTIVITIES IN THE CO-DESIGN WORKSHOP

- Identification of opportunities for improving the service and re-design
- Analysis and implementation of the service instructions
- Definition of strategies for communicating the service functionalities in the most effective way

www.i-sharelife.eu

PROJECT COORDINATOR: FNM
PARTNERS: e-val, NORDCOM, AGESTRA, Regione Lombardia, Polidea, dyolve
SUPPORTERS: Regione Lombardia, Polidea, NORDCOM, FNM, Regione Lombardia, Polidea

BUSINESS MODEL 2 – BOLLATE Corporate and Easy Station Model Service

I-SharE LIFE
Innovative sharing solutions for full electric travels in small and medium size urban areas

The project has received funding from European Union's LIFE Programme under Grant Agreement N° LIFE/17/0107/2018/1/0016 LIFE

Corporate and Easy Station Model Service: Vehicles shared between companies and commuters

Bollate is a municipality in the metropolitan area of Milan with important industries.

The model involves the use of the electric vehicle in car-sharing by commuters (for the journey home - railway station and back) and by companies far from the station. In this model the costs of the service are shared between the company and the commuters.

The companies (Solvay and Pirelli) share 3 electric vehicles with commuters during the testing phase. After the co-design activities the model had been changed and improved. The e-cars are now used by the company employees during office hours and for selected ones also after work and in the weekend. Solvay Company contractualized the service model providing its fleet with Electric Vehicles installing charging infrastructures in its parking area.

Key Data

TESTING PHASE

- Test Phase: 3 weeks in July 2019
- Beta Users involved: 2 Employees of Pirelli company, 4 Employees of Solvay company and 2 Commuters
- N° e-cars: 3
- Total mileage done during the test phase: 841 km

AFTER THE TESTING PHASE

From July 2019 to March 2020 inside the I-SharE LIFE project:

- N° e-cars used by Solvay Company inside Life Project: 1
- N° e-cars used by Municipality Employees and Occasional Users: 1
- Total mileage done in this period: 1.250 km
- N° of users: -
- N° of trips: 38

CO-DESIGN WORKSHOP BOLLATE

12 December 2019

- 8 Beta Users
- 2 Stakeholder (Solvay and Pirelli)
- 8 Project Partners
- 3 Facilitators of Polidea

COVERED TOPICS AND RELATED ACTIVITIES IN THE CO-DESIGN WORKSHOP

- Identification of opportunities for improving the service and re-design
- Analysis and implementation of the service instructions
- Definition of strategies for communicating the service functionalities in the most effective way

www.i-sharelife.eu

PROJECT COORDINATOR: FNM
PARTNERS: e-val, NORDCOM, AGESTRA, Regione Lombardia, Polidea, dyolve
SUPPORTERS: Regione Lombardia, Polidea, NORDCOM, FNM, Regione Lombardia, Polidea

TECHNICAL CROATIAN WORKSHOP

26TH OCTOBER 2020

Webinar link — meet.google.com/nue-ihgo-zzp

LEAFLETS

I-SharE LIFE
Innovative sharing solutions
for full electric travels
in small and medium size urban areas

BUSINESS MODEL 4 – COMO

Tourists - Corporate Service

This project has received funding from European Union's LIFE Programme under Grant Agreement N° LIFE-IT-DIV17000015-1-IG16-LEAF

Tourists - Corporate Service:
Vehicles shared tourists and hotels employees

Como is a well-known tourist location that promotes the development of electric mobility both in the city and along the shores of Lake Como. Service was provided to hotels, dedicated to tourists and city users. This models showed many critical issues from the testing phase since the tourist involvement had been difficult due to short stay. Nowadays, for this reason the model does not seem economically sustainable. Until now E-Vai activated 10 e-cars based on a pay per use service (Regional service) located in the parking slots at the railway station of:

- Como Borghi
- Como Camerlata
- Como Nord.

Key Data

TESTING PHASE

- Test Phase: 3 weeks in July 2019
- Beta Users involved: 3 Hotel's Employees
- N° e-cars: 2
- Total mileage done during the test phase: 738 km

AFTER THE TESTING PHASE

From July 2019 to March 2020 inside the I-SharE LIFE project:

- N° e-cars used inside Life Project: 0
- Total mileage done in this period: 0 km
- N° of users: 0
- N° of trips: 0

From September 2019 to February 2020 extra LIFE project:

- N° e-cars used from different Users extra Life Project: 4
- N° of users: 3
- N° of trips: 4
- Total mileage done in this period: ca 216 km

CO-DESIGN WORKSHOP COMO

30th January 2020

- 4 Beta Users
- 6 Stakeholder
- 7 Project Partners
- 2 Facilitators of Poliedra

COVERED TOPICS AND RELATED ACTIVITIES IN THE CO-DESIGN WORKSHOP

- Identification of opportunities for improving the service and re-design
- Definition of strategies for communicating the service functionalities in the most effective way

www.i-sharelife.eu

PROJECT COORDINATOR

PARTNERS

SUPPORTERS

I-SharE LIFE
Innovative sharing solutions
for full electric travels
in small and medium size urban areas

BUSINESS MODEL 3 – BERGAMO

Public Service

This project has received funding from European Union's LIFE Programme under Grant Agreement N° LIFE-IT-DIV17000015-1-IG16-LEAF

Public Service: Vehicles shared between Municipality and Occasional Users

Bergamo is one of the main demonstration sites of the project, with an innovative model of mobility shared between the Municipality and Occasional Users. The Municipality is equipped with 4 E-Vai electric vehicles. During working hours, the Municipality employees use the car for internal business, during the remaining time, evening and weekend, Occasional Users use the car for private trips. Other institutions in Bergamo and Municipality around Bergamo have implemented the same Model in order to create a network with 10 electric vehicles running:

- Municipality of Dalmine (Bergamo University Campus)
- Municipality of Orio al Serio (Bergamo International Airport)
- Confartigianato Bergamo (Local Association is part of the network and testing "Corporate" I SharE LIFE Model)

Key Data

TESTING PHASE

- Test Phase: 3 weeks in July 2019
- Beta Users involved: 4 Employees of Municipality and 6 Occasional Users
- N° e-cars: 4
- Total mileage done during the test phase: 2000 km

AFTER THE TESTING PHASE

From July 2019 to March 2020 inside the I-SharE LIFE project:

- N° e-cars used inside Life Project: 5
- Total mileage done in this period: ca 9.000 km
- N° of users: 127
- N° of trips: 365

From September 2019 to February 2020 extra LIFE project:

- N° e-cars used from different Users extra Life Project: 9
- N° of users: -
- N° of trips: 364
- Total mileage done in this period: ca 17.000 km

CO-DESIGN WORKSHOP BERGAMO

19th November 2019

- 8 Beta Users
- 3 Stakeholder involved by AGESP
- 10 Project Partners
- 3 Facilitators of Poliedra

COVERED TOPICS AND RELATED ACTIVITIES IN THE CO-DESIGN WORKSHOP

- Identification of opportunities for improving the service and re-design
- Analysis and implementation of the Beta version of the APP
- Analysis and implementation of the service experience

www.i-sharelife.eu

PROJECT COORDINATOR

PARTNERS

SUPPORTERS

LEAFLETS



I-SharE LIFE
Innovative sharing solutions
for full electric travels
in small and medium size urban areas

BUSINESS MODEL 5 – OSIJEK

Public and Corporate Service



This project has received funding from European Union's Life Programme under Grant Agreement N° LIFE-IT-DIVIT060015 IAGWELIFE







Public and Corporate Service: Vehicles shared between Occasional Users and public and private Companies

Osijek is an economic, administrative, educational and industrial town of Osijek-Baranja county Eastern Croatia. The service is used by Occasional Users (Mon-Fri afternoon + weekends) and by employees (Mon-Fri from early morning to afternoon). I-SharE e-car sharing is completely a new service provided by the local public transportation operator GPP.



Key Data

TESTING PHASE

- Test Phase: 3 weeks in June 2019
- Beta Users involved: 5 Occasional Users and 5 Employees of local companies
- N° e-cars: 8
- Total mileage done during the test phase: 3.972 km



AFTER THE TESTING PHASE

From July 2019 to March 2020 inside the I-SharE LIFE project:

- N° e-cars used inside Life Project: 8
- Total mileage done in this period: 33.681 km
- N° of users: 34
- N° of trips: 571

CO-DESIGN WORKSHOP OSIJEK

29th January 2020

- 4 Beta Users
- 16 Stakeholder
- 2 Project Partners
- 2 Facilitators of Dyvolve supported by one representative from the City of Osijek and one representative from GPP (public transport operator)

COVERED TOPICS AND RELATED ACTIVITIES IN THE CO-DESIGN WORKSHOP

- Evaluate and explore the proposed model of intermodal car-sharing service
- Analysis of the users expectations for the service and the definition of the motivation of use

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PROJECT COORDINATOR


PARTNERS
    

SUPPORTERS
      

TECHNICAL CROATIAN WORKSHOP

Webin:

TECHNICAL WORKSHOP IN CROATIA

26th OCTOBER 2020



I-SharE LIFE
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TECHNICAL CROATIAN WORKSHOP
26TH OCTOBER 2020
Webinar link — meet.google.com/nue-ihgo-zzp
If necessary put meeting code: nueihgzpp

FNM idea in movimento

ASSTRA INNOVATION TECHNOLOGICAL DEPARTMENT

City of Osijek

This project has received funding from European Union's Life Programme under Grant Agreement N° LIFE 17 ENM/IT/000212 I-SharE LIFE

- 9,00 - 9,15 Access of participants to the web platform
- 9,15 - 9,30 Opening remarks (Institutional greetings) - City of Osijek
- 9,30 - 9,45 Opening remarks (Institutional greetings) - Mario Lionetti, Project Adviser European Commission
- 9,45 - 11,20 I-SharE LIFE project
- Coordinator: Marco Barra Caracciolo, Director Ro.S.Co., Special Projects FNM Group
Presentation of the project - Marco Piuri, General Manager FNM
The five business model - Luca Pascucci, General Manager E-Vai
How ICT in Car Sharing can improve Smart Cities mobility - Marco Lupi, Project Manager NORDCOM
User Centered Design - Francesca Costa, Senior Researcher Poliedra, PoliMi
Dissemination and communication activities - Daniela Carbone, Head Innovation Technological Department ASSTRA
- 11,20 - 11,40 Presentation of urban mobility in the Osijek Urban Agglomeration and the contribution of the I-SharE Life project – Dyvolve
- 11,40 - 12,00 Presentation of the I-SharE Life project and specifics of the Osijek car sharing – Dyvolve
- 12,00 - 12,15 Questions&Answers
- 12,15 - 12,50 Virtual warm coffee to discuss
- Presentation of questionnaire results
Nadia Amitrano, Innovation Technological Department ASSTRA
Elisa Meko, Economic and Financial Department ASSTRA
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**
- 12,50 - 13,15 Results of the discussion and conclusion of the technical workshop – FNM, Dyvolve

TECHNICAL CROATIAN WORKSHOP

26TH OCTOBER 2020

Webinar link — meet.google.com/nue-ihgo-zzp

FORESEEN ACTIONS



December 2020
 First dissemination
 Event in Rome

By 31 May 2021
 Second
 dissemination event
 in Milan

**By 31 May
 2021**
 I-Share LIFE
 dissemination
 Report

By 31 May 2021
 I-Share LIFE
 common project
 pilot **Brochure**

By 31 May 2021
 Layman's Report

TECHNICAL CROATIAN WORKSHOP

26TH OCTOBER 2020

Webinar link — meet.google.com/nue-ihgo-zzp

NEXT STEP: FIRST DISSEMINATION EVENT IN ROME

COORDINATION OF ASSTRA AND FNM

10th DECEMBER 2020

I-SharE LIFE
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FIRST DISSEMINATION EVENT
10TH DECEMBER 2020
Webinar link — meet.google.com/pbg-uboj-mbs
If necessary put meeting code: pbgubojmbs

FNM
idea in movimento

ASSTRA
ASSOCIAZIONE TRASPORTI

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9,00 - 9,15 Access of participants to the web platform

9,15 - 9,45 Welcome and Opening remarks (Institutional greetings)

- *Andrea Gibelli, FNM President, ASSTRA President*
- *Angelo Salsi, Head of Unit of LIFE and CIP ECO - Innovation EASME, European Commission*

9,45 - 10,00 UITP contribution to European Projects

- *Umberto Guida, Director Research and Innovation, UITP*

10,00 - 11,30 First Results I-SharE LIFE project

Coordinator: Marco Barra Caracciolo, Director Ro.S.Co., Special Projects FNM Group

Presentation of the project - Marco Piuri, General Manager FNM

The Italian business model - Augusto De Castro, CEO E-Vai

The Croatian business model - Dyvolve

How ICT in Car Sharing can improve Smart Cities mobility - Marco Lupi, Project Manager NORDCOM

User Centered Design - Francesca Costa, Senior Researcher Poliedra, PoliMi

Dissemination and communication activities - Daniela Carbone, Head Innovation Technological Department ASSTRA

11,30 - 11,45 Questions & Answers

11,45 - 12,15 Out put of Technical Workshops; Results of the 5 questions

Elisa Meko, Economic and Financial Department ASSTRA

Alessandra Melchioni, Head of European Policies & Programs FNM Group

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**

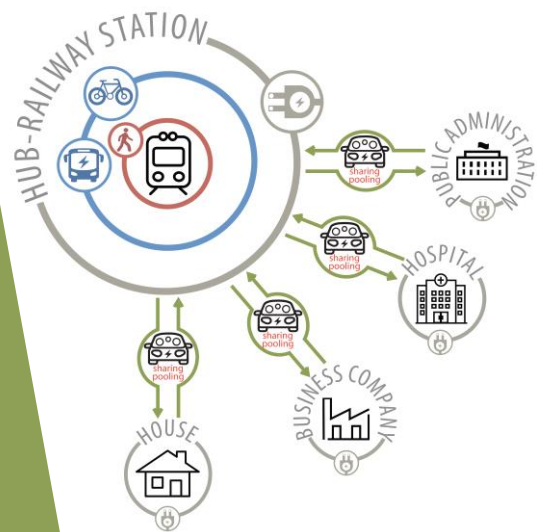
12,15 - 12,30 Questions & Answers

12,30 - 12,45 Conclusion and Wrap-up

TECHNICAL CROATIAN WORKSHOP

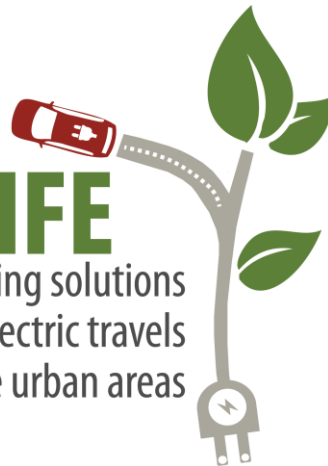
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Life Programme under Grant Agreement
N° LIFE 17 ENV/IT/000212 I-SharE LIFE

THANK YOU FOR YOUR KIND ATTENTION!

Daniela Carbone
Head of Technicological Innovation Department
ASSTRA



TECHNICAL CROATIAN WORKSHOP



City of Osijek