



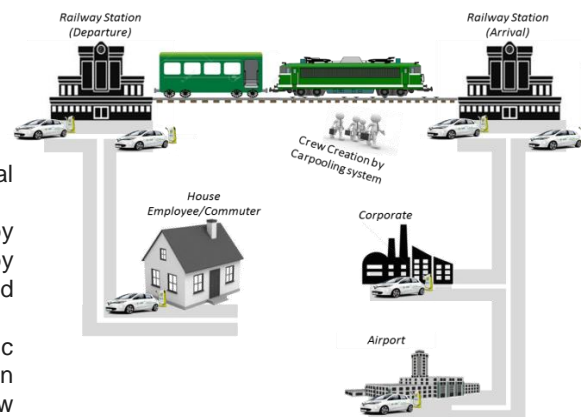
### Corporate and Easy Station Model Service: Vehicles shared between companies and commuters

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

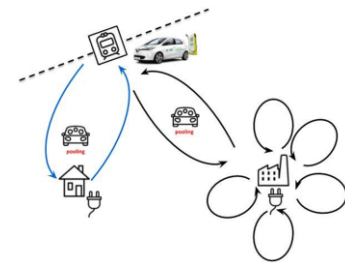
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PROJECT COORDINATOR

PARTNERS

SUPPORTERS



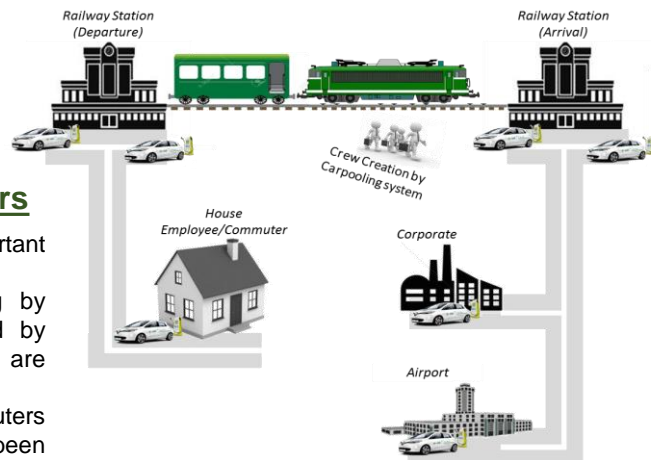


### Corporate and Easy Station Model Service: Vehicles shared between companies and commuters

**Bollate** is a municipality in the metropolitan area of Milan with important industries.

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 far from the station. In this model the costs of the service are shared between the company and the commuters.

The companies (Solvay and Pirelli) share 3 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. Solvay Company contractualized the service model providing its fleet with Electric Vehicles installing charging infrastructures in its parking area.



### Key Data

#### TESTING PHASE

- Test Phase: **3 weeks** in July 2019
- Beta Users involved: **2 Employees** of Pirelli company, **4 Employees** of Solvay company and **2 Commuters**
- N° e-cars: **3**
- Total mileage done during the test phase: **841 km**



#### AFTER THE TESTING PHASE

From July 2019 to March 2020 inside the I-SharE LIFE project:

- N° e-cars used by Solvay Company inside Life Project: **1**
- N° e-cars used by Municipality Employees and Occasional Users: **1**
- Total mileage done in this period: **1.250 km**
- N° of users: -
- N° of trips: **38**

#### CO-DESIGN WORKSHOP BOLLATE

- 12 December 2019
- **8 Beta Users**
- **2 Stakeholder** (Solvay and Pirelli)
- **8 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



PARTNERS



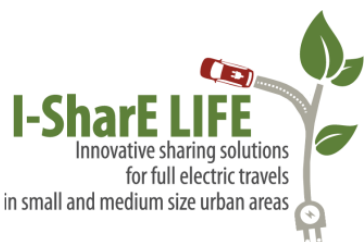
SUPPORTERS



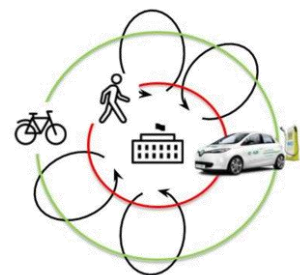


# BUSINESS MODEL 3 – BERGAMO

## Public Service



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



### Public Service: Vehicles shared between Municipality and Occasional Users



**Bergamo** is one of the main demonstration sites of the project, with an innovative model of mobility shared between the Municipality and Occasional Users. The Municipality is equipped with 4 E-Vai electric vehicles.

During working hours, the Municipality employees use the car for internal business, during the remaining time, evening and weekend, Occasional Users 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)

### Key Data

#### TESTING PHASE

- Test Phase: **3 weeks** in July 2019
- Beta Users involved: **4 Employees** of Municipality and **6 Occasional Users**
- N° e-cars: **4**
- Total mileage done during the test phase: **2000 km**



#### AFTER THE TESTING PHASE

From July 2019 to March 2020 inside the I-SharE LIFE project:

- N° e-cars used inside Life Project: **5**
- Total mileage done in this period: **ca 9.000 km**
- N° of users: **127**
- N° of trips: **365**

From September 2019 to February 2020 extra LIFE project:

- N° e-cars used from different Users extra Life Project: **9**
- N° of users: **-**
- N° of trips: **364**
- Total mileage done in this period: **ca 17.000 km**

#### CO-DESIGN WORKSHOP BERGAMO

- 19<sup>th</sup> November 2019
- **8 Beta Users**
  - **3 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 Beta version of the APP
- Analysis and implementation of the service experience

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PROJECT COORDINATOR



PARTNERS



SUPPORTERS



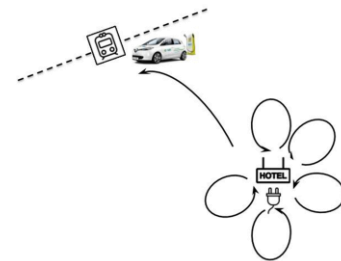
# BUSINESS MODEL 4 – COMO

## Tourists - Corporate Service



**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



### Tourists - Corporate Service: Vehicles shared tourists and hotels employees

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.

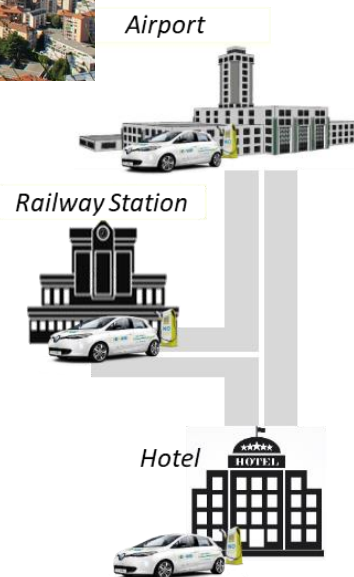
Service was provided to hotels, dedicated to tourists and city users.

This models showed many critical issues from the testing phase since the tourist involvement had been difficult due to short stay.

Nowadays, for this reason the model does not seem economically sustainable.

Until now E-VAi activated 10 e-cars based on a pay per use service (Regional service) located in the parking slots at the railway station of:

- Como Borghi
- Como Camerlata
- Como Nord.



### Key Data

#### TESTING PHASE

- Test Phase: **3 weeks** in July 2019
- Beta Users involved: **3 Hotel's Employees**
- N° e-cars: **2**
- Total mileage done during the test phase: **738 km**



#### AFTER THE TESTING PHASE

From July 2019 to March 2020 inside the I-SharE LIFE project:

- N° e-cars used inside Life Project: **0**
- Total mileage done in this period: **0 km**
- N° of users: **0**
- N° of trips: **0**

From September 2019 to February 2020 extra LIFE project:

- N° e-cars used from different Users extra Life Project: **4**
- N° of users: **3**
- N° of trips: **4**
- Total mileage done in this period: ca **216 km**

#### CO-DESIGN WORKSHOP COMO

- 30<sup>th</sup> January 2020
- **4 Beta Users**
- **6 Stakeholder**
- **7 Project Partners**
- **2 Facilitators** of Poliedra

#### COVERED TOPICS AND RELATED ACTIVITIES IN THE CO-DESIGN WORKSHOP

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

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PROJECT COORDINATOR



PARTNERS



SUPPORTERS



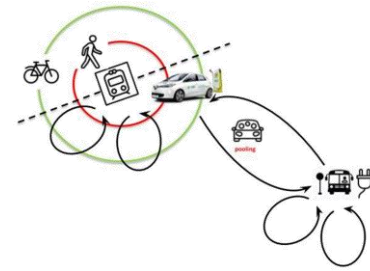


# BUSINESS MODEL 5 – OSIJEK

## Public and Corporate Service

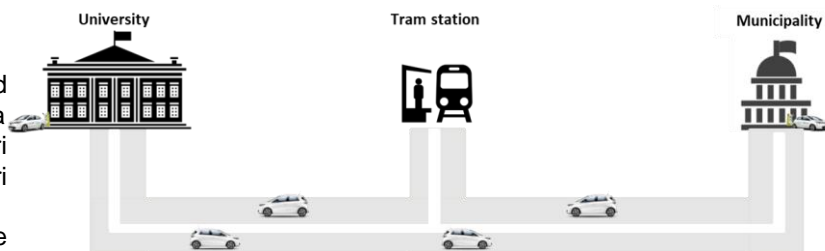


This project has received funding from European Union's Life Programme under Grant Agreement N° LIFE 17 ENV/IT/000212 I-SharE LIFE



### Public and Corporate Service: Vehicles shared between Occasional Users and public and private Companies

**Osijek** is an economic, administrative, educational and industrial town of Osijek-Baranja county Eastern Croatia. The service is used by Occasional Users (Mon-Fri afternoon + weekends) and by employees (Mon-Fri from early morning to afternoon). I-SharE e-car sharing is completely a new service provided by the local public transportation operator GPP.



### Key Data

#### TESTING PHASE

- Test Phase: **3 weeks** in June 2019
- Beta Users involved: **5 Occasional Users** and **5 Employees** of local companies
- N° e-cars: **8**
- Total mileage done during the test phase: **3.972 km**



#### AFTER THE TESTING PHASE

From July 2019 to March 2020 inside the I-SharE LIFE project:

- N° e-cars used inside Life Project: **8**
- Total mileage done in this period: **33.681 km**
- N° of users: **34**
- N° of trips: **571**

#### CO-DESIGN WORKSHOP OSIJEK

29<sup>th</sup> January 2020

- **4 Beta Users**
- **16 Stakeholder**
- **2 Project Partners**
- **2 Facilitators** of Dvolve supported by one representative from the City of Osijek and one representative from GPP (public transport operator)

#### COVERED TOPICS AND RELATED ACTIVITIES IN THE CO-DESIGN WORKSHOP

- Evaluate and explore the proposed model of intermodal car-sharing service
- Analysis of the users expectations for the service and the definition of the motivation of use

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PROJECT COORDINATOR



PARTNERS



SUPPORTERS

