

**ORGANIZING SECRETARY AND REGISTRATION**

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**REGISTRATIONS**

Participation to the Webinar is free but prior registration is mandatory ASAP by submitting the registration form by **18/05/2021**  
e-mail [asstra@asstra.it](mailto:asstra@asstra.it)

**TECHNICAL REFERENCE AND INFORMATION**

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**We'll send a WEB LINK to participants**  
**(we recommend to use Chrome browser)**

PROJECT COORDINATOR



PARTNERS



SUPPORTERS



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



ONLINE FINAL DISSEMINATION EVENT

23<sup>RD</sup> JUNE 2021



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 tested, 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 were 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.** More information on [www.i-sharelife.eu](http://www.i-sharelife.eu)

### DEMONSTRATIONS SITES

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

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

**13,00 - 13,15 Access of participants to the web platform**

**13,15 - 14,30 Welcome and Opening remarks**

*Claudia Maria Terzi, Councillor for Infrastructure, Transport and Sustainable Mobility of the Lombardy Region*

*Raffaele Cattaneo, Councillor for the Environment and Climate of the Lombardy Region (tbc)*

*Andrea Gibelli, ASSTRA President, FNM Group President*

*Kornelija Mlinarevic, Head of the department of EU funds, City of Osijek Croatia*

*Angelo Salsi, Head of Department CINEA. D Natural Resources, Climate, Sustainable Blue Economy and Clean Energy. European Commission*

**14,30 - 14,45 Research in Public Transport: UITP Contribution**

*Umberto Guida, Senior Director Knowledge & Innovation UITP*

**14,45 - 17,00 Results I-SharE LIFE project**

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

**Overall presentation of the project** - *Marco Piuri, General Manager FNM Group*

**Innovative car sharing business models** - *Luca Pascucci, General Manager E-Vai*

**Insight on Replicability and Transferability** - *Saša Bart, Managing Partner Dyvolve*

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

**Environmental results and benefits** - *Francesca Costa - Senior Researcher Poliedra Politecnico di Milano*

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

*Alberto Capponi, Development & Innovation NORDCOM*

**Stakeholders' view on project results and continuation**

*Alessandra Melchioni, Head of European Policies & Programs FNM Group*

*Elisa Meko, Responsible Economic and Financial Department ASSTRA*

**17,00 - 17,45 National Recovery Resilience Plans and Projects Life Networking**

*Giusy Lombardi, General Manager Directorate-General for Climate, Energy and Air, Ministry of Ecological Transition (tbc)*

*Representative of Croatian Ministry of Economy and Sustainable Development (tbc)*

*Representative of the Prepair Region Lombardia Project (tbc)*

**17,45 - 18,00 Questions & Answers**

**18,00 Conclusion**