

ORGANIZING SECRETARY AND REGISTRATION

e-mail asstra@asstra.it
Mrs Maria Paola Barigelli; tel. + 39 06 68603503

REGISTRATIONS

Participation in the Workshop is free but prior registration is mandatory by submitting the registration form by 23/10/2020
e-mail asstra@asstra.it

TECHNICAL REFERENCE AND INFORMATION

Dr.ssa Elisa Meko
e-mail meko@asstra.it; tel. +39 06 68603557

WEBINAR LINK

meet.google.com/nue-ihqo-zzp
If necessary put meeting code: nueihqzzp

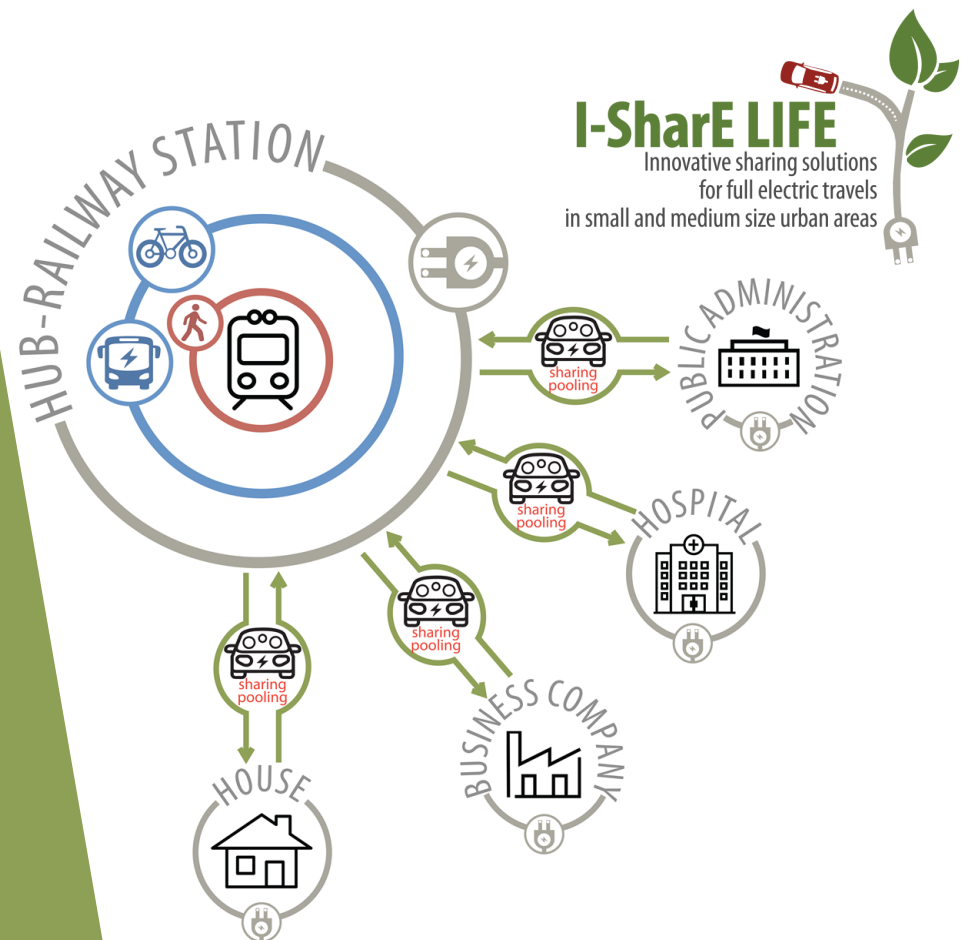
COORDINATOR



PARTNERS



SUPPORTER



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

TECHNICAL CROATIAN WORKSHOP

26TH OCTOBER 2020

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

If necessary put meeting code: nueihqzzp



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



FNM coordinates, in partnership with ASSTRA, E-Vai, Nordcom, Poliedra, Dyvolve and the city of Osijek, the European sustainable mobility project I-SharE LIFE.

The main **environmental target of I-SharE LIFE is the reduction of pollutants and atmospheric loads, in particular PM10 and NO2; this aim is also compounded by a more climate-related aim, i.e. the mitigation in the emission of greenhouse gases from road transport and urban mobility.**

To this end, the project tests, in particular, **five electric car sharing service models**, including integration with the public railway service to verify transport effectiveness, environmental and economic sustainability in medium-small sized urban contexts and in specific areas of use.

50 electric cars are to be used in the demonstration actions in the four cities in Lombardy, Italy, and further 8 e-cars will be used in the demonstrations sites in Osijek, Croatia.

I-SharE LIFE has the ambition to **evolve the electric car sharing model**, developed in metropolitan cities, and to export it to the province and to inland areas with low population density and it will allow to **create opportunities for innovative replicability and transferability** in other cities with similar characteristics.

The project was launched in July 2018 and is expected to be completed in June 2021.

DEMONSTRATIONS SITES

The project includes demonstration sites in Italy, in 4 small to mid-sized cities in Lombardy, and in Osijek, Croatia, characterized by different types of mobility demands and needs.

- * **Busto Arsizio** is an industrial area, located close to Malpensa international airport, with many commuters from/to the city of Milan.
- * **Bollate** is a municipality in the metropolitan area of Milan with important industries.
- * **Bergamo** is one of the main demonstration sites of the project, with an innovative model of mobility shared
- * **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.
- * **Osijek** is an economic, administrative, educational and industrial town of Osijek-Baranja county Eastern Croatia.

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

9,15 - 9,30 Opening remarks (Institutional greetings) - Žana Gamoš, deputy major 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 - Alessandra Melchioni, Head of European Policies & Programs FNM Group

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 – Violeta Benković, Consultant Dyvolve

11,40 - 12,00 Presentation of the I-SharE Life project and specifics of the Osijek car sharing – Lučijano Sangaletti, Consultant Dyvolve

12,00 - 12,15 Questions&Answers

12,15 - 12,50 Virtual warm coffee to discuss about.....

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 – FNM, Dyvolve