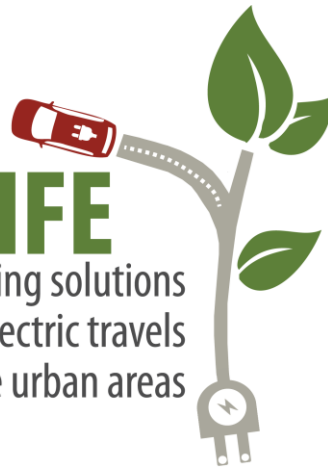


# I-SharE LIFE

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

## Innovative car sharing business models

*Mr. Luca Pascucci*  
*General Manager – E-Vai S.r.l.*



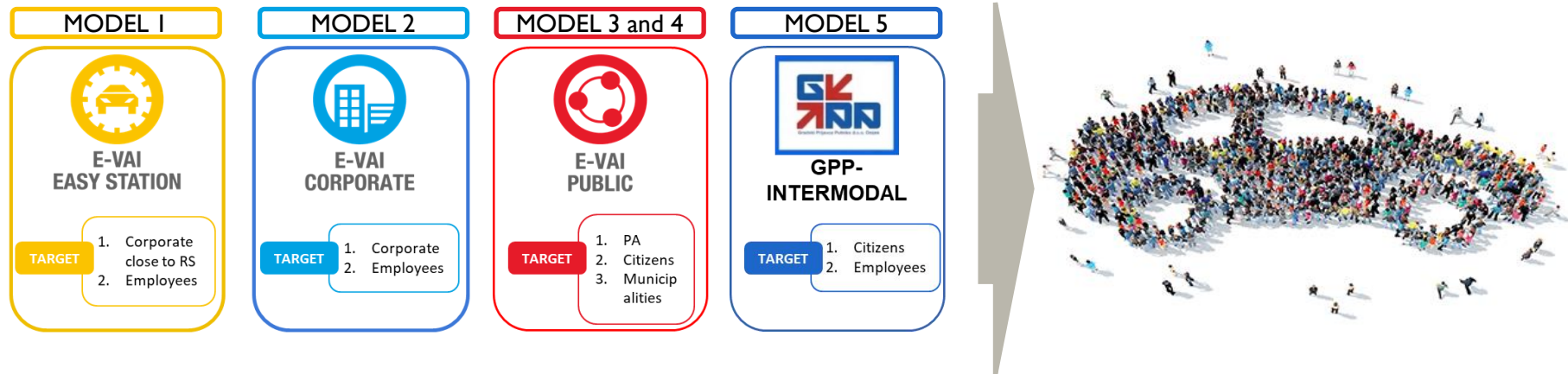
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23<sup>RD</sup> JUNE 2021



# Innovative car sharing business models

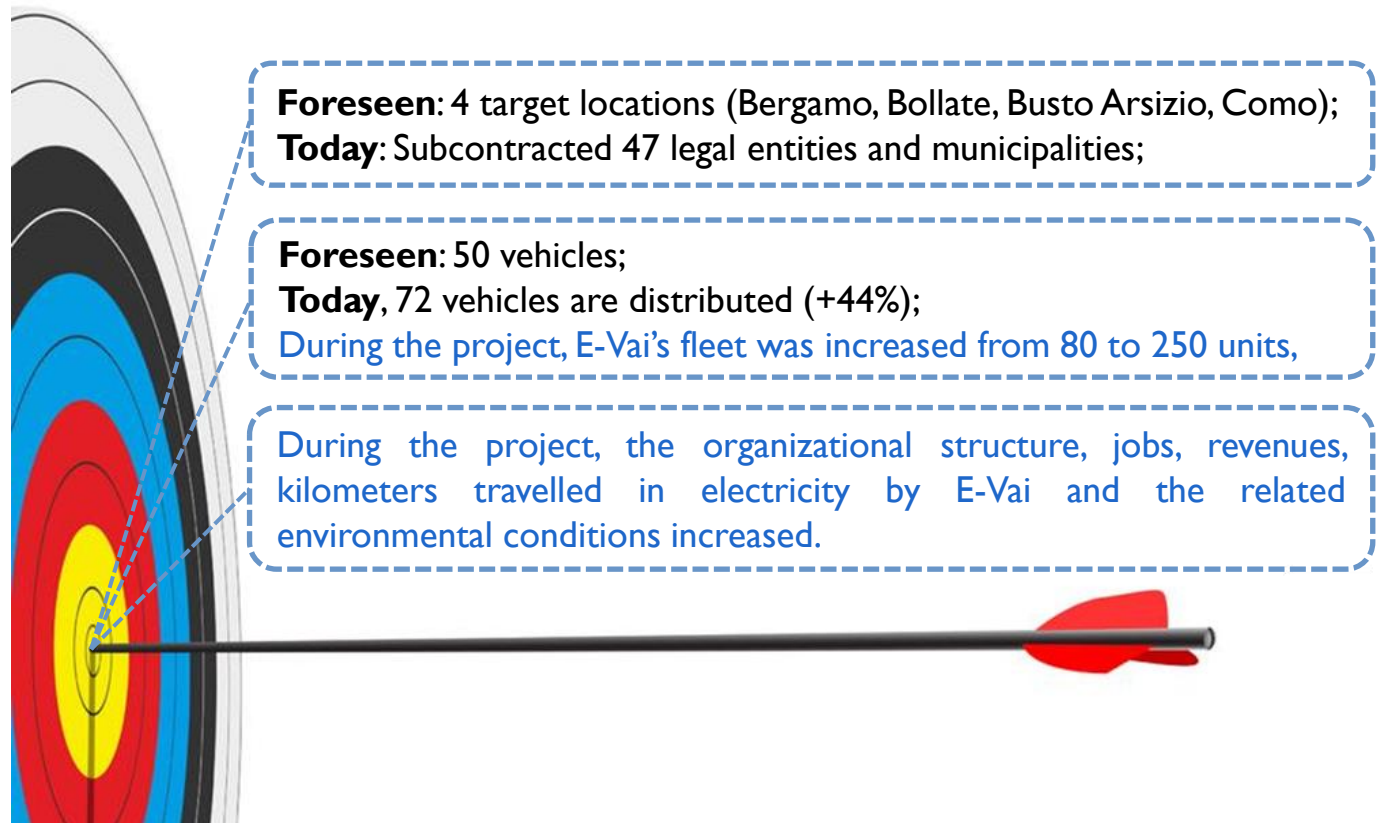
The I-SharE LIFE project had the ambition to evolve the traditional car-sharing concept, developed in large metropolitan cities, to export it in a 100% sustainable way to provincial, local and rural areas with low population density, also verifying the replicability and transferability to other urban areas with similar characteristics.



Five models (Public is divided into two offerings) of electric car sharing service integrated with the public rail transport service were tested in order to verify their transport efficiency, environmental and economic sustainability in small and medium-sized city contexts and in specific areas of use.

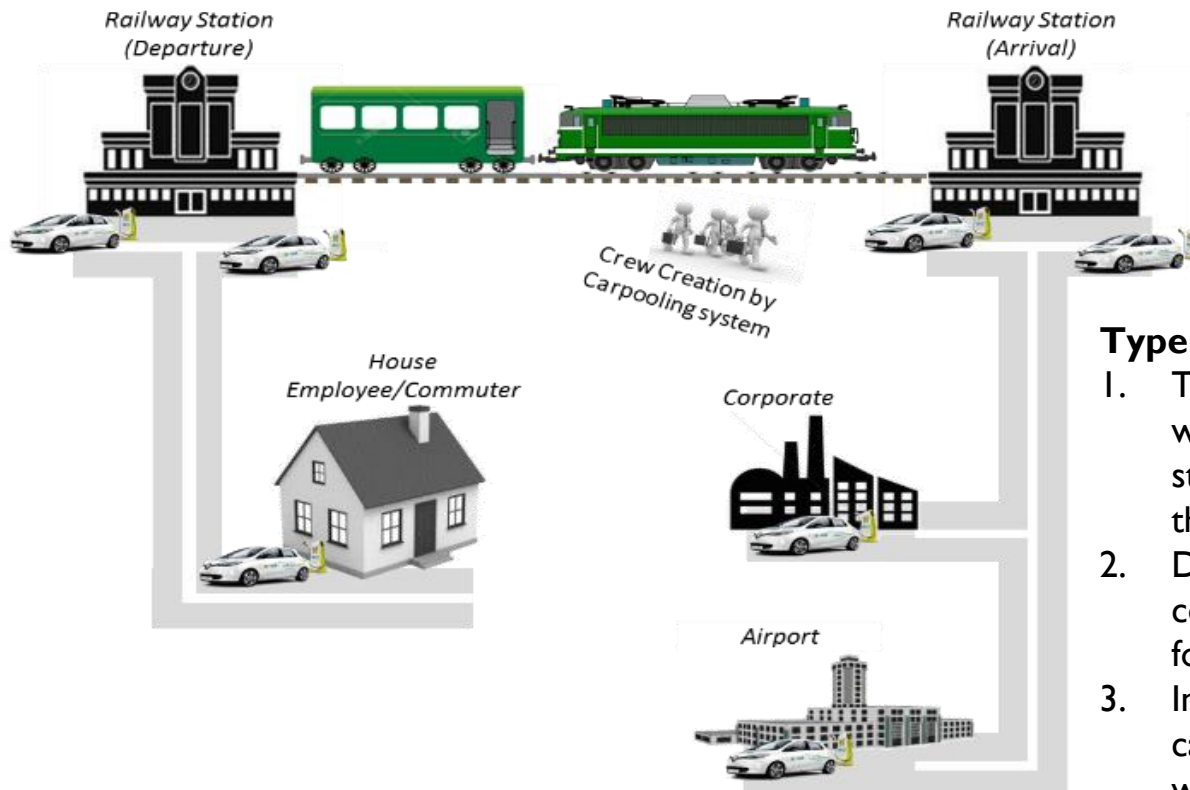
# Macro project results and corporate impacts

Before analyzing the implemented business models, it is important to remember that the I-SharE LIFE project represented an opportunity for growth and development for E-Vai both in economic and organizational terms. Specifically, it was possible to achieve the following macro-objectives:



# EASY-STATION – Main characteristics

E-Vai Easy Station is the service designed for commuters and companies, both private and public, that combines the daily "last mile" mobility needs of commuters and companies located near railway stations:



## Type of service:

1. The commuter, alone or carpooling with other commuters, arrives at the station with the E-Vai car and takes the train to work.
2. During the day, the car is used by companies in the vicinity of the station for work activities.
3. In the evening the commuter takes the car home and uses it also at the weekend.

# EASY-STATION – Case history (BUSTO ARSIZIO)

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

**The model I** 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.



# CORPORATE – Main characteristics

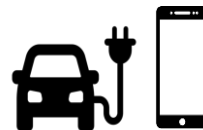
E-Vai Corporate is the sustainable mobility solution dedicated to companies.  
An all-inclusive Corporate Car Sharing service that combines the benefits of shared mobility with those of electric mobility.

the employee **registers for the service and books the rental via App or website**



1

opens and closes the car **with a click from his smartphone**



3

releases the vehicle at the same or a different company park slot as his reservation



5

**pick up the vehicle, offered by his company**



2

4



**travel without limits throughout Lombardy**

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# CORPORATE – Case history (BOLLATE)

**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.



# PUBLIC – Main characteristics

E-Vai Public is the sustainable mobility solution dedicated to public administrations, offering a car sharing service dedicated to municipalities and citizens, suitable also for small and medium-sized urban centres

The Municipality activates the E-Vai Car Sharing service, which provides:

FROM MONDAY TO FRIDAY  
DAILY HOURS



WEEK END +  
NIGHTLY HOURS



MUNICIPALITY



MUNICIPALITY CAR



CITIZENS



E-VAI FLEET



MUNICIPALITY CAR



E-VAI FLEET

A 24-hour service to connect citizens to the rest of the network, stations and airports.

LINE FINAL DISSEMINATION EVENT



# PUBLIC – Case history (BERGAMO)

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.

**Model 3** - 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

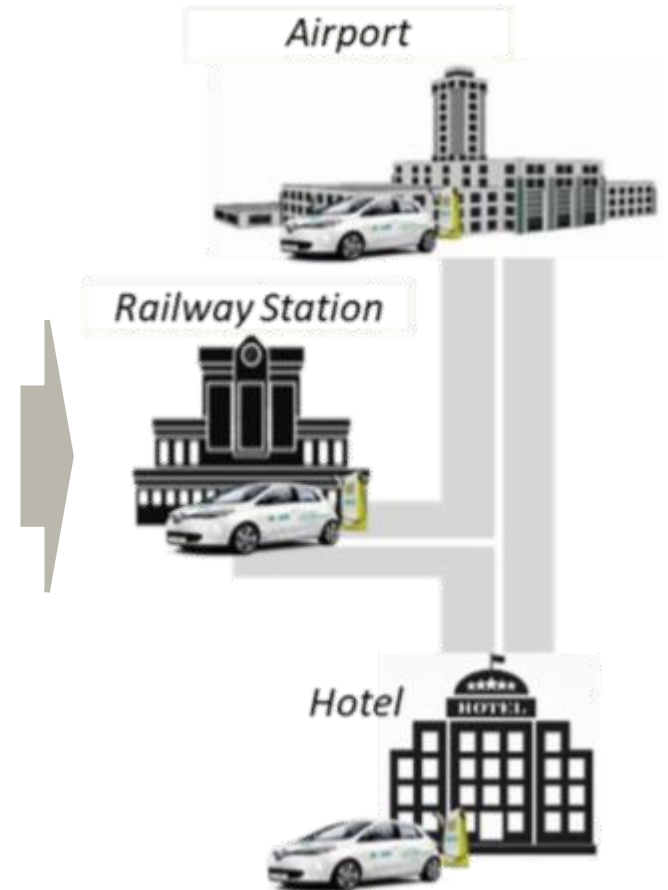


# PUBLIC TOURISTIC – Main characteristics

The "Tourist" car sharing model, which is included in PUBLIC's business model offering, makes it possible **to meet the daily mobility needs of hotel, tourist and leisure customers** who want to use an electric vehicle for a few hours a day for visits and trips to tourist sites:

## Type of service:

1. The hotel activates the car sharing service, offered by E-Vai, at its structure;
2. The hotel brings the vehicle to the train station to allow arriving customers to reach the hotel;
3. Within the hotel structure, which is equipped with a reserved parking space and a recharging station, the vehicle can be booked by other clients for trips and sightseeing;
4. Hotel employees can book the vehicle at certain times of the day to carry out their work assignments;



# PUBLIC TOURISTIC – Case history (COMO)

**Model 4.** 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.

Service was provided to hotels, dedicated to tourists and city users.

**This models showed many critical issues from the testing phase. Hotels and B&Bs (test users) did not want to implement the model because it was not cost-effective compared to the seasonality of their business and, consequently, to their activation investment.**

**Actually, the service E-VAi has activated in Como with n. 10 EV is based on a pay per use fair and vehicles are located in the dedicated parks at the railway station of:**

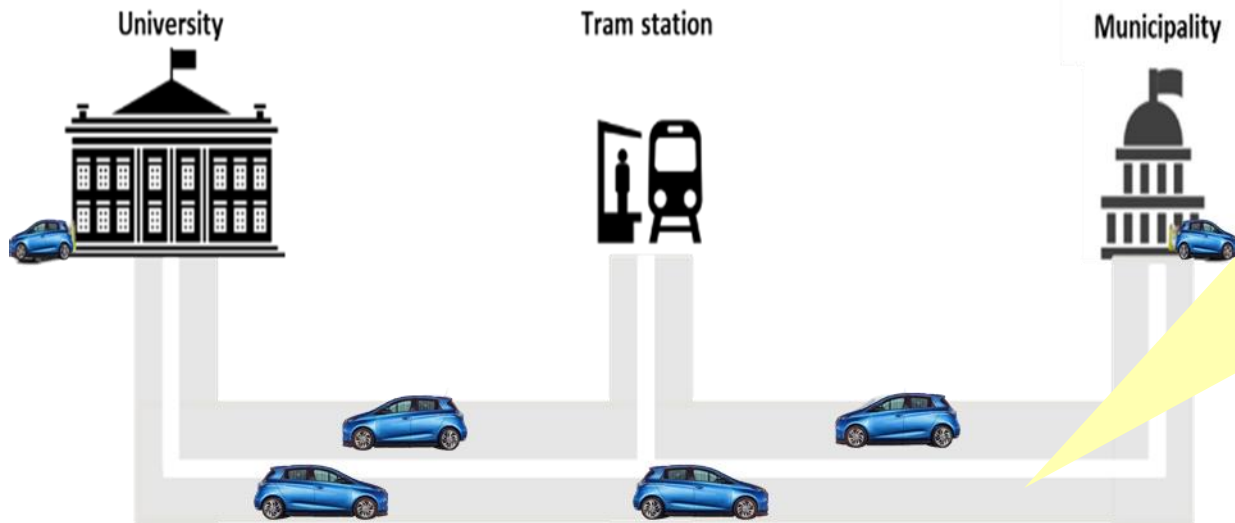
1. Como Borghi
2. Como Camerlata
3. Como Nord.

Moreover, within the Lake Como area, E-Vai has acquired 6 new Municipalities (Esino Lario, Galbiate, etc.) in which it has installed the Public service, increasing the network of infrastructures and shared vehicles.



# Innovative car sharing business models - INTERMODAL

The objective of the "Intermodal" model is to create ad hoc locations ("Points"), where the mobility service will be provided both to B2B users during working hours (from 9.00 to 17.00) and to the B2C users for the rest of the day (from 17.00 to 9.00). Specifically, cars will be collected and released at any of the ad hoc locations ("Points"), as these parking areas will be located near the train and/or other multi-modal stations, in order to allow the continuation of the journey with integrated and continuous alternative solutions.



The service will be structured to provide flexible fees, and integrated with local public transport services (buses, trams, etc.) for future users (business and private), allowing both usage-only fares, pre-paid and post-paid fares, and models for ownership of third-party vehicles that are part of the car-sharing fleet.

# INTERMODAL Model – Case history (OSIJEK)

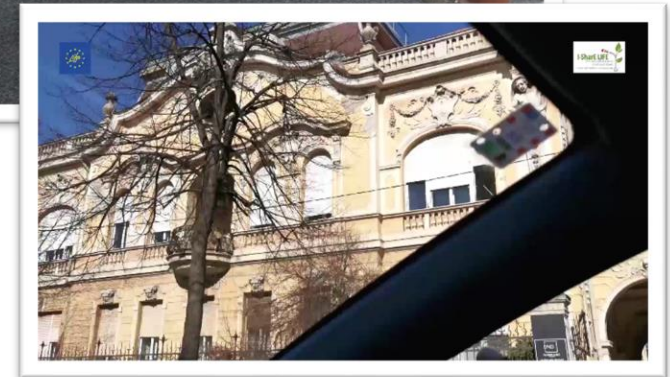
The model has already been tested within the I-SharE LIFE project in the city of Osijek (Croatia).

Osijek is the centre of Osijek-Baranja County and, being the fourth largest city in Croatia, is one of the 4 macro-regional centres (an administration, employment, education and culture centre of the region).

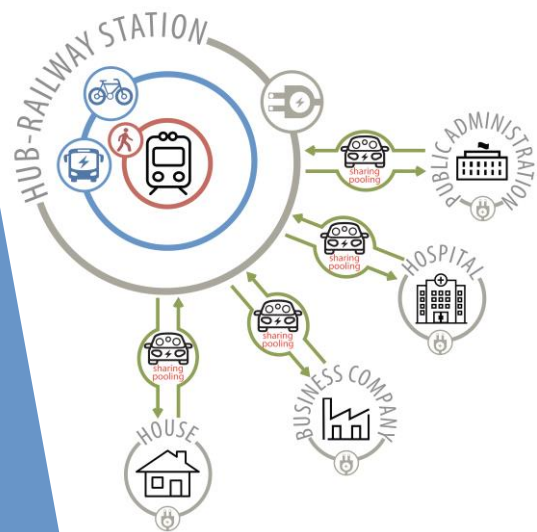
Used by occasional users (Monday-Friday afternoon + weekend) across Osijek Urban Agglomeration area as a **completely new service provided by the local public transport operator GPP across:**

1. 18 car sharing locations in the **City of Osijek**
2. 1 car sharing location (as part of replicability efforts) in:
  1. **Municipality of Bilje**
  2. **Municipality of Belišće**
  3. **Municipality of Valpovo**
  4. **Municipality of Antunovac**
  5. **Municipality of Čepin**

**B2B model will be introduced in future years, after EV fleet extension is realised**

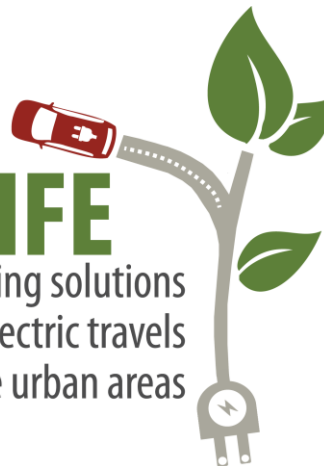






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## THANK YOU FOR YOUR KIND ATTENTION!

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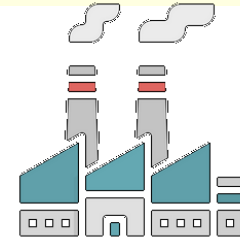
# EASY-STATION – Benefits and advantages

## FOR COMMUTERS



- ❖ A mobility service shared both operationally and economically (the monthly fee is shared between the company and commuters);
- ❖ Free recharging at all E-Vai Points in Lombardy and the recharging network of associated partners;
- ❖ Free 24/7 assistance;
- ❖ Free parking and reserved parking area on yellow and blue lines near the railway station;

## FOR COMPANIES



- ❖ Possibility of carrying out company missions, being able to recharge the vehicle at E-Vai Points;
- ❖ Increased attractiveness of the area;
- ❖ Additional service for employees and mobility managers;
- ❖ Reduction of pollutants in the territory;
- ❖ Elimination of fuel costs;
- ❖ Optimisation of the car fleet;
- ❖ Monitoring of car fleet utilisation;



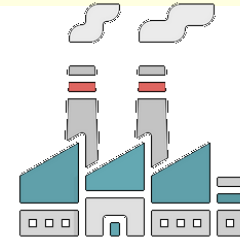
# CORPORATE – Benefits and advantages

## FOR EMPLOYEES



- ❖ free access to restricted traffic areas;
- ❖ mobility service for home-work journeys;
- ❖ mobility service for private travel;
- ❖ 24/7 active assistance;
- ❖ 24-hour roadside assistance, 7 days a week;

## FOR COMPANIES



- ❖ increase in vehicle utilization rate;
- ❖ optimization of the vehicle fleet;
- ❖ reduction of fuel costs;
- ❖ elimination of taxi costs;
- ❖ service trips with low environmental impact;
- ❖ positive impact on Corporate Social Responsibility;
- ❖ welfare service for its employees;
- ❖ increased employee satisfaction

# PUBLIC – Benefits and advantages

## FOR CITIZENS/CITY USERS



- ❖ A shared mobility service, with low environmental impact and integrated with railway stations and airports;
- ❖ Free recharging at all E-Vai Points in Lombardy and the recharging network of associated partners;
- ❖ Free 24/7 assistance;
- ❖ Free parking on yellow and blue lines and free access to limited traffic areas;

## FOR MUNICIPALITIES



- ❖ Increased attractiveness of the area, thanks to the connection of the service to more than 80 municipalities, 3 airports and railway stations;
- ❖ Additional service for citizens and tourists;
- ❖ Reduction of pollutants in the area;
- ❖ Revenue Share of 60% from citizen rentals;
- ❖ Elimination of fuel costs;
- ❖ Optimization of the car fleet;

# PUBLIC TOURISTIC – Benefits and advantages

## FOR CUSTOMERS



- ❖ Alternative and independent mobility service compared to tourist shuttles;
- ❖ Precise planning of trips and visits, avoiding delays or problems due to other clients;
- ❖ Free electric recharging at all E-Vai Points; free access to restricted traffic areas;
- ❖ 24/7 active assistance;
- ❖ 24-hour roadside assistance, 7 days a week;

## FOR HOTELS/RESORTS



- ❖ Activation of a new innovative, climate friendly offering for customers;
- ❖ optimization of the vehicle fleet through sharing between employees and customers;
- ❖ reduction of fuel costs;
- ❖ elimination of taxi costs;
- ❖ service trips with low environmental impact;
- ❖ increased customers satisfaction

# INTERMODAL Model – Benefits and advantages

## FOR CITIZENS/CITY USERS



- ❖ Alternative, sustainable and smart mobility solution;
- ❖ Operational and tariff integration with local public transport, offered by the GPP company;
- ❖ Electric recharge included in the price of the service;
- ❖ Just-in-time booking mode, with traditional station-based service type;
- ❖ active assistance H24, 7 days a week;
- ❖ 24-hour roadside assistance, 7 days a week.;

## FOR COMPANIES



- ❖ Currently, the business model proposed for the city of Osijek is aimed only at B2C customers. In the coming years, it is planned to develop a business offer that will also include addressing the needs of B2B customers.