

### ORGANIZING SECRETARY AND REGISTRATION

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### REGISTRATIONS

Participation in the Workshop is free but prior registration is mandatory by submitting the registration form by 05/12/2020  
e-mail [asstra@asstra.it](mailto:asstra@asstra.it)

### TECHNICAL REFERENCE AND INFORMATION

Dr.ssa Elisa Meko  
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### WEBINAR LINK

[meet.google.com/pbg-uboj-mbs](https://meet.google.com/pbg-uboj-mbs)  
If necessary put meeting code: **pbgubojmbs**

PROJECT COORDINATOR



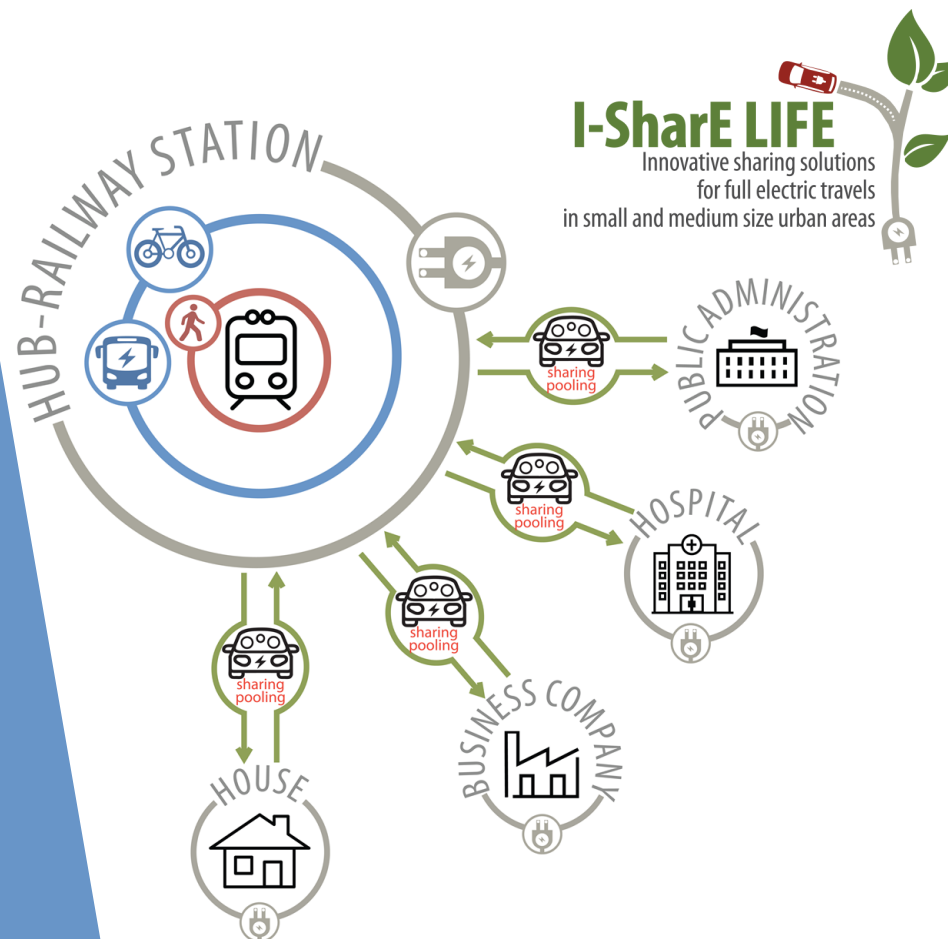
PARTNERS



SUPPORTERS



MINISTERO DELL'AMBIENTE  
E DELLA TUTELA DEL TERRITORIO E DEL MARE



## I-SharE LIFE

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

### FIRST DISSEMINATION EVENT

10<sup>TH</sup> DECEMBER 2020

Webinar link — [meet.google.com/pbg-uboj-mbs](https://meet.google.com/pbg-uboj-mbs)  
If necessary put meeting code: **pbgubojmbs**



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 tests, 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 are 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.

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

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

- ◇ *Andrea Gibelli, FNM President , ASSTRA President*
- ◇ *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** - *Augusto De Castro, Consigliere Delegato 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**