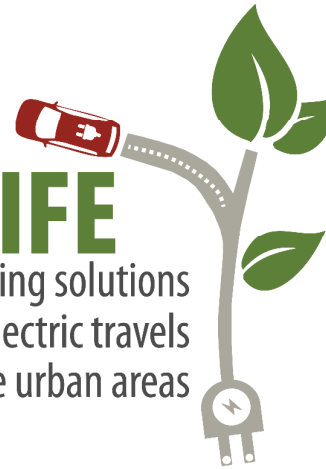


I-SharE LIFE

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

THE FOUR BUSINESS MODELS

Luca Pascucci
General Director- E-Vai S.r.l.



TECHNICAL CROATIAN WORKSHOP

26TH OCTOBER 2020

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I-SharE LIFE “Public”.

Bergamo, vehicles shared between the municipality and the citizens

Bergamo is one of the main demonstration sites of the project, with an innovative model of mobility shared between the Municipality and citizens.

The Municipality is equipped with four E-Vai electric vehicles.

During working hours, the Municipality uses the car for internal business, during the remaining time slots and in the weekends, citizens 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)
- PGF is part of the network testing “Corporate” I SharE LIFE Model



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

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

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, and the same does LIUC University with 2 more EV shared between the University and Students or Professors commuting from the railway station.

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.



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

Model 2. Bollate “Corporate” is a municipality in the metropolitan area of Milan with important industries.

Following the 1st design of the Model this service should be used by commuters (for the home - railway station journey) and by employees of neighbouring companies to reach industrial areas not well served by public transport.

The acceptance on the market of this model, as designed at the beginning of the project, was not successful.

After co-design workshop and market analysis implemented in these months the model has been redesigned and named “Corporate”.

Contractual subject is the Company that provides its fleet with Electric Vehicles also installing charging infrastructures in its parking areas.

The vehicles can be used by the company for internal purpose and, if foreseen by internal regulation or CSR and welfare policies, in sharing and pooling with employees.



I-SharE LIFE Como for “Tourists”

Como is a well-known tourist location that promotes development of electric mobility both in the city and along the shores of Lake Como.

Services have been provided to hotels, dedicated to tourists and city residents.

Stakeholders showed many critical issues from the beginning. Small B&B have a seasonal business as tourists are linked to their movements depending on vacations and climate.

Reason the model doesn't seem, at the moment, fully sustainable.

The service E-VAi has activated in Como with n. 10 EV in a pay per use fair and vehicles are located in the parks at the railway station of:

- Como Borghi
- Como Camerlata
- Como Nord.

Within the Lake Como area, E-Vai has acquired 6 municipalities (Esino Lario, Galbiate, etc.) in which it has the Public service, increasing the network of charging stations and shared vehicles.



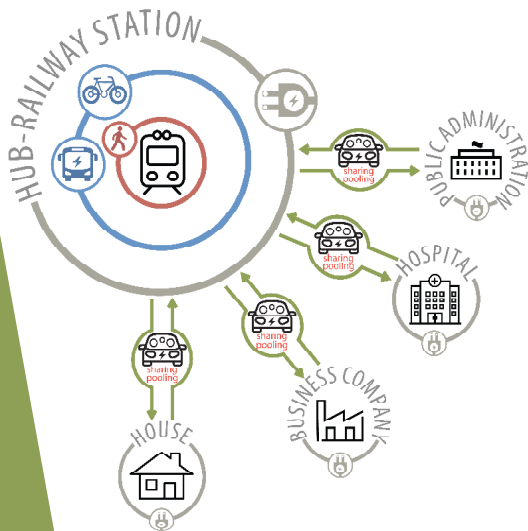
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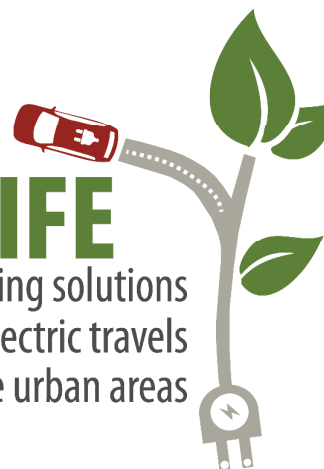
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THANK YOU FOR YOUR KIND ATTENTION!

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