I-SharE LIFE

Innovative sharing solutions
for full electric travels
in small and medium size urban areas

Milestone I-SharE LIFE – FIRST DISSEMINATION EVENT

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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 – FIRST DISSEMINATION EVENT

Project location:	Italy and Croatia
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Versioning and contribution history

Rev.	Date	Changes description	Responsible	Approval
0	04/01/2021	First release created and circulated	ASSTRA	X
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1.Glossary of keywords and abbreviations

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2.Executive Summary

The *"First Dissemination Event"* was held on the 10th December 2020 by webinar due to the epidemic emergency of COVID-19. The event was attended by about 116 participants (with an average of 81 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 First Dissemination Event aimed to develop dissemination strategy, informed 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).

In order to organize the first I-Share Life Event for General Dissemination, two meetings were organized and the organization of the webinar was cared by ASSTRA and FNM SpA.

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

✔ *Welcome and Opening remarks (Institutional greetings):* the event started with a welcome from ASSTRA Vice President and CEO GTT Torino and one speech from Head of Unit of LIFE and CIP ECO - Innovation EASME, European Commission.

✔ *UITP Contribution to European Projects* with one speech of Senior Director Knowledge & Innovation UITP.

✔ *First Results I-SharE LIFE project*: this section focused on the I-SharE LIFE project contents with a deeply explanation of the five business models, explanation about specifics of the Osijek car sharing , user centered design and the activities about Public awareness and results dissemination.

✔ End the first part

✔ Presentation of Output of Technical Workshops.

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

Giovanni Foti , ASSTRA Vice President, CEO GTT Torino
Angelo Salsi, Head of Unit of LIFE and CIP ECO - Innovation EASME, European Commission
Umberto Guida, Senior Director Knowledge & Innovation UITP
Marco Barra Caracciolo, Director Ro.S.Co., Special Projects FNM Group
Marco Piuri, General Manager FNM
Luca Pascucci, General Manager E-Vai
Lučijano Sangaleti, Consultant Dyvolve
Marco Lupi, Project Manager NORDCOM
Francesca Costa, Senior Researcher Poliedra, PoliMi
Daniela Carbone, Head Innovation Technological Department ASSTRA
Alessandra Melchioni, Head of European Policies & Programs FNM Group
Elisa Meko, Responsible of Economic and Financial Department ASSTRA

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3.Introduction

The organization of the webinar was cared by ASSTRA, FNM SpA 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 local dissemination events, 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.

- 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.

- First Dissemination Event 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.

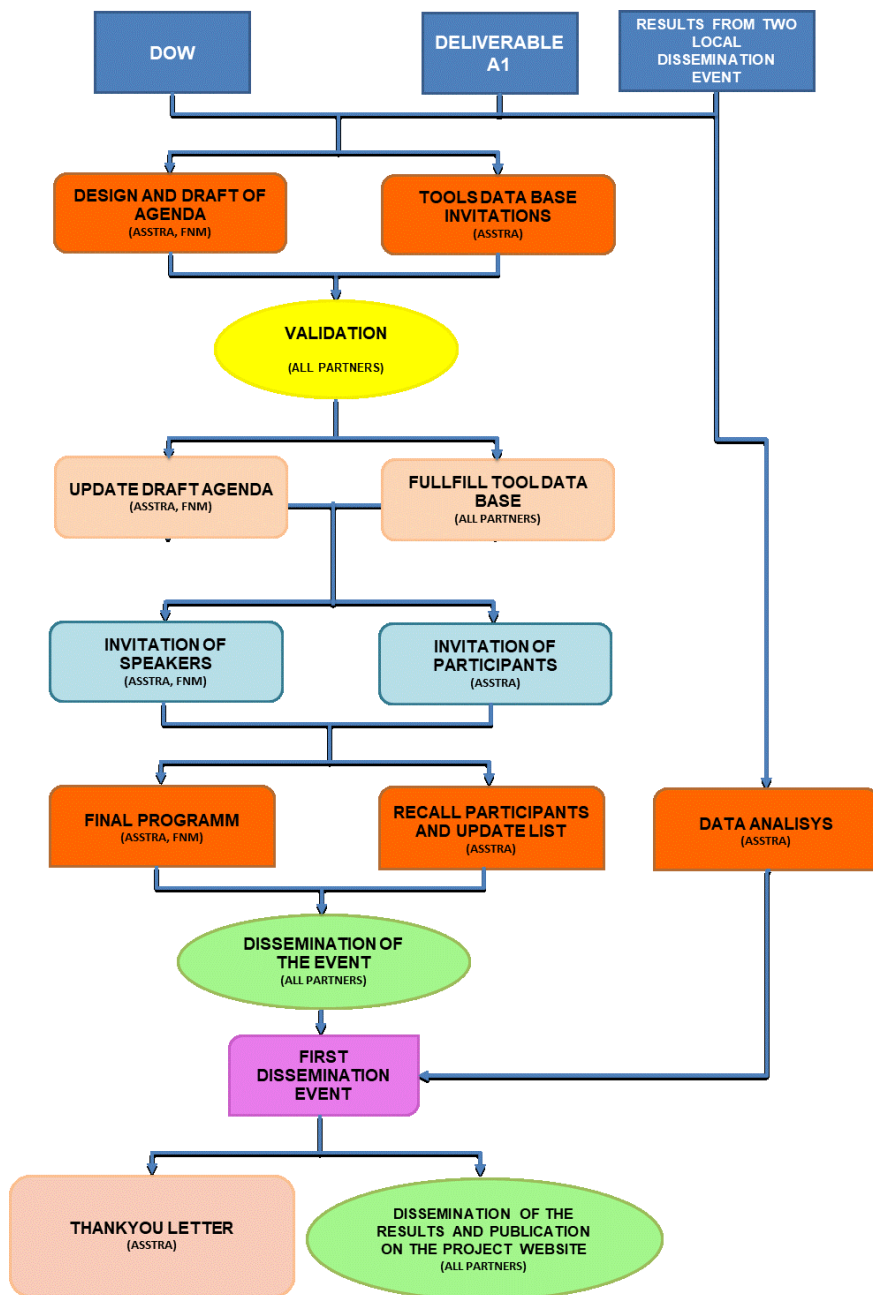The flowchart below summarize all the described steps.

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Figure 1 – Event Flow Chart

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4.Purpose

4.1 Event Objective

The purpose of the First Dissemination Event aimed to develop dissemination strategy, informed 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).

The duration planned in the proposal was **half day** with approximately **100/150 visitors.**

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

In particular, the event 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 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 output from local dissemination event, we disseminated the suggestions from all stakeholders on each demonstration models. 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 Event

In order to organize the First Dissemination Event for General Dissemination, one meeting was organized (see Annex I).

- Project meeting 15/10/2020 (online)

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

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.

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Figura 2 – Data base full filled

Name of person to be invited	Surname of person to be invited	Company/ Organisation 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 (I=political or istitutional or top management person; T=Tectical 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)
Mirco	Armandi	TPER BOLOGNA	Dirigente Sist.Informativi e Sviluppo Tec.		1_National / Regional /Local Transport Operators				mirco.armandi@tper.it	051/350502	348/9025530	ASSTRA
Mario	Banelli	LFI Arezzo	Direttore Esercizio		1_National / Regional /Local Transport Operators				banelli@lfi.it		3355965243	ASSTRA
Massimiliano	Bellini	CTT NORD PISA	Responsabile Magazzini e Logistica		1_National / Regional /Local Transport Operators			T	massimiliano.bellini@cttnord.it	0573018689	335-7480514	ASSTRA
Lorenzo	Bertuccio	EUROMOBILITY	Presidente				3_Research Institution	T	l.bertuccio@euromobility.org		3474449035	ASSTRA
Andrea	Bottazzi	TPER BOLOGNA	Dirigente		1_National / Regional /Local Transport Operators				andrea.bottazzi@tper.it	051 350255	348-9005768	ASSTRA
Francesco	Calvi Parisetti	ROLAND BERGER srl	Partner									FNM
Carlo	Carminucci	ISFORT	Direttore				2_Scientific Technological Park		ccarminucci@isfort.it			ASSTRA
Giuseppe	Castrovillari	STP BRINDISI	Coordinatore Servizio Movimento		1_National / Regional /Local Transport Operators			T	giuseppe.castrovillari@stpbrindisi.it	0831-549212	331-7216322	ASSTRA
Stefano	Cerchier	ATVO SAN DONA' DI PIAVE	Direttore Generale		1_National / Regional /Local Transport Operators			T	cerchier@atvo.it	0421/5944	328/1284140	ASSTRA
Alberto	Chiari	TT TRENTO	Responsabile Divisione Manutenzione Autoservizio		1_National / Regional /Local Transport Operators			T	Alberto.Chiari@trentinotrasporti.it	0461-821000	335-5730591	ASSTRA
Morgan	Chirici	ACTV VENEZIA	Responsabile Funzione Tecnologie Mobilità		1_National / Regional /Local Transport Operators			T	Morgan.Chirici@actv.it	041/2722847	335 7993963	ASSTRA
Matteo	Colarussi	FAL Bari	Direttore Generale		1_National / Regional /Local Transport Operators				affarigenerali@ferrovieappulocane.it		080 5725253	ASSTRA
Daniele	Corti	Ferrovia Vigezzina	Direttore Generale		1_National / Regional /Local Transport Operators				direttore.ssif@vigezzinacentovalli.com		06 85305044	ASSTRA
Valeria	Crespi	Poliedra	Ricercatore				3_Research Institution	T	valeria.crespi@polimi.it	02 23992900		Poliedra
Pasquale	Di Nardo	Sangritana SpA	AMMINISTRATORE UNICO		1_National / Regional /Local Transport Operators							FNM
Carola	Di Paolo	TUA Lanciano	Responsabile della mobilità		1_National / Regional /Local Transport Operators				carola.dipaolo@tuabruzzo.it		3475947173	ASSTRA
Giacomo	Di Patrizi	CIFI spa	Amministratore Delegato					T	gdipatrizi@compagniaferroviariaitaliana.it			FNM
Marco	D'Onofrio	ANSF	DIRETTORE						marco.donofrio@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.

4.3 Dissemination Activity

As reported above, ASSTRA sent the invitation to all stakeholders, collected by all partners through the tool *"Participants Database"*.

In order to have a deep dissemination, ASSTRA sent the invitation to, too:

- President and managers of associated operators;
- ASSTRA Policy Boards;
- ASSTRA Committees (BUS Committee, ITS Committee, Economics Committee);
- UITP Committees (Bus Committee, Trolley Bus Committee, Transport Economics Committee);
- VDV (Association of German Transport Companies)
- Assured Project Partners;
- IT Trans;
- Organizers of IT Trans Conference;
- IT X PT Alliance;
- Contacts from Ministry of Transport;
- Contacts from Ministry of environment;
- ANCI (Italian Associations of Municipalities);
- Mayors and Transport Councilors of Municipalities;
- Regional Presidents and Transport Councilors;
- CIFI
- AIIT

5.Outcomes

5.1 Development of the Event

The event was held by webinar with the project instrument "Google Meet" platform due the sanitary emergency by Covid-19.

The workshop started at 9,15 and was structured in several sessions:

● Opening remarks (Institutional greetings)

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- UITP Contribution to European Projects
- First Results I-SharE LIFE project
- Virtual warm coffee to discuss about… Output of Technical Workshops, Results of the 5 questions

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, **116 participants (with an average of 81 delegates connected simultaneously),** is attached to this document (see Annex II).

Below are summarized the main topics covered by each presentation.

1st Section "Opening remarks"

Giovanni Foti , ASSTRA Vice President, CEO GTT Torino, welcomed participants introducing the event and the aim of the project; Angelo Salsi, Head of Unit of LIFE and CIP ECO - Innovation EASME, European Commission explained with a kindly speech the objectives of LIFE programme and the significant contribution of this project.

2nd Section "UITP Contribution to European Projects"

One presentation about "UITP Contribution to European Projects" by Umberto Guida, Senior Director Knowledge & Innovation UITP

3rd Section "First Results 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. Mr Marco Piuri, General Manager FNM presented an overall of the project; Mr Luca Pascucci, General Manager E-Vai, gave a deeply explanation of the five business models (Busto Arsizio, Bollate, Bergamo, Como, Osijek); Mr Lučijano Sangaleti, Consultant Dyvolve presented specifics of the Osijek car sharing; Mr Marco Lupi, Project Manager NORDCOM had presented How ICT in Car Sharing can improve Smart Cities mobility ; Mrs Francesca Costa, 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 (Annex V).

4th Section "Output of Technical Workshops; Results of the 5 questions"

In this section Mrs Alessandra Melchioni, Head of European Policies & Programs FNM Group and Mrs Elisa Meko, Economic and Financial Department ASSTRA showed Output of Technical Workshops.

In the workshop in Milan, that was the first dissemination local event, stakeholders collected suggestions and critical issues for each demonstration models. After the workshop, ASSTRA summarized the common points among the five different models.

For the second local event, Croatian stakeholders filled out the questionnaire with the same questions for model 5 and common points of the 5 models, providing a value to the results from1 to 5 where 1 low important, 5 very important.

In this session, we disseminated the results from all stakeholders on each demonstration models.

5th "Activities after the event"

Days after the event, 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 event through several communication channels. It sent circulars to its

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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 Event disseminations

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

Before the event

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

http://www.asstra.it/eventi/anno_in_corso/eventi-e-riunioni/dicembre/webinar--dissemination-event-del-progetto-i-share-life.html

- ASSTRA Twitter:

24/11/2020 - https://twitter.com/AssTrasporti/status/1331189444221804547?s=20

01/12/2020 - https://twitter.com/AssTrasporti/status/1333777343995924480?s=20

- ASSTRA LinkedIn:

    01/12/2020   -   https://www.linkedin.com/posts/asstra---associazione-trasporti_programma-activity-6736952555869360128-PQn9

After the event

- Publishing event presentations on the Project website

    http://www.i-sharelife.eu/documentazione/

    Publishing event presentations on the ASSTRA website

    https://www.dropbox.com/sh/68wx44u87la2hqh/AACnoqgBOYs1AbmAMKAvZgNCa?dl=0

- Dedicated circular of the Association to its members to inform them on the publishing workshop presentations.
- ASSTRA LinkedIn:

    14/12/2020   -   https://www.linkedin.com/posts/asstra---associazione-trasporti_i-share-a-life-project-activity-6744207929664131072-xjw9

- ASSTRA Twitter:

    14/12/2020 – https://twitter.com/AssTrasporti/status/1338446074575523840?s=20

6. Output of First Dissemination Event

In order to collect the stakeholder contributions, for each of the **5 demonstration sites, five questions were prepared.**

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

2. *Any barriers to overcome?*

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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*

In the workshop in Milan, that was the first dissemination local event, stakeholders collected suggestions and critical issues for each demonstration models. After the workshop, ASSTRA summarized the common points among the five different models.

For the second local event, Croatian stakeholders filled out the questionnaire with the same questions for model 5 and common points of the 5 models, providing a value to the results from1 to 5 where 1 low important, 5 very important.

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.
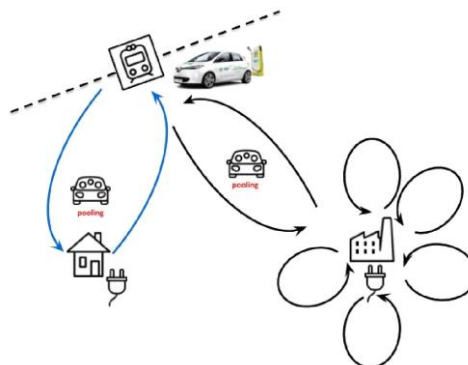
Model 3: BERGAMO

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

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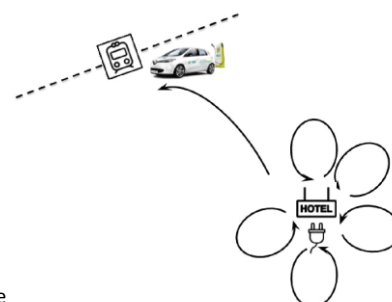
electric mobility both in the city and along the shores of Lake Como.

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.
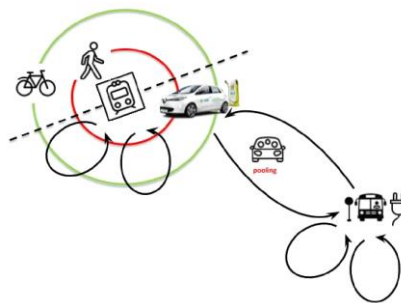
The main results are illustrated below in aggregate form. For each model it was showed the more relevant sentences emerged by the brainstorming.

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6.1 Evaluation about Model 1

For the model 1, in Busto Arsizio, it's important the personalization of the service, the possibility to change the type of the car for special needs. Promote good information campaign to different stakeholders, identify well the structure of the network, make the model easy. The barriers could be the psychological barriers to the change, the difficulty for a transition from private car to car sharing , the organization in order to guarantee the car and to the reallocation the car.
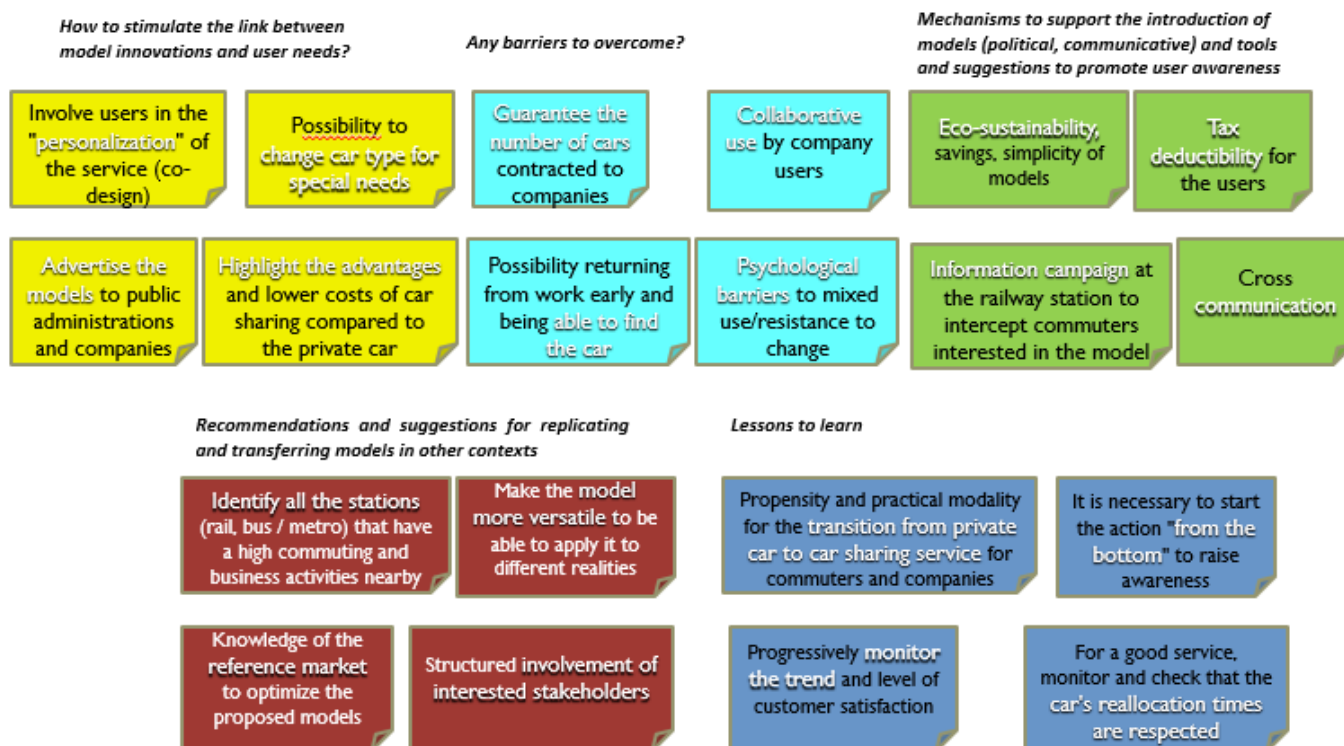
6.2 Evaluation about Model 2

For the model 2, in Bollate, it's important to have a flexible and easy service, assuring an easy application. Also for this model it's important to promote good information campaign to different users using different information channels. The barriers could be change habits and discourage the use of the private car, the request of more car at peak hour and external factors that can affect the service.

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

Any barriers to overcome?

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

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 skakeholders	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

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

6.3 Evaluation about Model 3

For the model 3, in Bergamo, it's important to allow the rental for more hours, extend the service also in the evening, assure discounted rates for students, involve more people for the creation and the improvement of the service, assure continuous information for users, create incentives for the use. The barriers could be the difficulty to assure clear instructions, overcome cultural obstacles and so on.

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

Any barriers to overcome?

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

Possibility to rent for more hours too, with reduced rates	Extension of service operations also in the evening	Clear user instructions to prevent understanding about the service	Cultural obstacles for the shift from private car to sharing mobility	Communication for a lifestyle change	System of constraints and incentives for the implementation of the service in the local public administration
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	Proper management of logistics with respect to return points and subsequent withdrawal from different users	Fear of driving a car with automatic gearbox	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

Lessons to learn

Give flexibility for the pick up and return of the vehicle	Provide the realization of easy models both in technological and functional terms	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
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	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

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6.4 Evaluation about Model 4

For the model 4, in Como, it's important to publicize the initiative, encourage tax/fare reductions. The barriers could be the difficulty to use the service, the cleaning and the maintenance, of the cars, assure communications for the tourists.
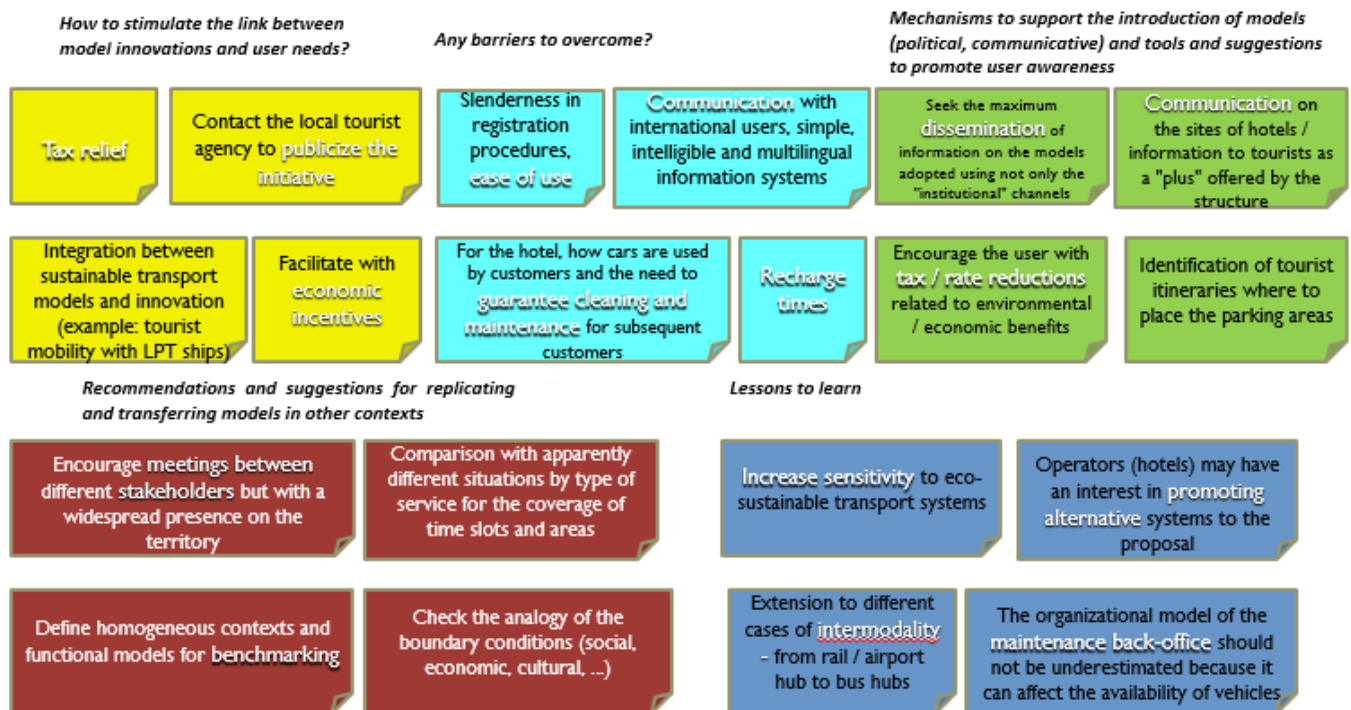
6.5 Evaluation about Model 5

For the model 5, in Osijek, we have the feedback also from Croatian stakeholders. For this model it's important to integrate car sharing with LPT, increase the service car parks in remote areas, promote discounted rates, contextualize the models according to the habits of citizenship, make market and feasibility studies, make target communications. Also for this model stakeholders consider that the change requires patience and it's necessary emphasizing the achieved savings.

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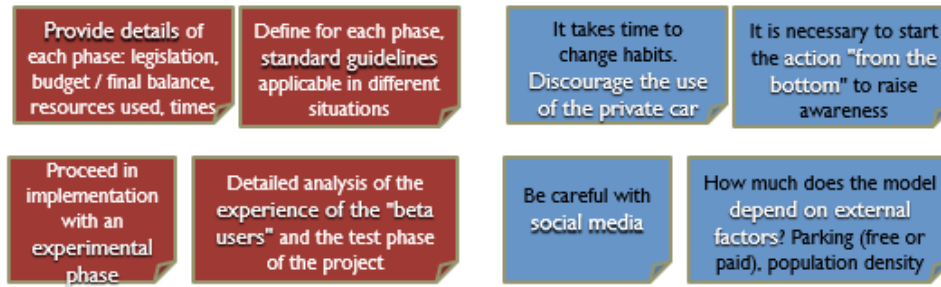
Any barriers to overcome?

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

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

Lessons to learn

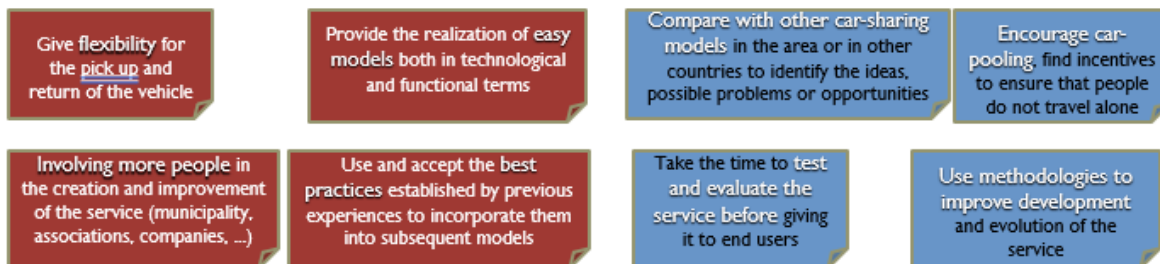|	
Contextualize the models according to the habits of citizens	Market and feasibility studies
Apply simple models both in technological and functional terms	Know in detail the specificities of the territory, the movement habits and the flows of mobility

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

6.6 Evaluation about overall models

For the common points we underline that the service has to be easy, flexible, standardizable.

For the successful of the models it's important to do communication campaign, increase sensitivity to eco-sustainable transport system.

Assure integrated transport system (car sharing/PT)

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

Any barriers to overcome?

Mechanisms to support the introduction of models (political, communicative) and tools and suggestions to promote user awareness
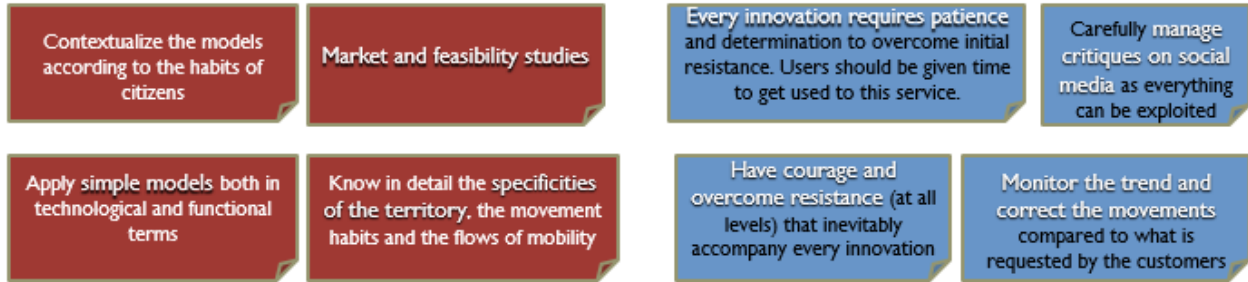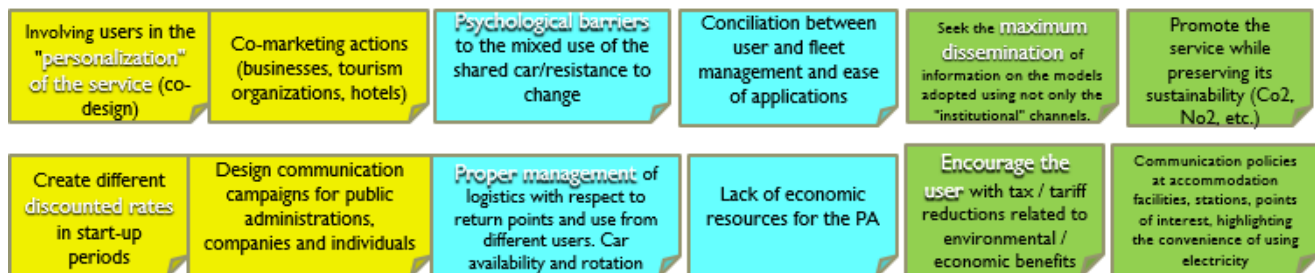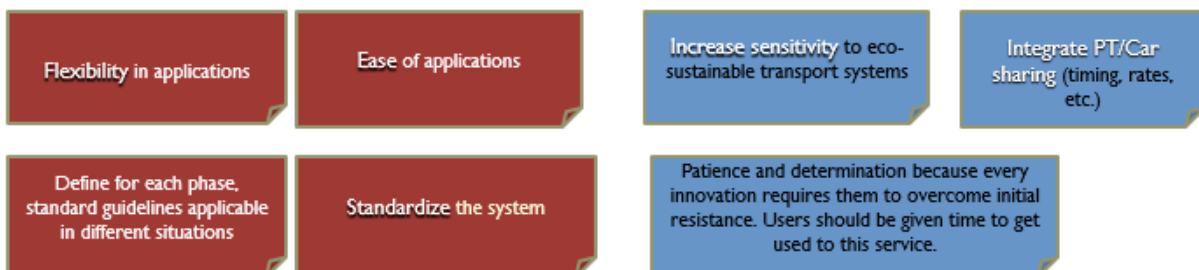
Involving users in the "personalization" of the service (co-design)	Co-marketing actions (businesses, tourism organizations, hotels)	Psychological barriers to the mixed use of the shared car/resistance to change
Conciliation between user and fleet management and ease of applications	Seek the maximum dissemination of information on the models adopted using not only the "institutional" channels.	Promote the service while preserving its sustainability (Co2, No2, etc.)
Create different discounted rates in start-up periods	Design communication campaigns for public administrations, companies and individuals	Proper management of logistics with respect to return points and use from different users. Car availability and rotation
Lack of economic resources for the PA	Encourage the user with tax / tariff reductions related to environmental / economic benefits	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

Lessons to learn

Flexibility in applications	Ease of applications
Define for each phase, standard guidelines applicable in different situations	Standardize the system

Increase sensitivity to eco-sustainable transport systems	Integrate PT/Car sharing (timing, rates, etc.)
Patience and determination because every innovation requires them to overcome initial resistance. Users should be given time to get used to this service.	

Milestone I-SharE LIFE – FIRST DISSEMINATION EVENT

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

7. ANNEX

ANNEX I – MEETINGS

ANNEX II – PARTICIPANTS LIST

ANNEX III – INVITATIONS

ANNEX IV – AGENDA WEBINAR "FIRST DISSEMINATION EVENT"

ANNEX V - SLIDES

ANNEX VI – THANK YOU LETTER

ANNEX VII – PICTURES

Milestone I-SharE LIFE – FIRST DISSEMINATION EVENT