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## <LIFE17 ENV/IT/000212>

### <I-SharE LIFE – Innovative sharing solutions for full electric travels in small medium size urban areas>

#### Milestone – TECHNICAL WORKSHOP IN CROATIA

<b>Project location:</b>	Italy and Croatia
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#### Versioning and contribution history

Rev.	Date	Changes description	Responsible	Approval
0	18/11/2020	First release created and circulated	ASSTRA	X
1	2/12/2020	Validated by all partners	ALL	X
1	2/12/2020	Formatted and sento to Coordinator	ASSTRA	X

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### 1. Glossary of keywords and abbreviations

## 2.Executive Summary

The “*Technical Workshop in Croatia*” was held on the 26<sup>th</sup> October 2020 by webinar due to the epidemic emergency of COVID-19. The workshop was attended by about 75 participants (with an average of 51 delegates connected simultaneously) from several stakeholders as local administrations, PTOs (public transport operators), PTAs (public transport authorities), manufacturers, industry and universities representatives as well as consultants.

The purpose of the Croatian Technical Workshop aimed to increase the visibility of the project, to raise local interest and improve local understanding of the project and of the five I-SharE LIFE Business Model, finally and generally to stimulate public’s interest towards I-Share Life Project.

In order to organize the second I-Share Life Event for Local Dissemination, two meetings were organized and the organization of the workshop was cared by ASSTRA, FNM SpA and City of Osijek.

The workshop started at 9.15 and was structured in several sessions:

- ✓ *Opening remarks:* the workshop started with a welcome from the deputy mayor of the City of Osijek and one speech from Project Adviser of European Commission.
- ✓ *I-SharE LIFE Project:* this section focused on the I-SharE LIFE project contents with a deeply explanation of the five business models, how ICT in Car Sharing can improve Smart Cities mobility, user centered design and the activities about Public awareness and results dissemination.
- ✓ *Presentation of urban mobility in the Osijek Urban Agglomeration and the contribution of the I-SharE Life project.*
- ✓ *Presentation of the I-SharE Life project and specifics of the Osijek car sharing*
- ✓ End the first part
- ✓ *Virtual warm coffee to discuss:* Croatian stakeholders filled out a questionnaire with the same questions prepared for the Milan workshop, but for model 5 and the common point among the 5 models, providing a value to the results from 1 to 5 where 1 low important, 5 very important. The aim is to define model innovations and user needs, barriers, overcomes, Mechanisms to support the introduction of models , recommendations and suggestions for replicating and transferring models in other contexts, lessons to learn.

The table below shows all the speakers in order of appearance:

<i>Žana Gamoš, deputy mayor City of Osijek</i>
<i>Mario Lionetti, Project Adviser European Commission</i>
<i>Marco Barra Caracciolo, Director Ro.S.Co., Special Projects FNM Group</i>
<i>Alessandra Melchioni, Head of European Policies &amp; Programs FNM Group</i>
<i>Luca Pascucci, General Manager E-Vai</i>
<i>Marco Lupi, Project Manager NORDCOM</i>
<i>Chiara Bresciani, Senior Researcher Poliedra, PoliMi</i>
<i>Daniela Carbone, Head of SIT department ASSTRA</i>
<i>Violeta Benković, Consultant Dyvolve</i>
<i>Lučijano Sangaletti, Consultant Dyvolve</i>
<i>Nadia Amitrano, Innovation Technological Department ASSTRA</i>
<i>Elisa Meko, Responsible of Economic and Financial Department ASSTRA</i>

### 3.Introduction

The organization of the workshop was cared by ASSTRA, FNM SpA and City of Osijek following next steps:

- Planning of the first draft of the agenda, starting with what is included in the project's proposal and taking into account the results of the Report on the results of the stakeholder mapping.
- A specific work tool, prepared by ASSTRA for the first local dissemination event, was used to collect all information dealing the stakeholders to invite
- Sharing and validation of the draft of the agenda with the project coordinator and all the other partners by mail and during the meetings.
- Mailing invitations to the speakers to collect the acceptances and updating the agenda.
- Collection of questionnaires and data processing
- Dissemination of the event through several communication channels: dedicated circulars of the Association to its members; promotion on the ASSTRA web site and newsletter; direct email invitation to partners, ASSTRA Committee and working groups.
- Croatian Workshops by webinar.
- Mailing the thankyou letter to all the speakers to thank them for their precious cooperation which contributed to the success of the initiative.
- Dissemination of the event's results through several communication channels: circulars of the Association to its members to inform them on the publishing workshop presentations; direct e-mail to partners to inform them on the publishing workshop presentations; social media communication.

The flowchart below summarize all the described steps.

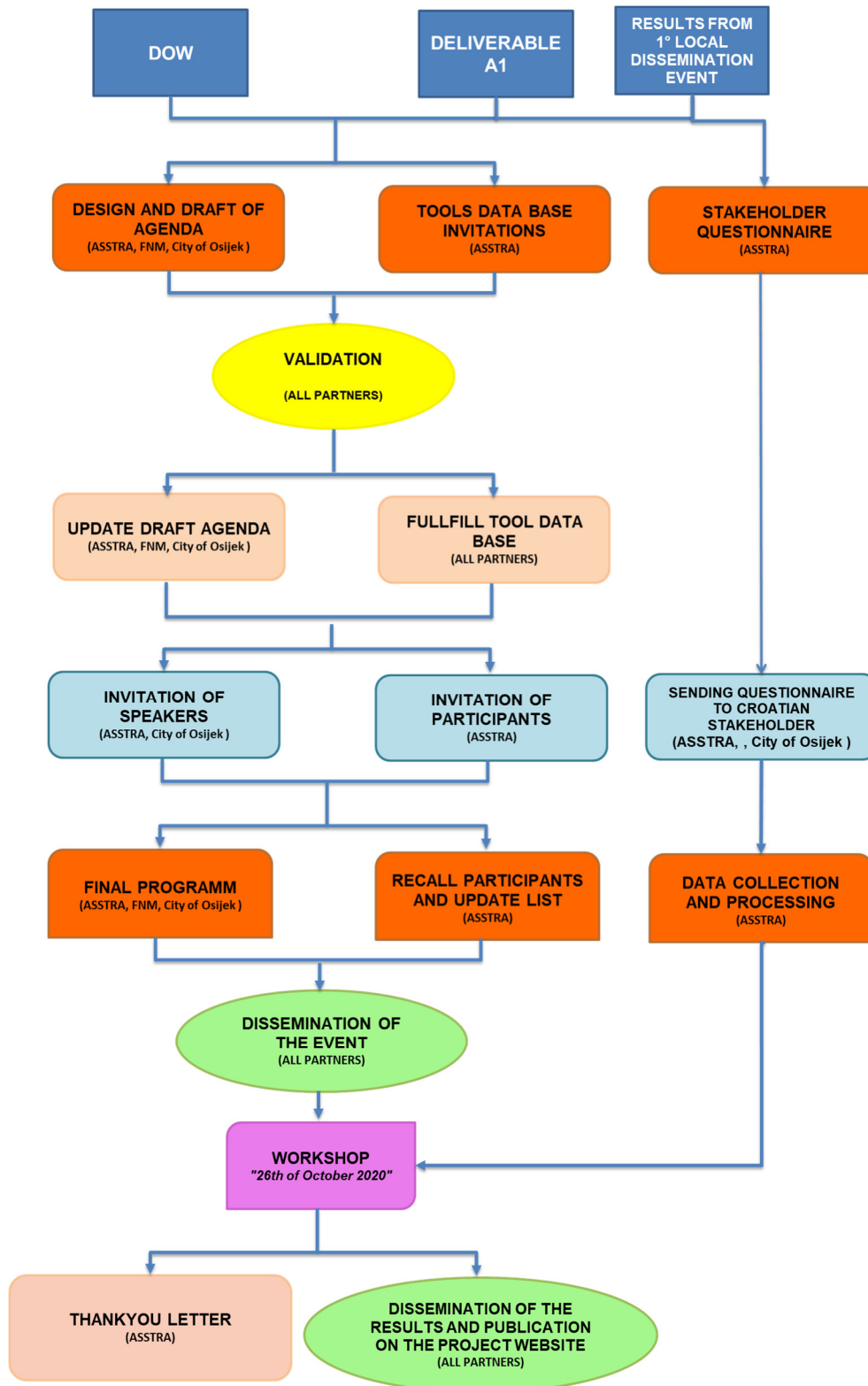


Figure 1 – Workshop Flow Chart

## 4. Purpose

### 4.1 Workshop Objective

The purpose of the Croatian Technical Workshop aimed to increase the visibility of the project, to raise local interest and improve local understanding of the project and of the five I-SharE LIFE Business Model, finally and generally to stimulate public's interest towards I-Share Life Project.

The duration planned was **1 day** with approximately **50/80 visitors**.

Due to the epidemic emergency of COVID-19, the workshop was postponed from May to October and organized by remote modality by webinar platform "Google meet".

In particular, the workshop pursued the following objectives:

- to inform municipalities, transport operators and mobility practitioners about I-Share Life Project;
- to share European LIFE IP PREPAIR Project, LIFE IP CARECLIMATE, LIFE IP Zero Emission and other Croatian experience with the audience in order to stimulate the debate among the stakeholders;
- to exchange views and ideas around sharing mobility with Italian stakeholders (national and local) according to the Deliverable A1.

With regard to the second session, Croatian stakeholders filled out a questionnaire with the same questions prepared for the Milan workshop. The aim is to define model innovations and user needs, barriers, overcomes, Mechanisms to support the introduction of models , recommendations and suggestions for replicating and transferring models in other contexts, lessons to learn.

### 4.2 Planning of the Workshop

In order to organize the second I-Share Life Workshop Event for Local Dissemination, two meetings were organized (see Annex I).

- Project meeting 11/3/2020 (online)
- Project meeting 15/10/2020 (online)

During the meetings all partners had given their contribution to define the workshop.

In particular, the following actions were done.

- Designed of Agenda of the event;
- Modality decision;
- Stakeholder invitation tool "*Participants Database*", designed by ASSTRA to collect by all partners the different representatives of the category identified in deliverable A1. The excel file was filled in with the names and contact details of the people to be invited. Each partner had to indicate the stakeholder's category to which the person belongs. This was done to assure that the invited people are covering all the stakeholders in a balanced way.



Figura 2 – Data base full filled

Name of person to be invited	Surname of person to be invited	Company/ Organization of person to be invited	Role in the company/ organization	Stakeholder Category A: Government / Authorities (Select the type of stakeholder A from the list on the right of the cell- categories used in Deliverable A.1)	Stakeholder Category B: Business / Operators (Select the type of stakeholder B from the list on the right of the cell- categories used in Deliverable A.1)	Stakeholder Category C: Communities / Local neighbourhoods (Select the type of stakeholder C from the list on the right of the cell- categories used in Deliverable A.1)	Stakeholder Category D: Others (Select the type of stakeholder D from the list on the right of the cell- categories used in Deliverable A.1)	Type of representation (Operational or institutional or Top management person, or Technical person) (Select the type of representation from the list on the right of the cell)	e-mail	Telephone	Mobile	Contacts (Specify the name of I-sharE LIFE partner providing the name of person to be invited)
Mico	Armandi	TPER BOLOGNA	Dirigente Sist. Informativi e Sviluppo Tec.		1_National / Regional/Local Transport Operators			T	mico.armandi@tper.it	051/550502	3489075530	ASSTRA
Mario	Baroni	UJ.ANORO	Dirigente Esecutivo		1_National / Regional/Local Transport Operators			T	baroni@uj.it	035/985413	3352852413	ASSTRA
Massimiliano	Bella	CIT. ARSO PISA	Responsabile Magazzino e Logistica		1_National / Regional/Local Transport Operators			T	massimiliano.bella@ctarso.it	0573018888	3357488814	ASSTRA
Lorenzo	Berlucchi	EUROMOBILITY	Presidente					T	lorenzob@euromobility.eu		3474449035	ASSTRA
Andrea	Bertoni	TPER BOLOGNA	Dirigente		1_National / Regional/Local Transport Operators			T	andrea.bertoni@tper.it	051/550545	3489050798	ASSTRA
Francesco	Dani Pansetti	ROLAND BERGER srl	Partner									FNM
Carlo	Di Franco	Debiton	Dirigente					T	carlo.di-franco@debiton.it			ASSTRA
Giuseppe	Di Franco	STP. BRINCESI	Coordinatore Servizio Movimenti		1_National / Regional/Local Transport Operators			T	giuseppe.di-franco@stpbrencesi.it	081-549212	3317218322	ASSTRA
Stefano	Diemer	ATVO SAN DONA' DI PIAVE	Dirigente Generale		1_National / Regional/Local Transport Operators			T	stefano@atvo.it	04210584	3381284740	ASSTRA
Alberto	Diemer	T.T. FERDI	Responsabile Divisione Manutenzione Autoveicoli		1_National / Regional/Local Transport Operators			T	alberto.diemer@ttrivirospost.it	041-521000	335-0736501	ASSTRA
Morgan	Diemer	ACTIV VENEZIA	Responsabile Funzione Tecnologie Mobilità		1_National / Regional/Local Transport Operators			T	Morgan.Diemer@activ.it	0417772847	3357992863	ASSTRA
Mario	Diemer	FAL. BIRI	Dirigente Generale		1_National / Regional/Local Transport Operators			T	mario.diemer@falbiri.com		081-523553	ASSTRA
Daniela	Diemer	Ferrovie Varesina	Dirigente Generale		1_National / Regional/Local Transport Operators			T	daniela.diemer@ferrovievaresina.com		081-5535844	ASSTRA
Valeria	Diemer	Polidea	Risultatore					T	valeria.diemer@polidea.it	02-2992000		Polidea
Pasquale	Di Nardo	Santopina Spa	AMMINISTRATORE UNICO		1_National / Regional/Local Transport Operators			T	pasquale.di-nardo@santopina.it			FNM
Carola	Di Paolo	FUA Luciano	Responsabile della mobilità		1_National / Regional/Local Transport Operators			T	carola.di-paolo@fualuciano.it		3475647173	ASSTRA
Giuseppe	Di Paolo	DOT SPA	Amministrazione Delegata					T	giuseppe.di-paolo@dotspa.it			FNM
Marco	D'Onofrio	ANSF	DIRETTORE					T	marco.d'onofrio@ansf.it			FNM

- Stakeholder (speakers and participant) letter invitation. Asstra prepared the draft of the two different letters (one for the speakers the other for the participant (see Annex III) and after the validation the Association sent direct email to the people listed in the database.

## 5.Outcomes

### 5.1 Development of the Workshop

The workshop was held by webinar with the project instrument “Google Meet” platform due the sanitary emergency by Covid-19.

The workshop started at 9,15.00 and was structured in several sessions:

- Opening remarks (Institutional greetings)
- I-SharE LIFE Project
- Presentation of urban mobility in the Osijek Urban Agglomeration and the contribution of the I-SharE Life project
- Presentation of the I-SharE Life project and specifics of the Osijek car sharing
- Virtual warm coffee to discuss about... Presentation of questionnaire results

In total there were eight presentations and the workshop finished at 13.00 o’clock.

The complete agenda is attached to this document (see Annex IV).

A list of the attendees and their representatives, **75 participants (with an average of 51 delegates connected simultaneously)**, is attached to this document (see Annex II).

Below are summarized the main topics covered by each presentation.

#### 1<sup>st</sup> Section “Opening remarks”

Žana Gamoš, deputy mayor City of Osijek, welcomed participants introducing the workshop and the aim of the project; Mr. Mario Lionetti, Project Adviser European Commission explained with a kindly speech the objectives of LIFE programme and the significant contribution of this project.

#### 2<sup>nd</sup> Section “I-SharE LIFE Project”

The section was coordinated by Mr. Marco Barra Caracciolo - Director Ro.S.Co., Special Project FNM Group, introducing the speakers in their roles. Alessandra Melchioni, Head of European Policies & Programs of FNM Group had presented all the project; Mr. Luca Pascucci, General Manager E-Vai had given a deeply explanation of the five



business models (Busto Arsizio, Bollate, Bergamo, Como, Osijek); Mr. Marco Lupi, Project Manager NORDCOM had presented How ICT in Car Sharing can improve Smart Cities mobility ; Mrs. Chiara Bresciani, Senior Researcher Poliedra, PoliMi had explained the User Centered Design; Mrs Daniela Carbone, Head of Technological Innovations Department ASSTRA had presented the activity about Public awareness and results dissemination (see annex V).

### **3<sup>rd</sup> Section “Croatian urban mobility, I-SharE Life project and specifics of the Osijek car sharing”**

After the second section were two presentation about the Croatian urban mobility with a particular focus to the Osijek Urban Agglomeration by Violeta Benković, Consultant Dyvolve and then the presentation of the I-SharE Life project and specifics of the Osijek car sharing by Lučijano Sangaletti, Consultant Dyvolve (see annex V).

### **4<sup>th</sup> “Virtual warm coffee to discuss about...”**

In this section Mrs Nadia Amitrano, Innovation Technological Department ASSTRA and Mrs Elisa Meko, Economic and Financial Department ASSTRA had shown the questionnaire results deriving from the analysis of the data collected by the Croatian stakeholders regarding the model 5.

Croatian stakeholders filled out a questionnaire with the same questions prepared for the Milan workshop, but for model 5, providing a value to the results from 1 to 5 where 1 low important, 5 very important (see annex VII). Following the proposed 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*

### **5<sup>th</sup> “Activities after the workshop”**

Days after the workshop, ASSTRA sent the thankyou letter to all the speakers in order to thank them for their precious cooperation which contributed to the success of the initiative (see Annex VI).

ASSTRA has also disseminated results of the workshop through several communication channels. It sent circulars to its members to inform them on the publishing workshop presentations and sent direct e-mail to partners to inform them on the publishing workshop presentations.

## **5.2 Workshop disseminations**

The event was promoted in the following ways (see Annex VIII, Social media activities):

### **Before the event**

- Direct email invitation to I-SharE LIFE workshop Speakers
- After designing the participants database divided by category of stakeholder, direct email to the people listed in the database
- Five dedicated circulars of the Association to its members
- ASSTRA website:

[http://www.asstra.it/eventi/anno\\_in\\_corso/convegni-e-seminari/ottobre/webinar-technical-croatian-workshop-del-progetto-i-share-life-.html](http://www.asstra.it/eventi/anno_in_corso/convegni-e-seminari/ottobre/webinar-technical-croatian-workshop-del-progetto-i-share-life-.html)

- ASSTRA Twitter:

**23/09/2020** – <https://twitter.com/AssTrasporti/status/1308702964383707136>

23/09/2020 - <https://twitter.com/AssTrasporti/status/1308710187021332481>

- ASSTRA LinkedIn:

23/10/2020 - <https://www.linkedin.com/feed/update/urn:li:activity:6726462147209113600>

### After the event

- Publishing workshop presentations on the Project website  
<http://www.i-sharelife.eu/documentazione/>
- Publishing workshop presentations on the ASSTRA website  
[https://www.dropbox.com/sh/vygo2srp9you1ke/AAAvYC68hENU\\_sPSPENNr3Oa?dl=0](https://www.dropbox.com/sh/vygo2srp9you1ke/AAAvYC68hENU_sPSPENNr3Oa?dl=0)
- Dedicated circular of the Association to its members to inform them on the publishing workshop presentations.
- ASSTRA LinkedIn:  
26/10/2020 - <https://www.linkedin.com/feed/update/urn:li:activity:6726390912567648256>  
26/10/2020 - <https://www.linkedin.com/feed/update/urn:li:activity:6727157272469995520/>
- ASSTRA Twitter:  
26/10/2020 – <https://twitter.com/AssTrasporti/status/1320695033914380288>  
26/10/2020 - <https://twitter.com/AssTrasporti/status/1320628124195921920>

## 6. Results of the questionnaire

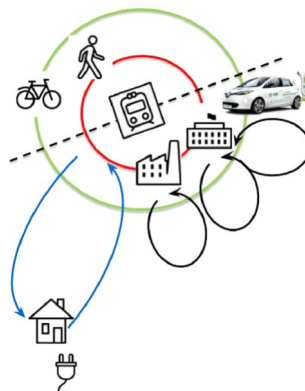
Croatian stakeholder filled out a questionnaire (see annex VII) with the same questions prepared for the Milan workshop, but for model 5 and the common point among the 5 models, providing a value to the results from 1 to 5 where 1 is low important, 5 is very important.

During the Italian Workshop, the stakeholders collected suggestions and critical issues for each demonstration model which were collected according to the relevance of the responses. For the model 5 “OSIJEK” and the common point, these responses were grouped and evaluated by the Croatian stakeholders.

The aim is to define model innovations and user needs, barriers, overcomes, Mechanisms to support the introduction of models, recommendations, and suggestions for replicating and transferring models in other contexts, lessons to learn.

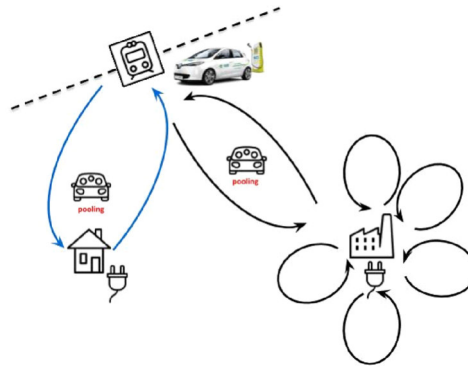
### Model 1. BUSTO ARSIZIO

Service for commuters (for the journey home - train station) and for neighbouring companies for work missions - in Busto Arsizio (83.000 inh.), the Metropolitan area with many commuters to Milan and it is also close to the Malpensa international airport.



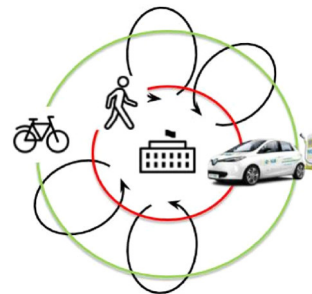
**Model 2: BOLLATE**

Service for commuters (for the journey home - railway station) and for the employees of the neighbouring companies to reach industrial areas not supplied by public transport - in Bollate (36.000 inh.), a small-size town in the peri-urban area of Milan with some important industries.



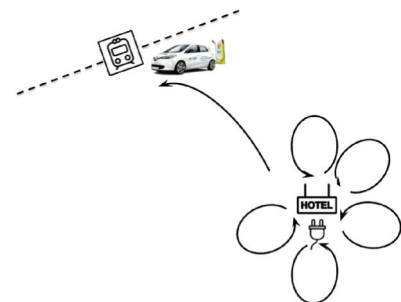
**Model 3: BERGAMO**

Service for the public administration for work missions and for citizens - in Bergamo (112.000 inh.), a high-density industrial city with strong mobility demand that activated incentive policies for e-mobility in its SUMP.



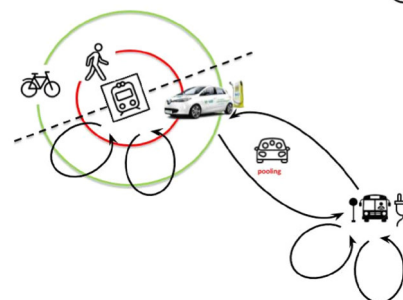
**Model 4: COMO**

Tourist-dedicated service - in Como (84.000 inh.), a well-known tourist city town that wants to develop electric mobility both in the city and along the shores of Lake Como.



**Model 5: OSIJEK**

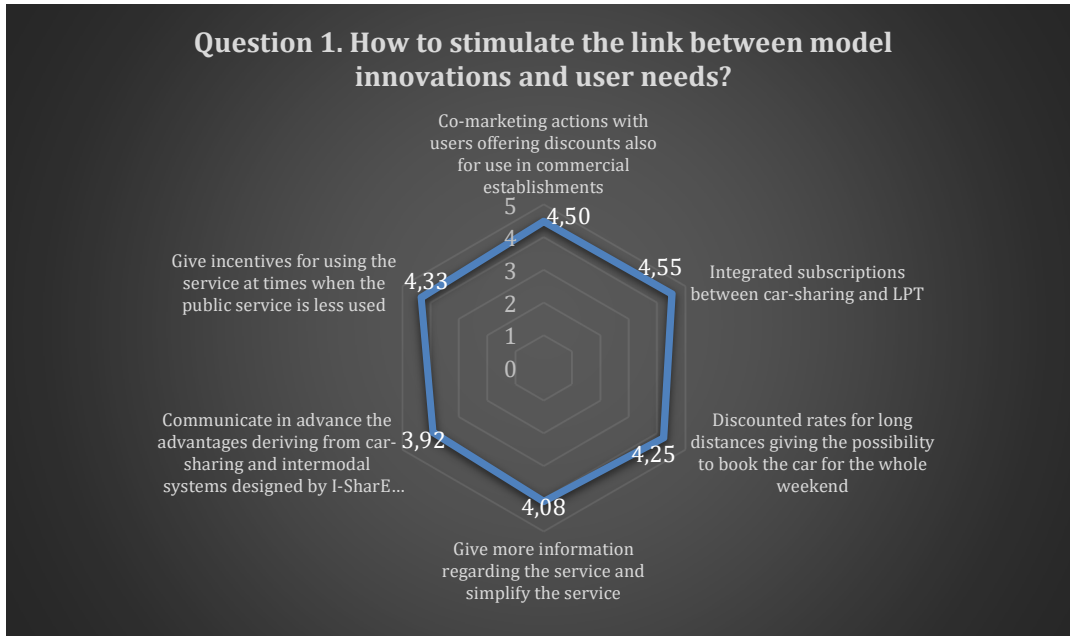
Intermodal services - in Osijek, (108.000 inh.), in Eastern Croatia, the fourth largest city in the country, intends to test innovative intermodal car-sharing services.



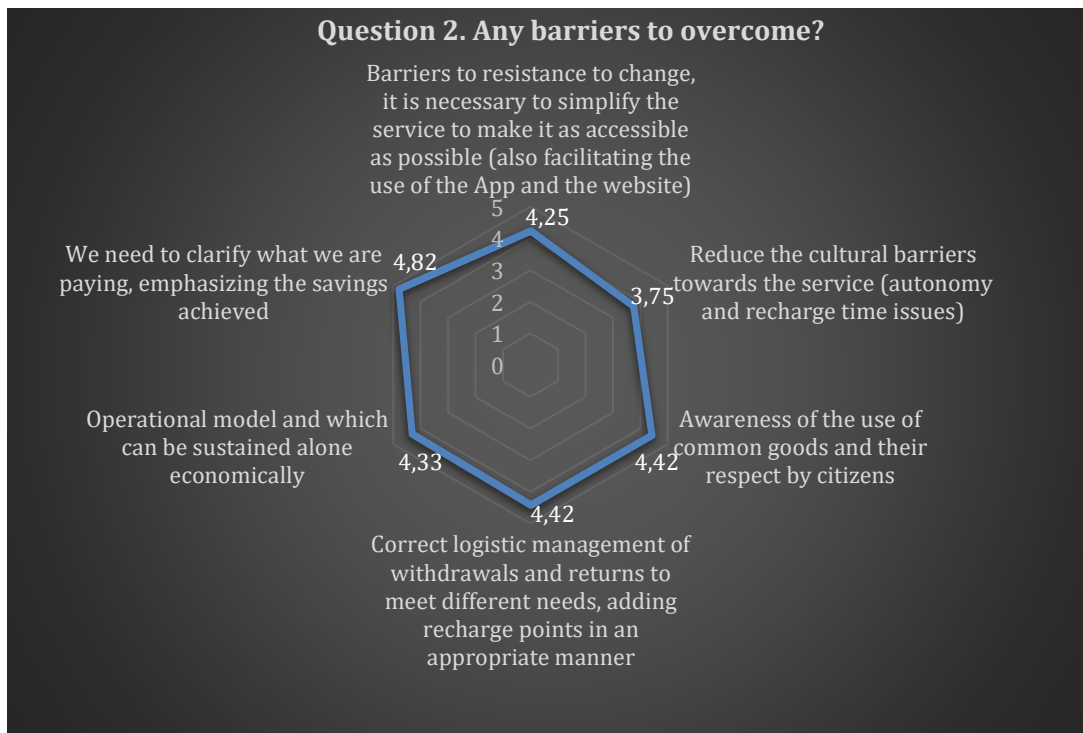
The collected data were processed through an excel file. The main results are illustrated below in aggregate form.

## 6.1 Evaluation about Model 5

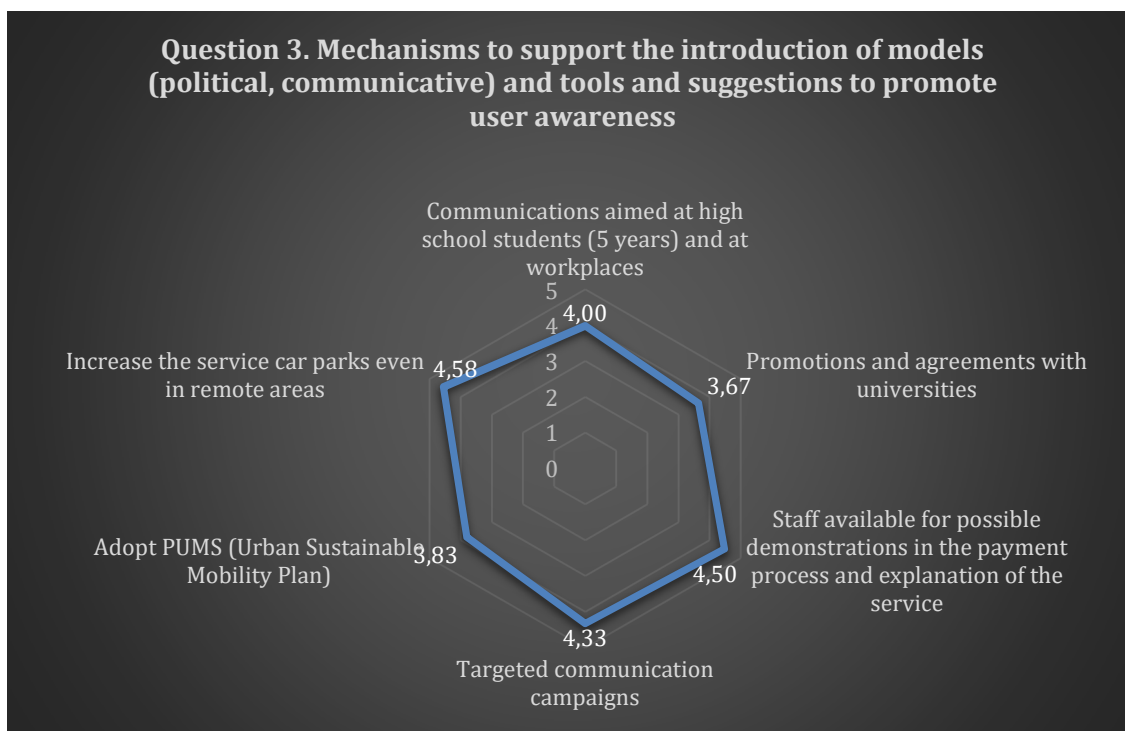
About Model 5: OSIJEK, for each of 5 questions the average rating for the emerged points was calculated. For question 1 “How to stimulate the link between model innovations and user needs?” Integrated subscriptions between car-sharing and LPT received the higher rating (4,55) whereas Communicate in advance the advantages deriving from car-sharing and intermodal systems designed by I-SharE LIFE had the lower rating 3,92.



For question 2 “Any barriers to overcome?”, We need to clarify what we are paying, emphasizing the savings achieved has received the higher vote, Reduce the cultural barriers towards the service (autonomy and recharge time issues) the lower vote.



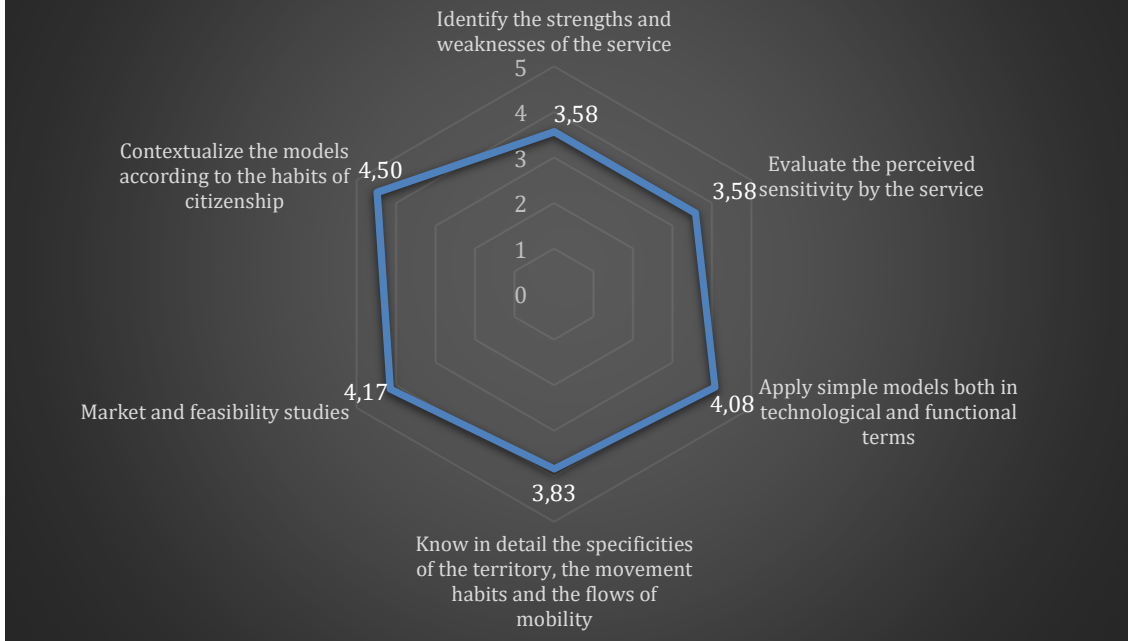
Regarding question 3 “Mechanisms to support the introduction of models (political, communicative) and tools and suggestions to promote user awareness”, Croatian stakeholders thought that it’s more important to increase the service car parks even in remote areas (4,58) and it’s less important do promotions and agreements with universities (3,66).



Regarding question 4 “Recommendations and suggestions for replicating and transferring models in other contexts”, it’s important Contextualize the models according to the habits of citizenship (4,50) and it’s less important Identify the strengths and weaknesses of the service (3,58) and Evaluate the perceived sensitivity by the service (3,58).

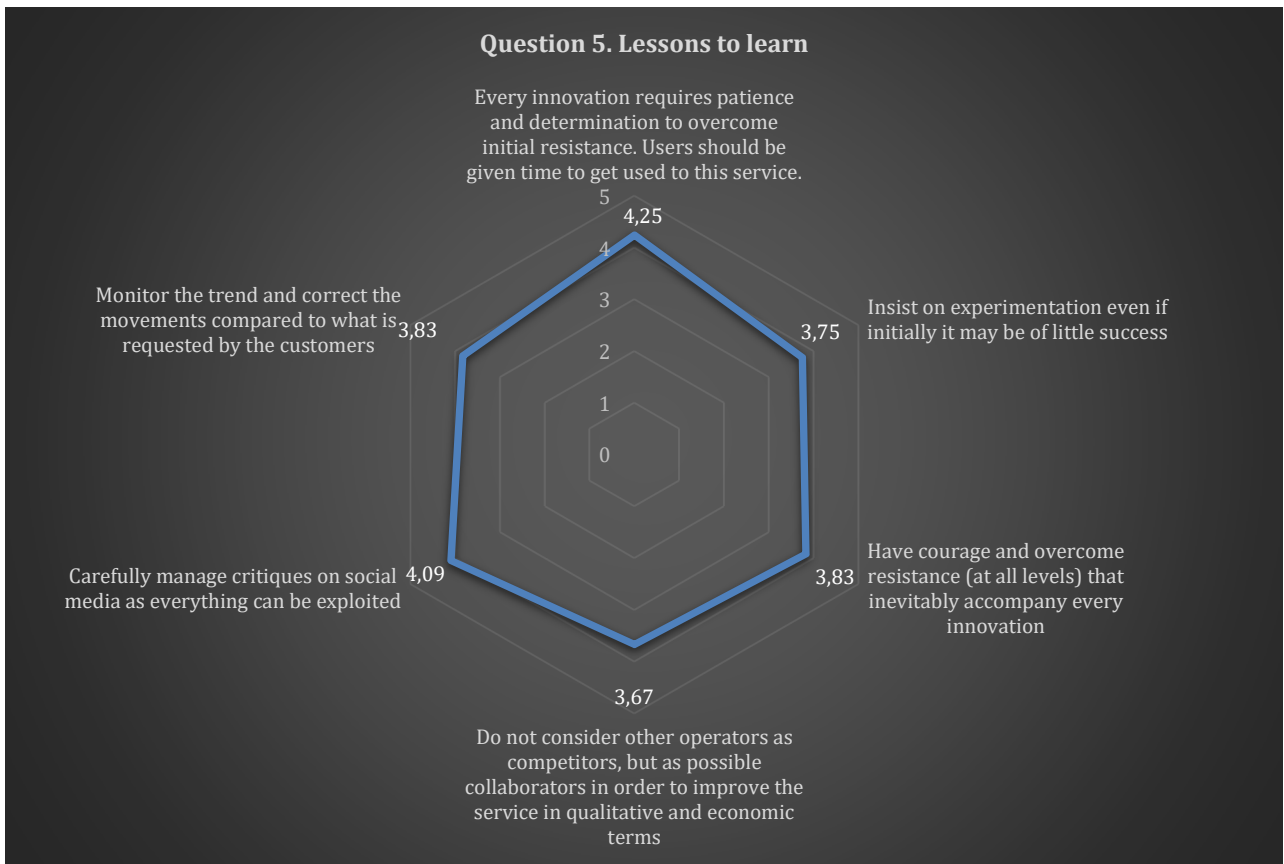


### Question 4. Recommendations and suggestions for replicating and transferring models in other contexts



For question 5 “*lessons to learn*”, it is more important to consider that Every innovation requires patience and determination to overcome initial resistance. Users should be given time to get used to this service (4,25) and it’s less important the statement Do not consider other operators as competitors, but as possible collaborators in order to improve the service in qualitative and economic terms (3,67)

### Question 5. Lessons to learn



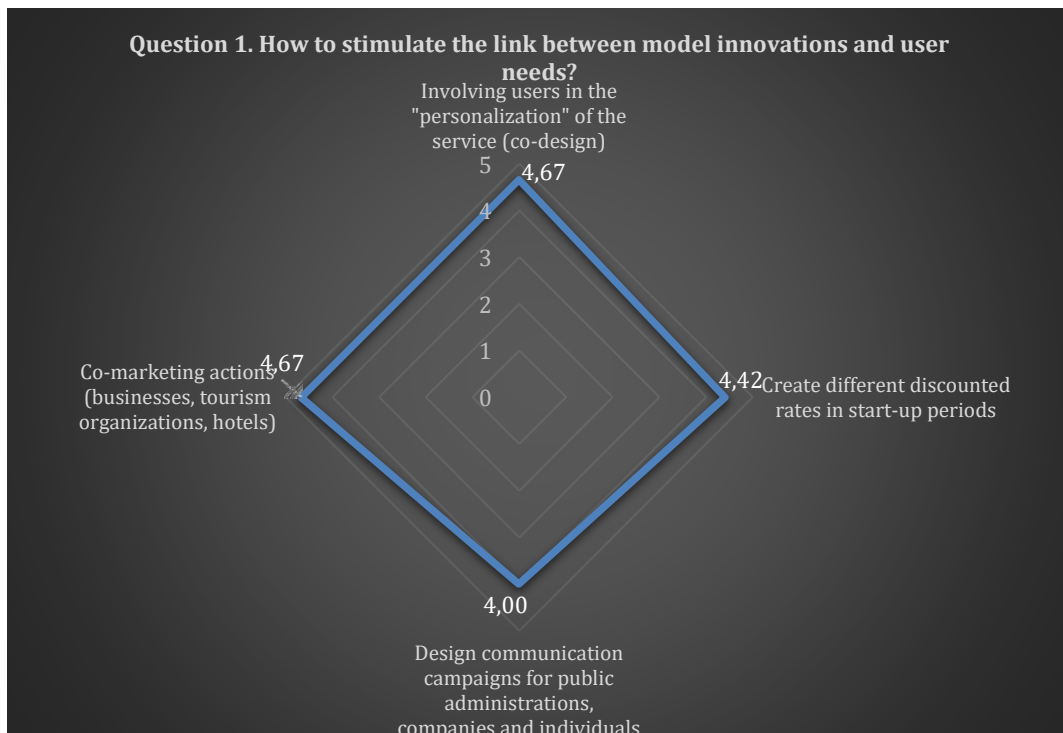


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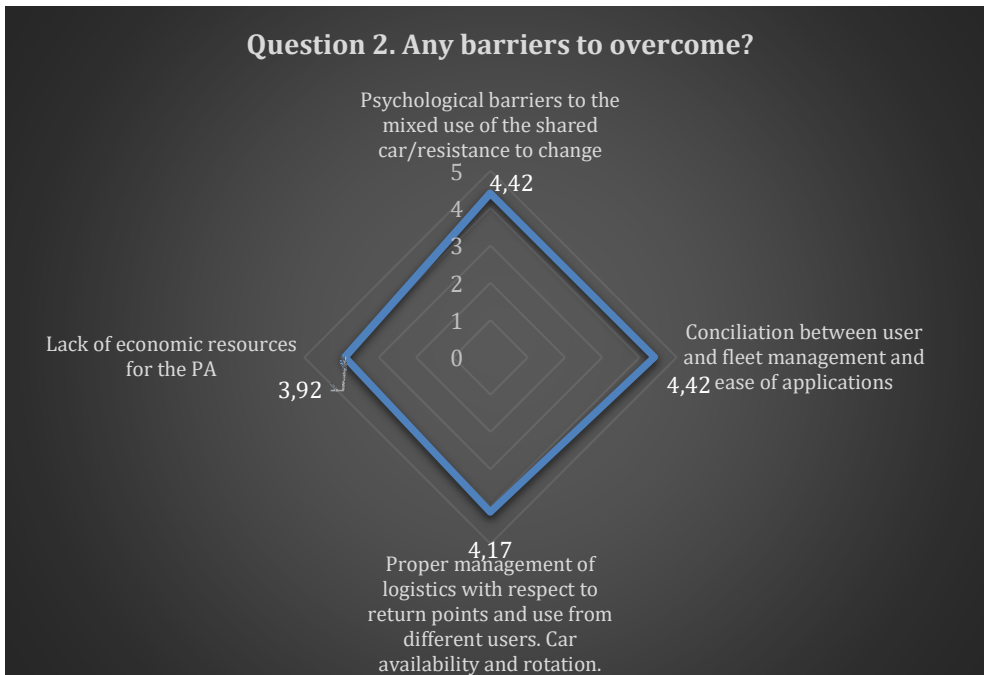


## 6.2 Evaluation about all the models (Common point)

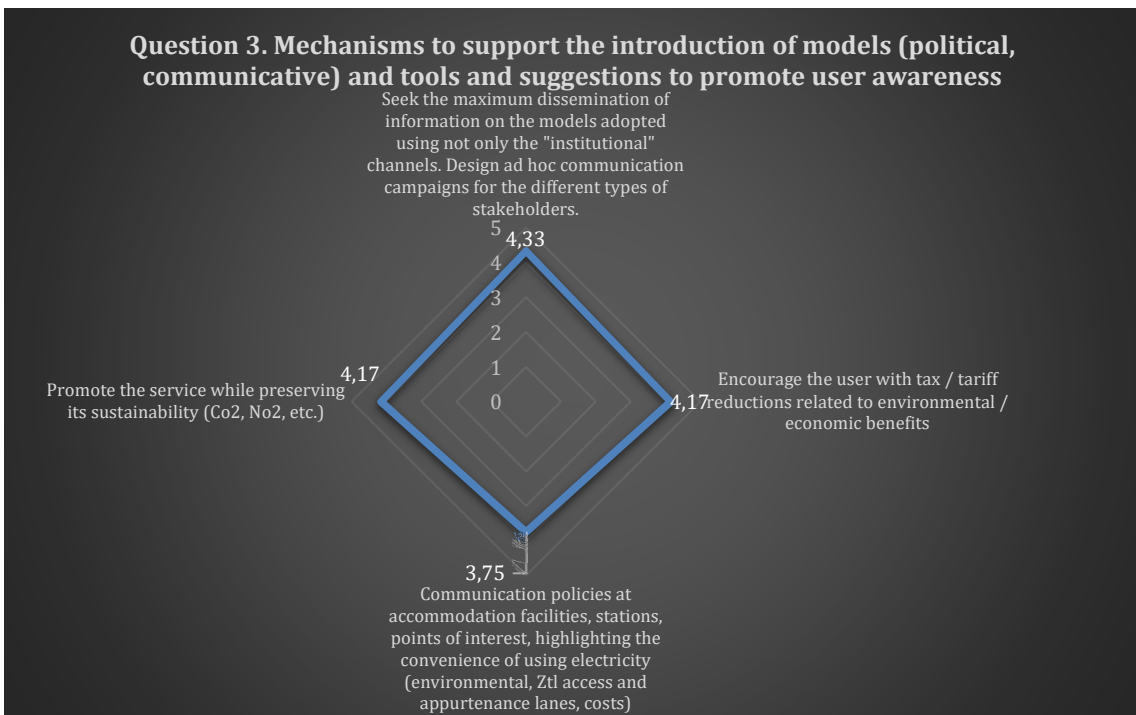
Regarding question 1 “How to stimulate the link between model innovations and user needs?”, for Croatian stakeholders it is more important Involving users in the “personalization” of the service (co-design) and promoting Co-marketing actions (businesses, tourism organizations, hotels). They have the same vote (4,67). Create different discounted rates in start-up periods is to the third position but has a high vote (4,42)



Regarding question 2 “Any barriers to overcome?”, the more important statements are «remove Psychological barriers to the mixed use of the shared car/resistance to change” and «promote Conciliation between user and fleet management and ease of applications. And guarantee a proper management of logistics with respect to return points and use from different users. Car availability and rotation has the lower vote (4,17) but it’s near to 5 so it’s important.



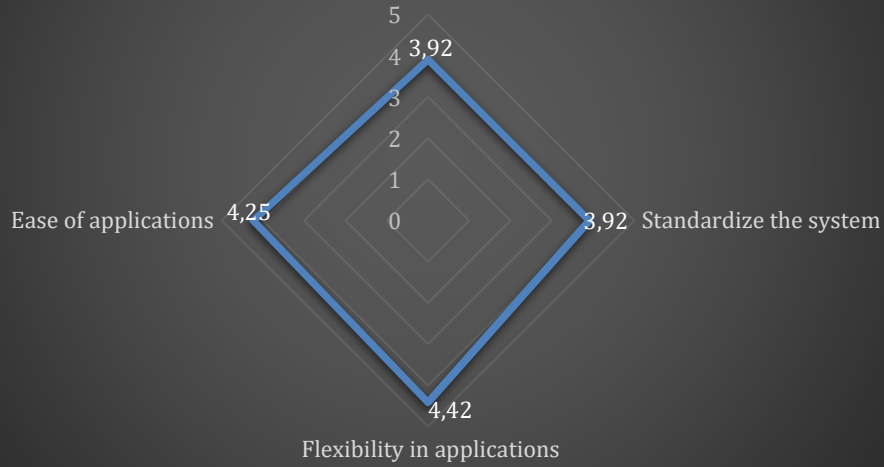
Regarding question 3 “Mechanisms to support the introduction of models (political, communicative) and tools and suggestions to promote user awareness”, at the first position there is the statement Seek the maximum dissemination of information on the models adopted using not only the "institutional" channels. To the second position, together Promote the service while preserving its sustainability (Co2, No2, etc.) and Encourage the user with tax / tariff reductions related to environmental / economic benefits (4,17)



Regarding question 4 “Recommendations and suggestions for replicating and transferring models in other contexts”, for the croatian stakeholders it’s important guarantee the flexibility in applications (4,42), the ease of applications (4,25).

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

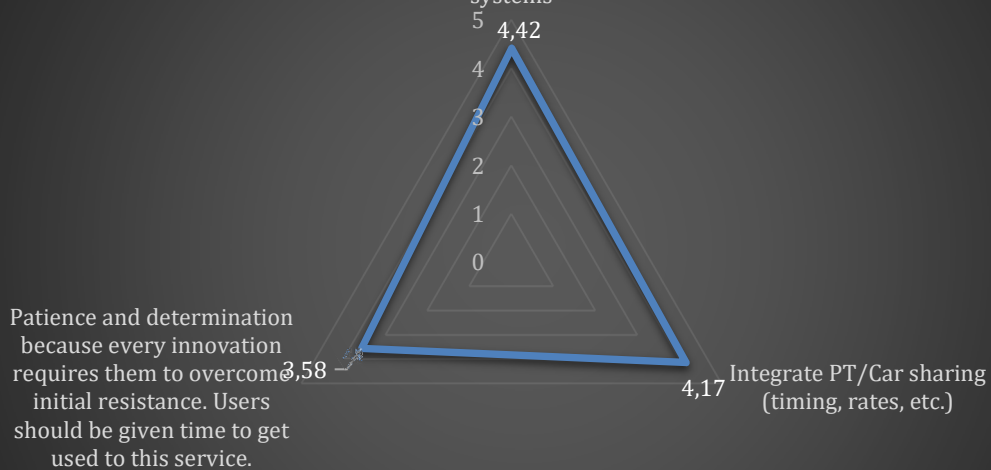
Define for each phase, standard guidelines applicable in different situations



For question 5 “*lessons to learn*”, it’s important to increase sensitivity to eco-sustainable transport systems (4,42), integrate PT/Car sharing (timing rates, etc) (4,17).

### Question 5. Lessons to learn

Increase sensitivity to eco-sustainable transport systems



## 7. ANNEX

### ANNEX I – MEETINGS

19

Milestone I-SharE LIFE – TECHNICAL WORKSHOP IN CROATIA



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**ANNEX II – PARTICIPANTS LIST**

**ANNEX III – INVITATIONS**

**ANNEX IV – AGENDA CROATIAN WORKSHOP**

**ANNEX V - WORKSHOP PARTNERS PRESENTATIONS**

**ANNEX VI – THANK YOU LETTER**

**ANNEX VII – QUESTIONNAIRE**

**ANNEX VIII – PICTURES**