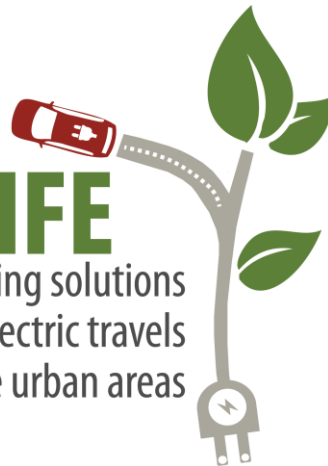


I-SharE LIFE

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

DISSEMINATION AND COMMUNICATION

Daniela Carbone
Head of Technological Innovation Department
ASSTRA



ONLINE FINAL DISSEMINATION EVENT
23RD JUNE 2021



DISSEMINATION AND COMMUNICATION PROJECT RESULTS



July 2018

In cooperation with Nordcom the project website is on-line
www.i-sharelife.eu

September 2018

Notice Board

February 2019

Brochure with First results to 10 months from Kick-Off

19 June 2019

Technical Workshop in Milan

29 September 2020

Leaflets online

ONLINE FINAL DISSEMINATION EVENT

23RD JUNE 2021

DISSEMINATION AND COMMUNICATION PROJECT RESULTS



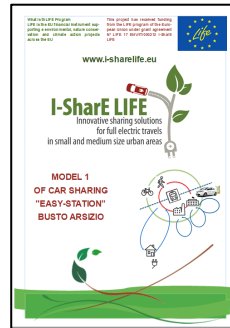
26 October 2020

Technical «Croatian»
Online Workshop



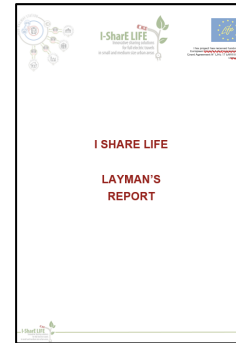
10 December 2020

Online First
Dissemination Event



May 2021

5 demonstration
sites Brochures



May 2021

Layman's
Report



23 June 2021

Online Final
dissemination Event

ONLINE FINAL DISSEMINATION EVENT

23RD JUNE 2021

I-SHARE LIFE WEBSITE

The set up of the website has been performed by NordCom, in cooperation with ASSTRA.



Information about Project Activities (project news, dissemination events, technical workshop, co-design workshops, project documents) are promptly uploaded into website.

The objective of 5000 visits are expected in the 3 years of the project has been achieved in December 2020



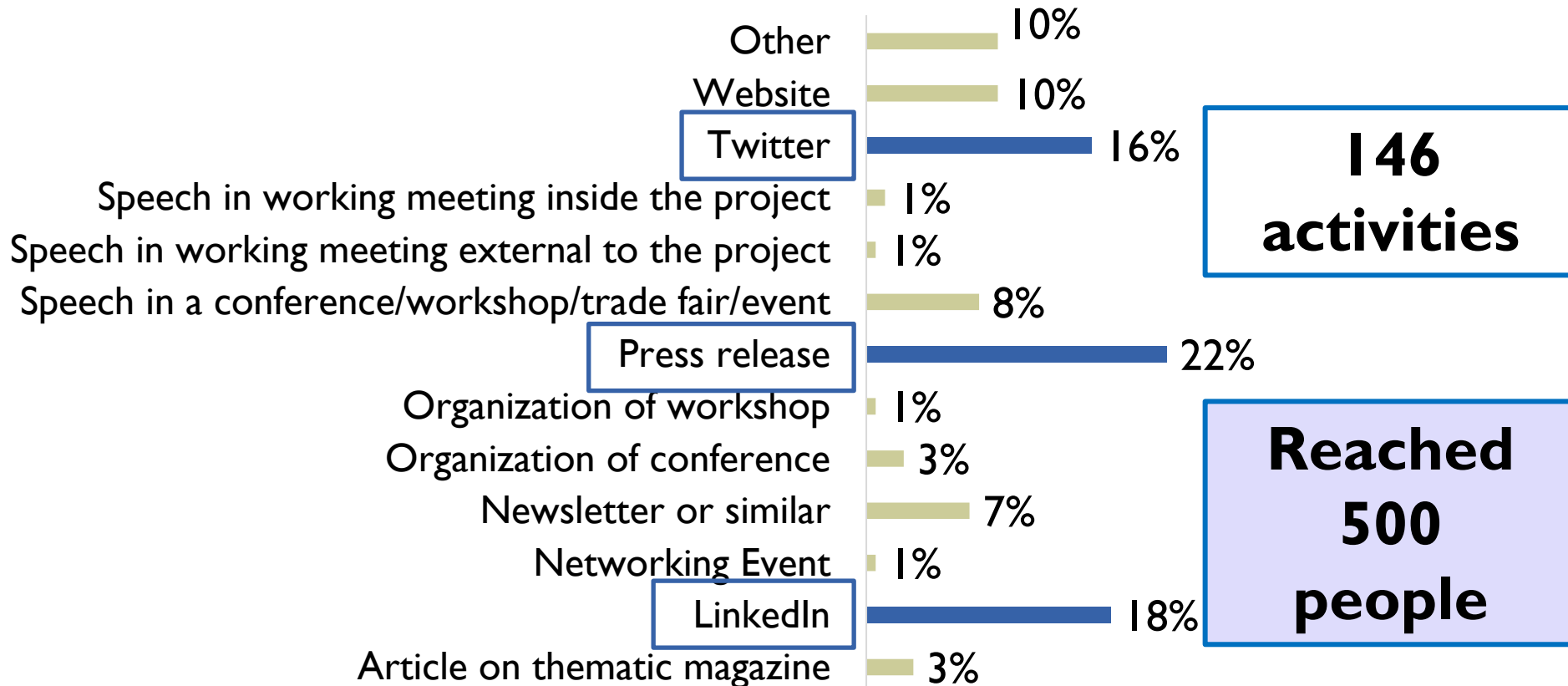
DISSEMINATION AND COMMUNICATION ACTIVITIES

A tool was created to collect data about dissemination :
“Dissemination and communication activities tool”.

Type of dissemination activity/ communication channel (chose the type)	Date (years/month/day)	Place (indicate the Nation and city, if available)	Reached audience (n. persons who attend the dissemination activity or n. persons reached by the communication channel)	Topic and more details (indicate the title, if available, and the contents)	Contact (specify the name of the I-Share Life partner providing the source of information)	Remarks (add important information about the topic, if available)	Web link (if available)	Annex (attach the documents naming it with this format: date-name of partner. Example:2018-07-18-ASSTRA)
Other	13/07/2018	-	>500	"Progetto I-SharE LIFE modalità condivisa e totalmente elettrica in piccole e medie aree urbane" - Short description of I-share Life project in Italian language	Asstra	Article on Ferpress, an information agency specialized in railways, local public transport and logistics	https://www.ferpress.it/eventi/progetto-share-life-modalita-condivisa-totalmente-elettrica-piccole-medie-aree-urbane/	
Twitter	16/07/2018	-	300<x<500	Tweet regarding the kickoff meeting in Milan	Asstra	1621 views	https://twitter.com/AssTrasporti/status/1018820901889028096	
LinkedIn	16/07/2018	-	>500	"Progetto I-SharE LIFE: trasporto condiviso e a zero emissioni in piccole e medie aree urbane" - Short description of I-share Life project in Italian language	Asstra	1431 views	https://www.linkedin.com/feed/update/urn:li:activity:6424574174811029504	

DISSEMINATION AND COMMUNICATION ACTIVITIES

N. of activities (%)



NOTICE BOARDS IN THE MAIN PARTNER HEADQUARTERS



FNM
Entrance

E-VAI
Entrance



NordCom
Entrance

Osijek
Meeting Room



English, Croatian, Italian
translation are available on:
www.i-sharelife.eu

PARTNERS NOTICE BOARDS



**Dyvolve
Meeting Room**



**Poliedra
Meeting Room**



ASSTRA Offices

BROCHURE – FIRST RESULTS AFTER 10 MONTHS



Progetto I-SharE LIFE – Trasporto condiviso ed elettrico in piccole e medie aree urbane

FNM coordina, in partenariato con ASSTRA, E-Vai, Nordcom, Poliedra, Dyvolve e la città di Osijek, il progetto europeo di mobilità sostenibile I-SharE LIFE.

Principale sfida del progetto è la riduzione degli inquinanti e dei carichi atmosferici, in particolare PM10 e NO2, e la mitigazione dell'emissione dei gas serra prodotti dal trasporto su strada e dalla mobilità urbana.

A tal fine il progetto prevede, in particolare, la sperimentazione di cinque modelli di servizio del car sharing elettrico tra cui l'integrazione con il servizio di trasporto pubblico ferroviario per verificarne l'efficacia trasportistica, la sostenibilità ambientale ed economica in contesti cittadini medio-piccoli e in ambiti di utilizzo specifici.

50 auto elettriche saranno utilizzate nei quattro siti dimostrativi in Lombardia e ulteriori 8 auto elettriche saranno in esercizio ad Osijek, città della Croazia.

I-SharE LIFE ha l'ambizione di far evolvere il modello di car-sharing elettrico, sviluppato nelle grandi città metropolitane, per esportarlo in provincia e in aree interne a bassa densità abitativa e consentirà di creare opportunità di replicabilità e trasferibilità innovative in altre aree urbane con caratteristiche affini.

Avvio del progetto: 01/07/2018
Conclusione prevista: 30/06/2021
Sito web: <http://www.i-sharelife.eu/>

Per la realizzazione del progetto sono state definite le seguenti azioni:

A. Azioni preparatorie

A1 Mappatura degli stakeholder e attivazione del processo di coinvolgimento
A2 Procedure di permessi e accordi

B. Azioni di implementazione

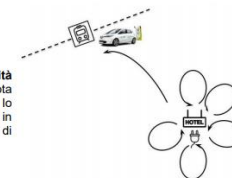
B1 Messa in opera dell'infrastruttura di base e delle attrezzature nei siti dimostrativi
B2 Roadmap e specifiche tecniche della piattaforma tecnologica I-SharE LIFE
B3 User Research: reclutamento degli utenti beta di I-SharE LIFE e indagini
B4 Co-design dei servizi
B5 Implementazione e messa a punto dei servizi
B6 Sostenibilità e prosecuzione del progetto
B7 Replicabilità e trasferibilità



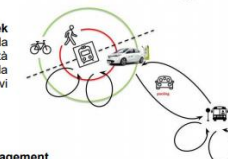
Modello 3.
Servizio utilizzabile dalla pubblica amministrazione per missioni di lavoro e dai cittadini-località Bergamo (112.000 abitanti), una città industriale ad alta densità abitativa con una forte domanda di mobilità che promuove politiche di incentivazione per la mobilità elettrica nei PUMS.



Modello 4.
Servizio dedicato ai turisti-località Como (84.000 abitanti), una nota località turistica che promuove lo sviluppo della mobilità elettrica sia in città che lungo le sponde del lago di Como.



Modello 5.
Servizi intermodali-località Osijek (108.000 abitanti), zona est della Croazia, rappresenta la quarta città del Paese, promuove la sperimentazione di servizi innovativi intermodali di car-sharing.



DELIVERABLE E.1 – Project Management

Durante il Kick Off Meeting del 17/18 luglio 2018, che ha dato ufficialmente l'avvio al progetto I-SharE LIFE, i Partners hanno condiviso e definito le procedure di Project Management interne ed hanno istituito il Project Management Committee (PMC).

Il PMC, presieduto e coordinato da FNM, è composto dai referenti individuati dai sette Partners, si riunisce con cadenza mensile ed ha il compito di controllare e riferire sullo stato di avanzamento delle attività di cui ogni Partner è responsabile nonché di aggiornare gli altri membri sull'insorgere di nuovi rischi.

English and Italian translation are available on: www.i-sharelife.eu

ADVERTISING AND ARTICLE ON THEMATIC MAGAZINE

Sent to 3.800 stakeholders



I-SharE LIFE
Innovative solutions for travel in small and medium size urban areas

Progetto I-SharE LIFE
trasporto condiviso ed elettrico in piccole e medie aree urbane

FNM coordina, in partenariato con ASSTRA, E-Vai, Nordcom, Poliedra, Dyrvoive e la Città di Opatov, il progetto europeo di Mobilità Sostenibile I-SharE LIFE.

I-SharE LIFE si propone di innovare il modello di car-sharing elettrico per adattarlo ai contesti medio-piccoli rendendolo economicamente sostenibile e interconnesso con i vari servizi di trasporto concentrati nei pressi di una stazione ferroviaria (treno, bici e altri mezzi di trasporto pubblico).


Il progetto prevede 5 siti pilota, 4 lombardi e 1 croato: Bergamo, Bollate, Busto Arsizio, Como, Opatov, un modello di servizio operativo ed una piattaforma informatica integrata, volti a massimizzare l'uso del veicolo elettrico durante il giorno, integrandolo con il servizio ferroviario cosicchè l'intera catena di trasporto intermodale risulti essere a zero emissioni inquinanti.

Inoltre il progetto consente la co-progettazione dei modelli di servizio insieme ai cittadini, alla Pubblica Amministrazione e ad aziende private, la creazione di una piattaforma tecnologica integrata e la promozione del servizio attraverso una Community di utilizzatori.

L'applicazione del sistema alle stazioni nella Regione Lombardia servirà ad integrare i servizi di trasporto e consentirà di migliorare il livello della qualità dell'aria.

Il kick off, evento che ha dato il via al progetto, si è svolto lo scorso 17 e 18 luglio.

mobilità



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

TRASPORTO CONDIVISO ED ELETTRICO IN PICCOLE E MEDIE AREE URBANE

FNM coordina, in partenariato con ASSTRA, E-Vai, POLIEDRA, Poliedra, Dyrvoive e la città di Opatov, il progetto europeo di Mobilità Sostenibile I-SharE LIFE. Il principale obiettivo del progetto è la creazione di un servizio di trasporto pubblico intermodale per migliorare l'efficienza energetica, la sostenibilità ambientale ed economica in contesti cittadini medio-piccoli e in aree di sviluppo urbano e della mobilità urbana.

A tal fine il progetto prevede, in particolare, la sperimentazione di cinque modelli di servizio del car sharing elettrico in cui l'integrazione con il servizio di trasporto pubblico intermodale per migliorare l'efficienza energetica, la sostenibilità ambientale ed economica in contesti cittadini medio-piccoli e in aree di sviluppo urbano e della mobilità urbana.

TP - Informati Pubblici

SOCIAL MEDIA ACTIVITIES

As part of the dissemination activities, in order to improve and make social communication more widespread, a first list of # (hashtags) and @ (mentions) was defined. The list, shared with the rest of the partners, aims to be a practical tool, for the definition of social communications.

@FNM S.p.A.

@E-VAI per tutti

@Consorzio Poliedra

@LIFEprogramme

@AssTrasporti



#isharelife

#lifeprogramme

#carsharing

#UserResearch

#mobilità #mobility

#sostenibile #sustainable

#trasporto #transport

#pubblico #public



SOCIAL MEDIA ACTIVITIES

2018 - Project beginning, a post on LinkedIn (1431 views) and a post on Twitter (1621 views) had been published.



2019 - ASSTRA National conference a Tweet about the first results of the I-SharE LIFE project had been published on ASSTRA Twitter profile which it registered, at 12/03/2019, 515 views.



SOCIAL MEDIA ACTIVITIES



2019 - Technical Workshop in Milan
different Tweet about the event had been published on partner Twitter profile which it registered, at 09/03/2020, 1500 views.



SOCIAL MEDIA ACTIVITIES



2020 - Before and after **Technical Croatian Workshop** and **First dissemination event**, different Tweet about the event had been published on partner Twitter profile.



Asstra @AssTrasporti · 26 ott 2020
#iShareLife: Webinar Technical Croatian Workshop del @FNM_Group E-Vai, NordCom, @CPoliedra, @Dyvolve @nkosijek.
Webinar link: lnkd.in/g/Hrh8W4
If necessary put meeting code: nueihqzpp



Asstra @AssTrasporti · 14 dic 2020
1° #Dissemination #event del Progetto #isharelife @FNM_Group @CPoliedra @Dyvolve @nkosijek "Soluzioni innovative per viaggi in modalità condivisa e totalmente elettrica in piccole e medie aree urbane".
Meeting docs: dropbox.com/sh/68wx44u87la...
Info: i-sharelife.eu

SOCIAL MEDIA ACTIVITIES



The social media activity continued throughout the project. Several tweets and posts on LinkedIn have been published, for example, during the **replicability and transferability activities** and before the **final dissemination event**.

Asstra - Associazione Trasporti
4,395 follower

Final dissemination event of the #ISHARELIFE project "Innovative solutions for #car #sharing services with electric cars in small and medium urban areas" 23 JUNE 2021

On June 23, 2021, the "Final Dissemination Event of the I-Share #Life project" Innovative solutions for car sharing with electric cars in small and medium urban areas "will take place online, co-financed by the European Commission and coordinated by FNM S.p.A. in partnership with ASSTRA, E-Vai - FNM Group NordCom, Consorzio Poliedra, Dyvolve and the city of Osijek. During the event, will be presented the final results of the project, which has the ambition to evolve the electric #carsharing model, developed in large metropolitan cities, to export it to the provinces and inland areas with low population density.

To this end, testing of five service models was conducted in four demonstration sites in Lombardy (Busto Arsizio, Bollate, Bergamo, Como) and in Osijek, Croatia. For more information on the event, on how to register and participate, you can contact ASSTRA at the Technological Innovation Service, Daniela Carbone (tel. 06/68603516; carbone@asstra.it) and Cristina Rocchitelli (tel. 06/68603515; tecnologico@asstra.it).

Vedi traduzione

final dissemination event • 2 pagine

REGISTRATIONS
Participation to the Webinar is free but prior registration is mandatory ASAP by advising the registration form by 18/05/2021
e-mail asstra@asstra.it

TECHNICAL REFERENCE AND INFORMATION
E-mail info@asstra.it

PROJECT COORDINATOR
FNM
Società in movimento

PARTNERS
e-vai
NORDCOM

SUPPORTERS
ASSTRA, Consorzio Poliedra, Dyvolve, Regione Lombardia, Regione Piemonte, Regione Veneto, Regione Liguria, Regione Toscana, Regione Marche, Regione Umbria, Regione Lazio, Regione Campania, Regione Puglia, Regione Basilicata, Regione Calabria, Regione Sicilia, Regione Sardegna, Regione Abruzzo, Regione Molise, Regione Basilicata, Regione Calabria, Regione Sicilia, Regione Sardegna, Regione Abruzzo, Regione Molise.

ONLINE FINAL DISSEMINATION EVENT
23RD JUNE 2021

FNM SOCIETÀ IN MOVIMENTO
ASSTRA

This project has received funding from European Union's Horizon 2020 research and innovation programme under grant agreement No 101017652 - IShare LIFE

Asstra - Associazione Trasporti
4,395 follower

Venerdì 23 si svolgerà la seconda riunione con le aziende di #Trasporto #pubblico che hanno manifestato interesse verso i modelli di business che integrano #carsharing #elettrico e trasporto ferroviario sperimentat ...vedi altro

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101017652 - IShare LIFE

Modello 1 di car sharing "Easy-station"
Modello 2 di car sharing "Easy-station Plus"

Modello 3 di car sharing "Public"

Modello 4 di car sharing "turistico"

Modello 5 di car sharing "intermodale"

I-Share LIFE

FINAL DISSEMINATION EVENT

23RD JUNE 2021

DISSEMINATION ACTIVITIES BY EVENT



2nd National Electric Mobility Conference, Milan 27/29 September 2018



The EU Commission meets the LIFE winner projects, Brussels 5/6 November 2018

YEAR 2018



Ecomondo, Rimini 6/9 November 2018

DISSEMINATION ACTIVITIES BY EVENT

**YEAR
2019**



15° NATIONAL ASSTRA CONFERENCE – February 2019

**470
participants**

Progetto I-SharE LIFE – Trasporto condiviso ed elettrico in piccole e medie aree urbane

COORDINATORE DEL PROGETTO

FNM
idee in movimento

PARTNER

e-vai **NORDCOM**

ASSTRA **Polidea** **dyolve**

SOSTENITORI

Regione Lombardia **Università Bicocca** **Università Milano Bicocca** **Università Politecnica delle Marche** **Università Roma Tre** **Università Roma La Sapienza** **Università Roma Tor Vergata** **Università Roma Tre** **Università Roma Tor Vergata** **Università Roma Tre**

LA SPERIMENTAZIONE

Il progetto prevede:

la sperimentazione di cinque modelli di servizio del car sharing elettrico

tra cui l'integrazione con il servizio di trasporto pubblico ferroviario

Lo scopo è verificare l'efficacia **trasportistica, la sostenibilità ambientale ed economica** in contesti cittadini medio-piccoli e in ambiti di utilizzo specifici.

ONLINE FINAL DISSEMINATION EVENT

23RD JUNE 2021

DISSEMINATION ACTIVITIES BY EVENT



**TRAMWAY NATIONAL CONFERENCE
ORGANIZED BY ASSTRA, AIT AND CIFI WITH
THE COORDINATION OF TRANSPORT
MINISTRY – 29-30 of May 2019**

**317
participant**



YEAR 2019



ONLINE FINAL DISSEMINATION EVENT

23RD JUNE 2021

DISSEMINATION ACTIVITIES BY EVENT

European Mobility Week Events, September 2019



Bollate



Como

**YEAR
2019**



**Busto
Arsizio**



Bergamo

ONLINE FINAL DISSEMINATION EVENT

23RD JUNE 2021

LOCAL DISSEMINATION TECHNICAL WORKSHOP IN MILAN

**1° LOCAL
DISSEMINATION
TECHNICAL
WORKSHOP**



YEAR 2019



ONLINE FINAL DISSEMINATION EVENT

23RD JUNE 2021

FOCUS ON TECHNICAL WORKSHOP IN MILAN



REGISTRATION
SESSION WITH THE
NOTICE BOARD

73 participants



FOCUS ON TECHNICAL WORKSHOP IN MILAN



Dedicated bag of the I-SharE LIFE technical workshop and gadget

TECHNICAL WORKSHOP ONLINE “IN CROATIA”

75 participants

26th OCTOBER 2020



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

HUB-RAILWAY STATION

TECHNICAL CROATIAN WORKSHOP
26TH OCTOBER 2020
Webinar link — meet.google.com/nue-ihgo-zzp
If necessary put meeting code: nueihgzp

FNM idea in movimento

ASSTRA INNOVATION TECHNOLOGICAL DEPARTMENT

City of Osijek

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

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, Roberta Falsina, 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 Amtrano, 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**

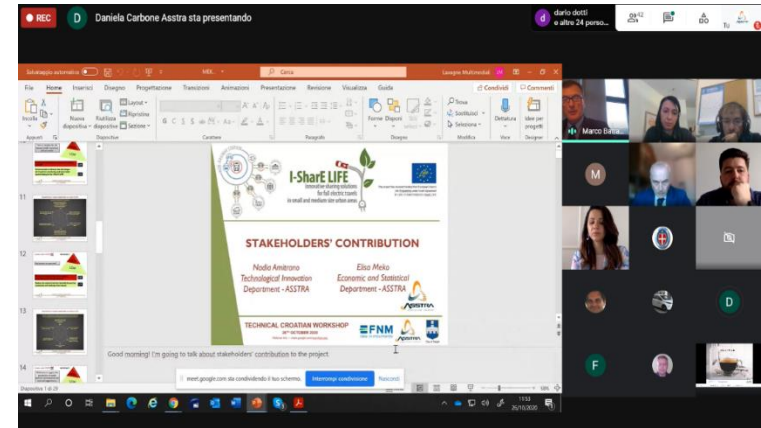
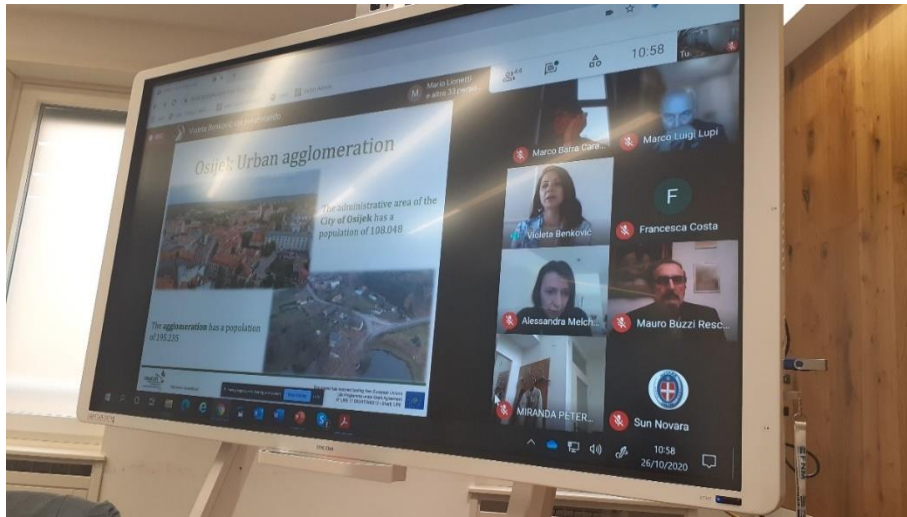
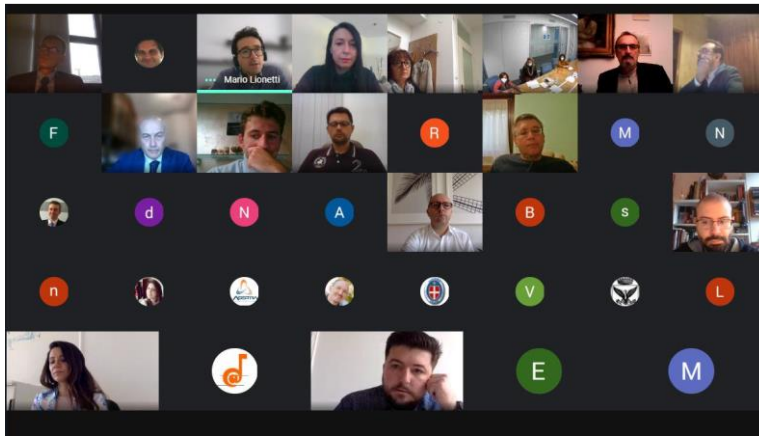
12,50 - 13,15 Results of the discussion and conclusion - FNM, Dyvolve



ONLINE FINAL DISSEMINATION EVENT

23RD JUNE 2021

FOCUS ON TECHNICAL WORKSHOP IN CROATIA



FIRST DISSEMINATION ONLINE EVENT “IN ROME”

COORDINATION OF ASSTRA AND FNM

10th DECEMBER 2020

116 participants




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

FIRST DISSEMINATION EVENT
10TH DECEMBER 2020
Webinar link — meet.google.com/pbg-uboj-mbs
If necessary put meeting code: pbgubojmbs

FNM
idee in movimento

ASSTRA
ASSOCIAZIONE TRASPORTI

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



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

9,15 - 9,45 Welcome and Opening remarks (Institutional greetings)

- ◊ Giovanni Foti , ASSTRA Vice President, CEO GTT Torino
- ◊ Angelo Salsi, Head of Unit of LIFE and CIP ECO - Innovation EASME, European Commission

9,45 - 10,00 UITP Contribution to European Projects

- ◊ Umberto Guida, Senior Director Knowledge & Innovation UITP

10,00 - 11,30 First 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

Innovative Electric Car Sharing solutions - Luca Pascucci, General Manager E-Vai

Presentation of the project and specifics of the Osijek car sharing – Lučijano Sangaletti, Consultant Dyvolve

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

11,30 - 11,45 Questions & Answers

11,45 - 12,15 Out put of Technical Workshops; Results of the 5 questions

Elisa Meko, Economic and Financial Department ASSTRA

Alessandra Melchioni, Head of European Policies & Programs FNM Group

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**

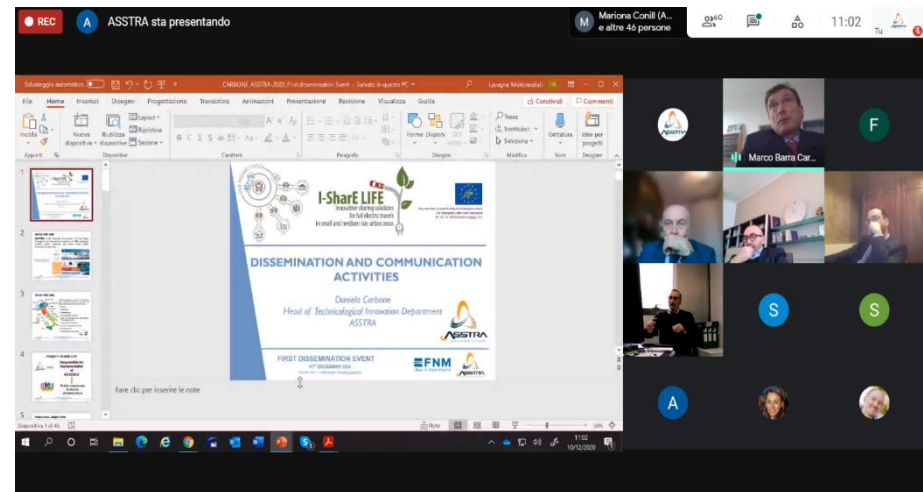
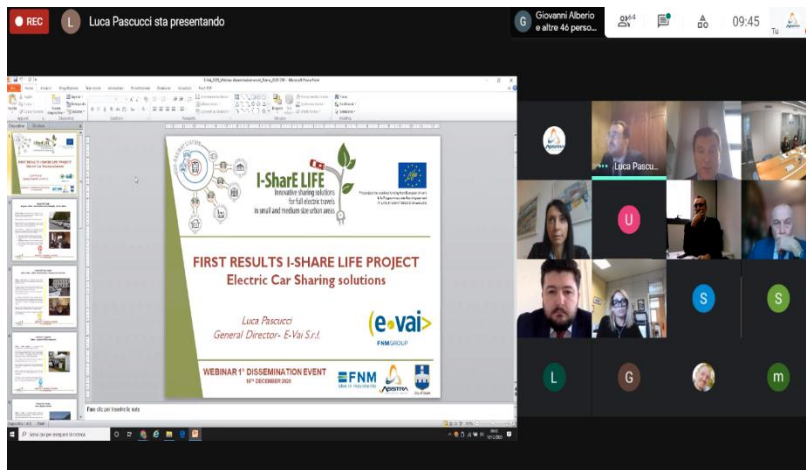
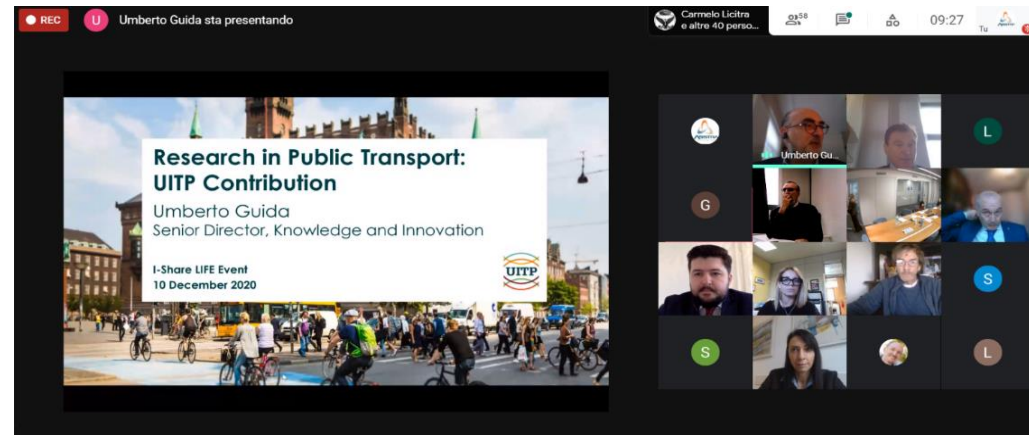
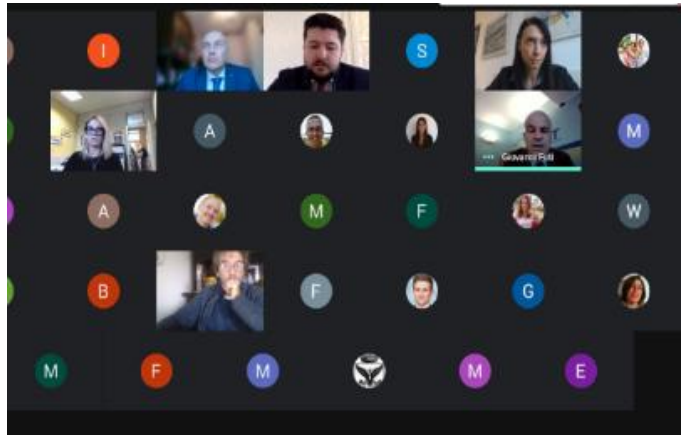
12,15 - 12,30 Questions & Answers

12,30 - 12,45 Conclusion and Wrap-up

ONLINE FINAL DISSEMINATION EVENT

23RD JUNE 2021

FOCUS ON THE FIRST DISSEMINATION EVENT



TODAY: FINAL DISSEMINATION ONLINE EVENT

101 participants

23rd JUNE 2021

ORGANIZING SECRETARY AND REGISTRATION

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

REGISTRATIONS

Participation to the Webinar is free but prior registration is mandatory ASAP by submitting the registration form by **18/06/2021**
e-mail asstra@asstra.it

TECHNICAL REFERENCE AND INFORMATION

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

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

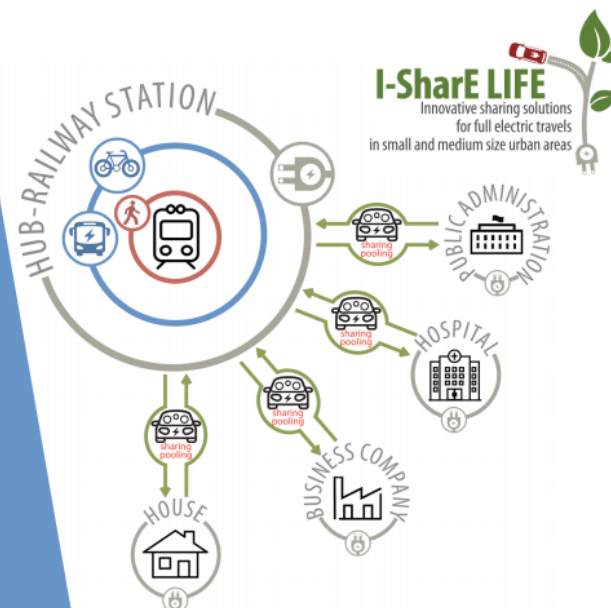
PROJECT COORDINATOR



PARTNERS



SUPPORTERS



ONLINE FINAL DISSEMINATION EVENT

23RD 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



ONLINE FINAL DISSEMINATION EVENT

23RD JUNE 2021

5 LEAFLETS

www.i-sharelife.eu

Leaflets were produced for each of the five I-SharE Business Model with the brief description of the model.

BUSINESS MODEL 1 – BUSTO ARSIZIO
Corporate and Easy Station Model Service

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

Corporate and Easy Station Model Service:
Vehicles shared between companies and commuters

Busto Arsizio is an industrial area, located close to Malpensa international airport, with many commuters from/to the city of Milan. The model 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 during the testing phase. After the co-design activities the model had been changed and improved. The e-cars are now used by the company employees during office hours and for selected ones also after work and in the weekend.

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.

Key Data

TESTING PHASE IN BUSTO ARSIZIO DEMO SITE

- Test Phase: 2 weeks in September 2019
- Beta Users involved: 3 Employees of AGESP company and 2 Commuters
- N° e-cars: 2 Renault Zoe
- Total mileage done during the test phase: 430 km

AFTER THE TESTING PHASE

From September 2019 to February 2020 inside the I-SharE LIFE project:

- N° e-cars used by AGESP Company inside Life Project: 8 Renault Zoe
- Total mileage done in this period: 44.000 km

From September 2019 to February 2020 extra LIFE project:

- N° e-cars used from different Users extra Life Project: 35
- Users: 25
- N° of trips: 66
- Total mileage done in this period: 1.400 km

CO-DESIGN WORKSHOP IN BUSTO ARSIZIO
12 December 2019

- 5 Beta Users
- 1 Stakeholder involved by AGESP
- 10 Project Partners
- 3 Facilitators of Poliedra

COVERED TOPICS AND RELATED ACTIVITIES IN THE CO-DESIGN WORKSHOP

- Identification of opportunities for improving the service and re-design
- Analysis and implementation of the service instructions
- Definition of strategies for communicating the service functionalities in the most effective way

www.i-sharelife.eu

PROJECT COORDINATOR: FNM
PARTNERS: e-vai, NORDCOM
SUPPORTERS: Regione Lombardia, Poliedra, dyolve, SIFP, FIM, FIMCC, FIMM, FIMT, FIMV, FIMW, FIMX, FIMY, FIMZ

BUSINESS MODEL 2 – BERGAMO
Public Service

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

Public Service: Vehicles shared between Municipality and Occasional Users

Requires a set of the main characteristics of the project, with an overview of the model shared between the municipality and occasional users. The Municipality is responsible for the management of the service, while the occasional users are responsible for the use of the vehicles. The Municipality is responsible for the management of the service, while the occasional users are responsible for the use of the vehicles.

Key Data

TESTING PHASE

- Test Phase: 2 weeks in September 2019
- Beta Users involved: 3 Employees of Municipality and 2 Occasional Users
- N° e-cars: 2 Renault Zoe
- Total mileage done during the test phase: 430 km

AFTER THE TESTING PHASE

From September 2019 to February 2020 inside the I-SharE LIFE project:

- N° e-cars used by Municipality inside Life Project: 8 Renault Zoe
- Total mileage done in this period: 44.000 km

From September 2019 to February 2020 extra LIFE project:

- N° e-cars used from different Users extra Life Project: 35
- Users: 25
- N° of trips: 66
- Total mileage done in this period: 1.400 km

CO-DESIGN WORKSHOP IN BERGAMO
12 December 2019

- 5 Beta Users
- 1 Stakeholder involved by Municipality
- 10 Project Partners
- 3 Facilitators of Poliedra

COVERED TOPICS AND RELATED ACTIVITIES IN THE CO-DESIGN WORKSHOP

- Identification of opportunities for improving the service and re-design
- Analysis and implementation of the service instructions
- Definition of strategies for communicating the service functionalities in the most effective way

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PROJECT COORDINATOR: FNM
PARTNERS: e-vai, NORDCOM
SUPPORTERS: Regione Lombardia, Poliedra, dyolve, SIFP, FIM, FIMCC, FIMM, FIMT, FIMV, FIMX, FIMY, FIMZ

BUSINESS MODEL 3 – BOLLATE
Corporate and Easy Station Model Service

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

Corporate and Easy Station Model Service: Vehicles shared between companies and commuters

Bollate is a residential area, located close to Malpensa international airport, with many commuters from/to the city of Milan. The model 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 during the testing phase. After the co-design activities the model had been changed and improved. The e-cars are now used by the company employees during office hours and for selected ones also after work and in the weekend.

Both Bollate Railway Station and Castellanza railway station have been infrastructured with EV Charging stations. Other Charging stations are located in strategic areas of Bollate Municipality.

Key Data

TESTING PHASE

- Test Phase: 2 weeks in September 2019
- Beta Users involved: 3 Employees of AGESP company and 2 Commuters
- N° e-cars: 2 Renault Zoe
- Total mileage done during the test phase: 430 km

AFTER THE TESTING PHASE

From September 2019 to February 2020 inside the I-SharE LIFE project:

- N° e-cars used by AGESP Company inside Life Project: 8 Renault Zoe
- Total mileage done in this period: 44.000 km

From September 2019 to February 2020 extra LIFE project:

- N° e-cars used from different Users extra Life Project: 35
- Users: 25
- N° of trips: 66
- Total mileage done in this period: 1.400 km

CO-DESIGN WORKSHOP IN BOLLATE
12 December 2019

- 5 Beta Users
- 1 Stakeholder involved by AGESP
- 10 Project Partners
- 3 Facilitators of Poliedra

COVERED TOPICS AND RELATED ACTIVITIES IN THE CO-DESIGN WORKSHOP

- Identification of opportunities for improving the service and re-design
- Analysis and implementation of the service instructions
- Definition of strategies for communicating the service functionalities in the most effective way

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PROJECT COORDINATOR: FNM
PARTNERS: e-vai, NORDCOM
SUPPORTERS: Regione Lombardia, Poliedra, dyolve, SIFP, FIM, FIMCC, FIMM, FIMT, FIMV, FIMX, FIMY, FIMZ

BUSINESS MODEL 5 – OSLIK
Public and Corporate Service

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

Public and Corporate Service: Vehicles shared between Occasional Users and Public and Occasional Users

Requires a set of the main characteristics of the project, with an overview of the model shared between the municipality and occasional users. The Municipality is responsible for the management of the service, while the occasional users are responsible for the use of the vehicles.

Key Data

TESTING PHASE

- Test Phase: 2 weeks in September 2019
- Beta Users involved: 3 Employees of Municipality and 2 Occasional Users
- N° e-cars: 2 Renault Zoe
- Total mileage done during the test phase: 430 km

AFTER THE TESTING PHASE

From September 2019 to February 2020 inside the I-SharE LIFE project:

- N° e-cars used by Municipality inside Life Project: 8 Renault Zoe
- Total mileage done in this period: 44.000 km

From September 2019 to February 2020 extra LIFE project:

- N° e-cars used from different Users extra Life Project: 35
- Users: 25
- N° of trips: 66
- Total mileage done in this period: 1.400 km

CO-DESIGN WORKSHOP IN OSLIK
12 December 2019

- 5 Beta Users
- 1 Stakeholder involved by Municipality
- 10 Project Partners
- 3 Facilitators of Poliedra

COVERED TOPICS AND RELATED ACTIVITIES IN THE CO-DESIGN WORKSHOP

- Identification of opportunities for improving the service and re-design
- Analysis and implementation of the service instructions
- Definition of strategies for communicating the service functionalities in the most effective way

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PROJECT COORDINATOR: FNM
PARTNERS: e-vai, NORDCOM
SUPPORTERS: Regione Lombardia, Poliedra, dyolve, SIFP, FIM, FIMCC, FIMM, FIMT, FIMV, FIMX, FIMY, FIMZ

BUSINESS MODEL 4 – COMO
Tourists - Corporate Service

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

Tourists - Corporate Service: Vehicles shared between Occasional Users and Public and Occasional Users

Requires a set of the main characteristics of the project, with an overview of the model shared between the municipality and occasional users. The Municipality is responsible for the management of the service, while the occasional users are responsible for the use of the vehicles.

Key Data

TESTING PHASE

- Test Phase: 2 weeks in September 2019
- Beta Users involved: 3 Employees of Municipality and 2 Occasional Users
- N° e-cars: 2 Renault Zoe
- Total mileage done during the test phase: 430 km

AFTER THE TESTING PHASE

From September 2019 to February 2020 inside the I-SharE LIFE project:

- N° e-cars used by Municipality inside Life Project: 8 Renault Zoe
- Total mileage done in this period: 44.000 km

From September 2019 to February 2020 extra LIFE project:

- N° e-cars used from different Users extra Life Project: 35
- Users: 25
- N° of trips: 66
- Total mileage done in this period: 1.400 km

CO-DESIGN WORKSHOP IN COMO
12 December 2019

- 5 Beta Users
- 1 Stakeholder involved by Municipality
- 10 Project Partners
- 3 Facilitators of Poliedra

COVERED TOPICS AND RELATED ACTIVITIES IN THE CO-DESIGN WORKSHOP

- Identification of opportunities for improving the service and re-design
- Analysis and implementation of the service instructions
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YEAR 2020



ONLINE FINAL DISSEMINATION EVENT

23RD JUNE 2021

5 BROCHURES

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- Structure of the document:
- THE PROJECT IN BRIEF
- DESCRIPTION OF MODEL
- TARGET AREA
- MINIMUM REQUIREMENTS FOR ACTIVATION
- DEMO MADE
- SIGNIFICANT ELEMENTS – TESTING PHASE AND CO-DESIGN
- SIGNIFICANT ELEMENTS – COMMISSIONING THE SERVICE
- ENVIRONMENTAL RESULTS ACHIEVED
- LESSON LEARNED
- FINAL CONSIDERATIONS

**YEAR
2021**

What is the LIFE Program
LIFE is the EU financial instrument supporting an 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

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

MODEL 1 OF CAR SHARING "EASY-STATION" BUSTO ARSIZIO

TARGET AREA
The activation of the "easy-station" model requires the presence of:

CHARACTERISTICS OF THE TARGET AREA	MINIMUM REQUIREMENTS FOR ACTIVATION
Minimum urban population	over 10,000 inhabitants
Presence of companies with operations offices near railway stations	YES
Minimum number of employees of companies near railway stations	over 50 employees

INFRASTRUCTURE REQUIRED
The activation of the "easy-station" model requires the presence of:

INFRASTRUCTURE REQUIRED	MINIMUM QUANTITY	COST
Electric vehicle monthly fee (Company)	1	€250.00/month
Construction cost for excavations and piping station connection	1	€300.00/month
22 kW charging station (Station)	1	€15,000.00
Charging wall box (Company)	1	€1,000.00
Reserved parking	1	€1,000.00
Cost of electricity	1	€500.00
Cost of maintenance	1	n.a.

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

ENVIRONMENTAL RESULTS ACHIEVED	QUANTITY	CO2 EQ	PM10
CO2 EQ	1	25	0.5
PM10	1	0.5	0.5

LESSON LEARNED
The point of view of the stakeholders:

- prepare a clear and practical mobility for the transition from private car to car sharing
- progressively monitor the trends and level of customer satisfaction
- to allow a good service, monitor and check that the car's maintenance times are respected
- be careful to the maintenance system of the car sharing
- public support to encourage car sharing to overcome the obstacle towards the "easy-station"
- promote the service to local companies also with their contribution for companies and with their consistency at the railway station to attract commuters interested in the model nearby

FINAL CONSIDERATIONS
The "easy-station" business model guarantees the provision of a shared mobility service between commuters, to have a rest while near the train station and employees, to make the last mile to the workplace and have electric vehicles to carry out their daily missions, of companies adjacent to the train station (so-called 1-2 km away). In addition, the model guarantees the optimization of the use (during weekdays, 16h hours a day, during the weekend, 24 hours a day) of a state-of-the-art electric vehicle of a cost-effective price and guarantees the optimization of the company's corporate car fleet, reducing its monthly cost.

ONLINE FINAL DISSEMINATION EVENT

23RD JUNE 2021

LAYMAN'S REPORT

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Structure of the document:

GENERAL INFORMATION

CONTEXT AND ENVIRONMENTAL TARGET

GENERAL OBJECTIVES

PROJECT ACTIONS

DEMONSTRATION SITES

BUSINESS MODELS: RESULTS AND ENVIRONMENTAL BENEFITS

MAIN DISSEMINATION EVENTS

WHERE FIND MORE INFO?

**YEAR
2021**

NETWORKING ACTIVITIES

Have been scheduled with project LIFE/IP PREPAIR and in the last also with the LIFE_SC project.

Homepage

About us

Supporters

News

Documents

Networking

Contact

English ▾

Networking is particularly important for sharing and capitalizing on project results, to avoid overlaps and to strengthen synergies between initiatives.

- LIFE PrepAIR project: for the improvement of air quality This LIFE Integrated project aims to implement actions in the territory of the Po Valley and Slovenia in order to improve air quality and comply with Dir. 2008/50 / EC and the European strategy 'Clean Air for Europe'

- LIFE for Silver Coast Project: Prototypes and integrated sharing systems for individual and collective transport with new electric mobility services in Isola del Giglio – Monte Argentario – Orbetello.

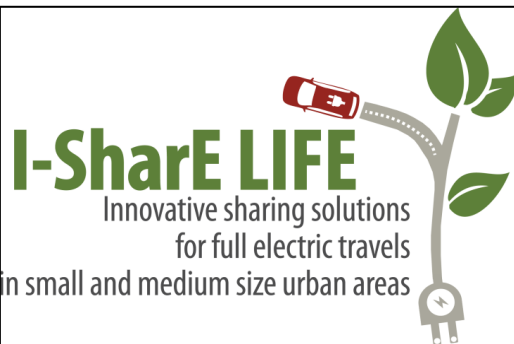
<http://www.i-sharelife.eu/en/780-2/>

- ✓ Specific session in the Final dissemination Event
- ✓ Specific section in the dissemination report
- ✓ Project mention on the website

ONLINE FINAL DISSEMINATION EVENT

23RD JUNE 2021

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NETWORKING ACTIVITIES



C'È ARIA PER TE!

Insieme per le politiche della qualità dell'aria



Preparazione di strumenti e attività tecniche per il dialogo con la cittadinanza

Home Partners di progetto Azioni Stakeholder Board **Networking** News Contatti

- Progetto LIFE GYSTRA: per il miglioramento della qualità dell'aria delle città tramite il riconoscimento dei veicoli ad alta emissione di inquinanti
- Progetto Horizon ISCAPE: per lo sviluppo di una strategia integrata per il controllo dell'inquinamento atmosferico nelle città europee
- Progetto LIFE DIADEME: per un innovativo sistema di regolazione dell'illuminazione stradale progettato per ridurre il consumo di energia del 30% e l'inquinamento luminoso del cielo
- Progetto LIFE ASPIRE: per la mobilità sostenibile delle merci nelle aree urbane
- Progetto LIFE Chimera: per una più efficace gestione dello smaltimento della pollina attraverso la trasformazione del rifiuto in fertilizzante
- Progetto LIFE I-SharE: per lo sviluppo di modelli innovativi di car sharing elettrico in aree a bassa intensità abitativa di Lombardia e Croazia
- Progetto LIFE VEG-GAP per lo sviluppo di strumenti a supporto della progettazione dei piani urbani per la qualità dell'aria considerando i contributi della vegetazione sugli ecosistemi urbani
- Progetto LIFE Master Arlant: sviluppare una metodologia operativa affinché Regioni, città metropolitane e consorzi di città possano inserire nei propri piani e programmi l'adattamento al

- **Progetto LIFE I-SharE: per lo sviluppo di modelli innovativi di car sharing elettrico**

in aree a bassa intensità abitativa di Lombardia e Croazia

Governance e

te grazie ad un

<https://www.lifeprepar.eu/index.php/networking/>



HOME IL PROGETTO SERVIZI SERVIZI 2021 MEDIA TEAM CONTATTI  



I-SharE LIFE è un progetto europeo finanziato dalla Commissione Europea all'interno del programma LIFE.

I-SharE LIFE ha l'ambizione di far evolvere il modello di car-sharing elettrico, sviluppato nelle grandi città metropolitane, per esportarlo in provincia e in aree interne a bassa densità abitativa verificando anche la replicabilità e trasferibilità in altre aree urbane con caratteristiche affini.

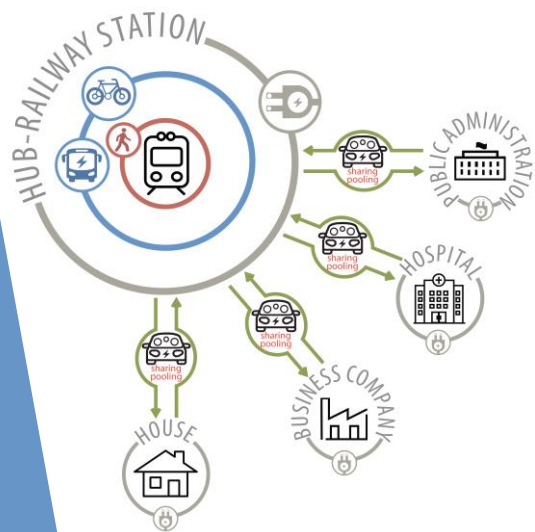
Per saperne di più clicca QUI

<https://www.lifeforsilvercoast.eu/networking/>

ONLINE FINAL DISSEMINATION EVENT

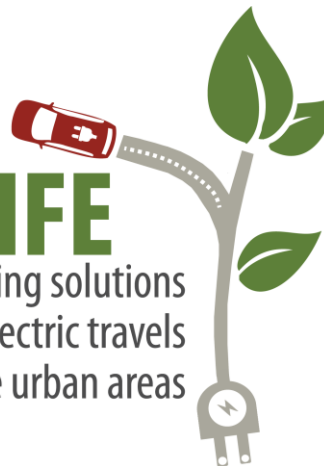
23RD JUNE 2021





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

THANK YOU FOR YOUR KIND ATTENTION!

Daniela Carbone
Head of Technological Innovation Department
ASSTRA



ONLINE FINAL DISSEMINATION EVENT

23RD JUNE 2021

