

PROJECT COORDINATOR



PARTNER



SUPPORTERS



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What is the LIFE Program
LIFE is the EU financial instrument supporting environmental, nature conservation and climate action projects across the EU

This project has received funding from the LIFE program of the European Union under grant agreement N° LIFE 17 ENV/IT/000212 I-SharE LIFE

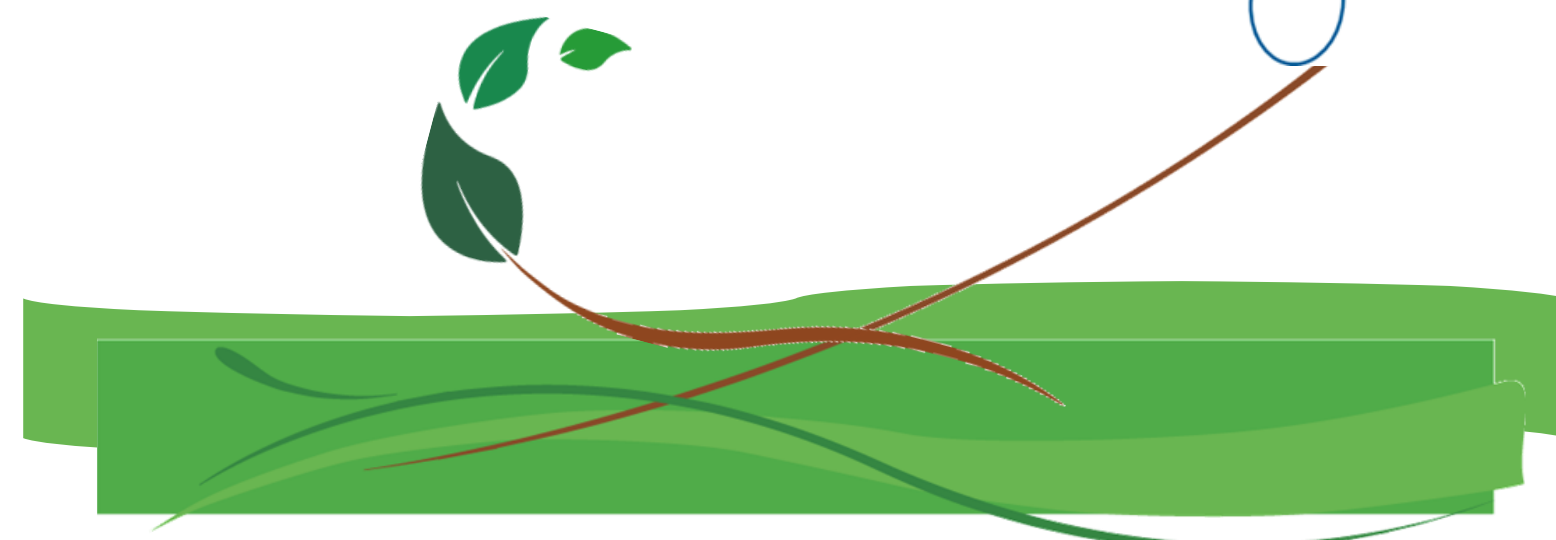
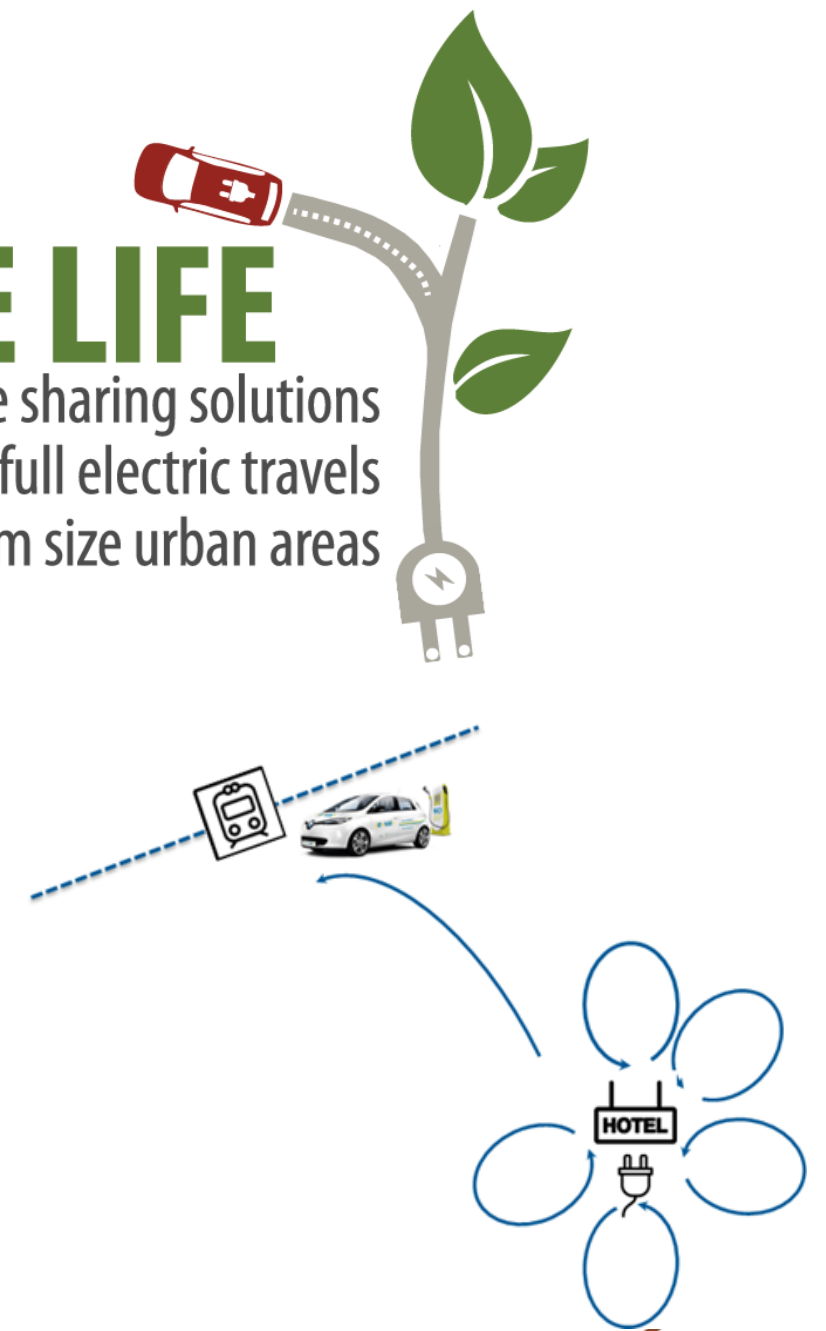


www.i-sharelife.eu

I-SharE LIFE

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

CAR SHARING MODEL 4 "TOURISTIC" COMO



THE PROJECT IN BRIEF

"I-SharE LIFE – Shared and electric transport in small and medium urban areas"

The **aim** of the project is to reduce pollutants and atmospheric loads, in particular PM10 and NO2, and to mitigate the emission of greenhouse gases produced by road transport and urban mobility.

Five models of electric car sharing service have been tested integrated with the public rail transport service to verify its transport effectiveness, environmental and economic sustainability in medium-small city contexts and in specific areas of use.

50 electric cars were used at the four demonstration sites in small/medium-sized cities in Lombardy and a further 8 electric cars in Osijek, a city in Croatia.

I-SharE LIFE has the ambition to evolve the electric car-sharing model, developed in large metropolitan cities, to export it to the province and to inland areas with low population density also verifying replicability and transferability in other urban areas with similar characteristics.

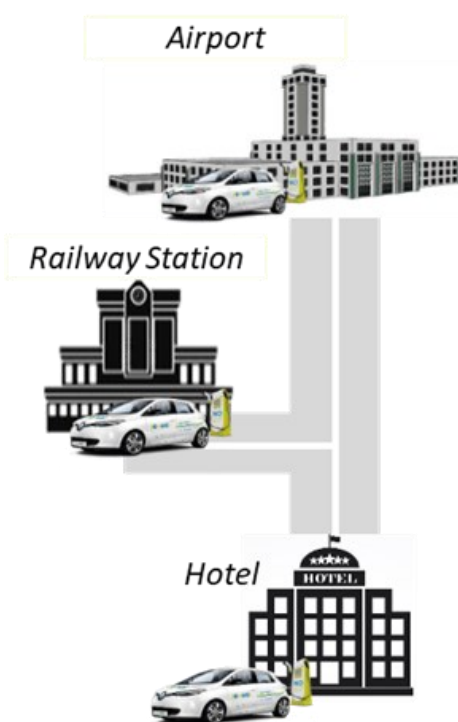
Duration: July 1, 2018 to June 30, 2021 [36 months]

DESCRIPTION OF MODEL 4 - Car Sharing: "Touristic"

The "Touristic" car sharing model makes it possible to meet the daily mobility needs of customers of hotels and recreational associations who want to use an electric vehicle for a few hours a day in order to make visits and trips to tourist sites:

- Specifically, tourist customers who arrive at the railway station can rent a vehicle to continue their journey and reach the hotel / tourist facility where they will spend their stay;
- At this tourist-hotel structure, equipped with reserved parking and ad hoc recharging point, the aforementioned vehicle can also be booked by other customers and, at certain times, by employees of the structure itself, to carry out trips and visits to tourist resorts, present in the area, also accessing limited traffic areas.

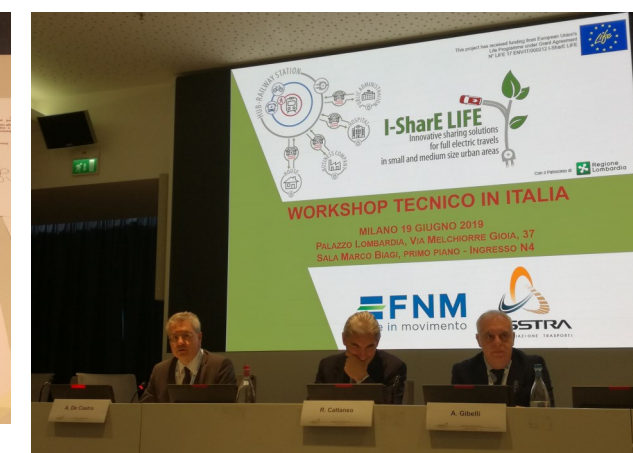
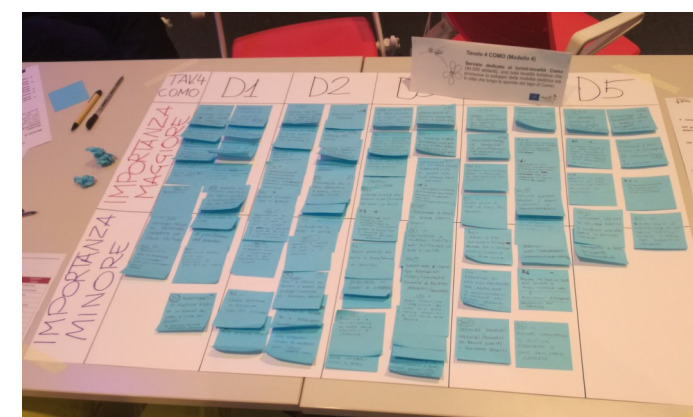
DIAGRAM OF THE MODEL



LESSON LEARNED

The point of view of the Stakeholders

- increase sensitivity to eco-sustainable transport systems
- operators (hotels) may have an interest in promoting alternative systems to the proposal
- extension to different cases of intermodality - from rail / airport hub to bus hubs
- the organizational model of the maintenance back-office should not be underestimated because it can affect the availability of vehicles
- validate the actual use of the service by tourists, involve stakeholders
- integrate LPT / Car sharing fare system is an indispensable action in touristic contexts
- comparison with apparently different situations by type of service for the coverage of time slots and areas
- the local body and the stakeholder should devise a system of constraints / rewards for the implementation of e-sharing services
- communication with international users, simple, intelligible and multilingual information systems
- authorizations for charging columns



FINAL CONSIDERATIONS

The "Touristic" business model makes it possible to provide an innovative low environmental impact and sharing mobility service to facilities operating in tourist attractions. Specifically, the structures (hotels, tourist villages, etc.) will be able to use the service, providing vehicles in sharing to their employees to carry out their daily tasks; at the same time, to meet the mobility needs of customers, the structures will be able to provide the same vehicles, which can be booked via the App, to allow customers to independently make excursions and tourist trips to the surrounding places.



ENVIRONMENTAL RESULTS ACHIEVED

It is estimated in terms of atmospheric emissions that the project has contributed to the savings of approximately:

COMO			
NOx (kg)	CO (kg)	PM10 (kg)	CO2e (t)
13	14	2	5



The calculation of the estimated environmental benefit was made considering the number of trips and km that would have taken place with traditional vehicles (ICE), had the I-Share LIFE service not been implemented.

The emission coefficients of the ICE vehicles refer to the average Italian vehicle fleet.

The emissions due to the production of electricity used by the I-Share LIFE cars are considered null, as all the energy purchased for the project comes from clean and renewable sources (e.g. solar, wind).



TARGET AREA

The activation of this mobility service is optimal for territorial areas where there are **numerous attractions** and **tourist sites** and **large seasonal flows of tourism**.

Furthermore, the presence on the territory of numerous hotels and, in general, tourist structures that are interested in providing their customers with an innovative mobility service different from the traditional types of offers (e.g. trips and group visits through the use of shuttles).

CHARACTERISTICS OF THE TARGET AREA	
Structures of the territory	hotels, villages, holiday centers
Presence of recharging infrastructures in the area	recommended
Attractions and tourist sites	high presence on the territory

MINIMUM REQUIREMENTS FOR ACTIVATION

The activation of the "Touristic" model requires the presence of:

INFRASTRUCTURE REQUIRED	MINIMUM QUANTITY	COST
Electric vehicle monthly fee (Hotel)	1	€600,00/month
Construction cost for excavations and single charging station connection	n.a.	€15.000,00
22 KW charging station (Station)	1	€1.000,00
22 KW charging station (Hotel)	1	€1.000,00
Reserved parking (Station)	1	n.a.
Reserved parking (Hotel)	1	n.a.
Cost of electricity (Hotel)	€/KW	€0,40/KW



DEMO MADE – COMO (Lombardy, Italy)

The model has already been tested and built in the cities of Como.

Como is a well-known tourist resort that promotes the development of electric mobility both in the city and along the shores of Lake Como. The service is dedicated to hotels, tourists and city users.



This model has shown many critical issues since the experimentation phase since tourist involvement is difficult to apply due to the short stay. For this reason, the model does not currently appear economically viable. To date, E-VAI has activated 10 electric cars based on a pay per use car sharing service (regional service) located in the car parks of the railway stations of:

- Como Villages
- Como Camerlata
- Como North.

BACKGROUND E CONTEXT
City / Country: Como, Italy
Area [kmq]: 37,34 kmq
Population [inhabitants]: 85.000 inhabitants
Population density: 2231 inhab./kmq
Small municipality N. inhabitants < 100.000
Average municipality 100.000 < N. inhabitants < 500.000
Large municipality N. inhabitants > 500.000
Como is a small municipality



SIGNIFICANT ELEMENTS – TESTING PHASE AND CO-DESIGN

- **Duration:** from July 2019 to January 2020
- **Beta User Involved:** 4
- **Stakeholders:** 6
- **Project Partner:** 7
- **N° of Electric cars:** 2
- **Total Kilometers Travelled:** 738



The **co-design workshop** was a moment of comparison and creation, in which had been implemented the car sharing service characteristics.

The purpose of the workshop was to identify the positive and negative aspects that emerged from the experience of the service. In Como the focus was on the communication and the definition of the **user's target based on the type of service proposed**.

SIGNIFICANT ELEMENTS – COMMISSIONING THE SERVICE

- **Duration:** from October 2019 to March 2021
- **Total Kilometers Travelled:** 23.069
- **N° of Electric cars:** 2

