

INTERREG Alpine Space

**“e-mobility SMART grid for passengers and last mile freight
transports in the Alpine Space – e-SMART”**

Best Practice Template

June 2021

Best Practice

1. General Information		
Title of the practice	I-SharE LIFE: innovative electric car sharing solutions for mobility in small and medium urban areas	
Please select the project acronym	I-SharE LIFE	
Specific objective	<p>“environmentals” in terms of reducing pollutants and mitigating emissions of GHG;</p> <p>“market uptake” facilitating market uptake in small to mid-sized urban areas, a non obvious market for car-sharing services;</p> <p>“demonstration” in terms of technological and economic feasibility of e-car sharing models of service tailored on small urban areas;</p> <p>“communication” to raise awareness on the opportunities linked to e-car sharing services so to generate interest in PAs, enterprises and general public at regional, national and international level.</p>	
Main institution involved	Partners Involved: FNM, E-VAI, NordCom, ASSTRA, Consorzio Poliedra (PoliMI), Dyvolve, City of Osijek.	
Location of the practice	Country	Italy & Croatia
	Region/City	Italy (Lombardy Region) Croatia (Osječko-baranjska županija)

2. Detailed Description	
Detailed information on the practice	<p>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 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.</p> <ol style="list-style-type: none"> 1. Easy Station Model 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. 2. Corporate Model is the sustainable mobility solution dedicated to companies. An all-inclusive Corporate Car

	<p>Sharing service that combines the benefits of shared mobility with those of electric mobility.</p> <p>3. Public Model 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.</p> <p>4. Tourist Model is the 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.</p> <p>5. 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.</p>
Resources needed	<p>Budget:</p> <p>Total amount: 5,67 M€</p> <p>60% EC Co-funding: 3,40 M€</p>
Timescale (start/end date)	<p>Duration: 01/07/2018 - 30/06/2021</p>
Evidence of success (results achieved)	<p>Five Innovative Electrical Car sharing Models to optimize vehicle usage within 24h in a mix between different users/drivers (commuters, citizens, public and private companies) were tested.</p> <p>An innovative Technological Platform was designed, created, tested and operated to manage the system: the new platform, based on usability, modularity, benefits for the environment, centrality for the traveller/ User, played a key role in pursuing project goals,</p> <p>Business models “3. Public” and “5. Intermodal” showed the greatest results. Both poses challenges to implement due to numerous procedures and licences to be attained</p> <p>The Replicability strategy in Italy achieved the implementation of the service both in urban and peri-urban areas, in Small and Medium Municipalities and along FERROVIENORD Railway Lines.</p> <p>The Projects has achieved the following results:</p> <ul style="list-style-type: none"> • n.23 charging infrastructures implemented in FERROVIENORD stations along the Railway Line;

	<ul style="list-style-type: none"> • n.28 Municipalities in Lombardy Region have implemented the I-SharE LIFE “Public Model”; • Lol signed in Sicily, Calabria, Veneto, Marche and Emilia Romagna <p>In Croatia the Replication approach to other municipalities achieved:</p> <ul style="list-style-type: none"> • Signed Letters of Intent with 5 municipalities (4 planned) • 19 new Car sharing locations (4 initially planned) <p>Moreover within the action "Implementation and tuning of the services" E-Vai worked together with Trenord for the creation, development, testing and implementation of the new product "Car+Train". This new product focus on the Intermodality of the Public Transport and developed the following solution:</p> <ul style="list-style-type: none"> • Multiple modes for journey planning and execution • Bus + e-car (+ e-bikes + e-scooters soon) • Unified ticketing and payment (in progress) • Prerequisite for private car usage reduction
<p>Difficulties encountered/ lessons learned</p>	<p>Thanks to the activities of all Partners we are now able to say that the project has achieved excellent results both in Italy and Croatia and the replicability phase is exceeding expectations.</p> <p>In spite of the pandemic, the work with Beta Users continued thanks to the use of IT tools (i.e. Google tool and Mural platform).</p> <p>The web-based platform was also completed and all five service models designed during the project are now in production and running.</p> <p>Commercial activities, on the other hand, have come to an apparent standstill. The COVID-19 emergency has radically changed the habits of carsharing customers: the use of electric vehicles for sharing and revenue, as for the whole transport sector and in particular for shared mobility, has drastically decreased, minus 85-90%.</p> <p>Keeping the carsharing service running during the pandemic, with the alternating months of lockdown, required additional support from E-VAI and Osijek such as sanitation of vehicles and safety of operational staff who had to work in safer conditions with effective personal protective equipment.</p> <p>Due to the Pandemic also the Environmental KPI aren't in line with what declared in the proposal, as the service has been affected by the continuous lockdowns that have completely blocked people's mobility in the last 12 months.</p> <p>Despite the difficulties and thanks to the effort of all partners, the I-SharE LIFE project has progressed as scheduled and will end in</p>

June. Both the implementation and replication objectives of the models were achieved as well as the objectives related to social KPI and the ones related to the communication and dissemination of the results.

Thanks to the methodology of "User centered design" and the work done with Beta Users during the implementation phase of the project, the services initially designed were refined and adapted to the needs of users and target customers, thus obtaining a final product that was well accepted by the market.

Challenges encountered specifically on the IT Systems:

- E-Vai
 - ❖ Change Management due to new Software operation
 - ❖ Data Migration
 - ❖ Blackbox operations (car and GPS messages handling) and connectivity
 - ❖ App-mobile GUI
 - ❖ I-Phone incompatibility
- Osijek/GPP
 - ❖ Blackbox operations (car and GPS messages handling)
 - ❖ I-Phone incompatibility
 - ❖ Multilanguage release (Croatian)

Lessons learned

ITALY

During the three years of the I-SharE LIFE project, E-Vai clashed several times with obstacles coming from the lack of "culture" and propensity of the Lombardy municipalities towards the activation of innovative

sharing mobility services; at the same time, these barriers allowed E-Vai to learn, define and use new negotiation techniques, offering ancillary and less rigid products (pay-per-use service) compared to the

"Public" model.

In addition to the question of the compatibility of the service offered, E-Vai has had to clash several times with the municipal administrations over the question of the exclusive assignment of parking spaces and the use of the recharging columns present in the area.

	<p>In fact, in the past few years, thanks to national government subsidies, many municipalities have begun to focus their attention on the infrastructure of their territory, starting to issue expressions of interest to</p> <p>identify energy providers, who were willing to install free of charge (including the costs of digging the road surface and connecting the electrical cables) recharging stations within the urban perimeter.</p> <p>At the end of this process of installation and dissemination of new charging infrastructures, many energy providers, in agreement with the municipal administrations, decided to guarantee the free use of these infrastructures in order not to preclude their use by private parties. For this reason, following the formalisation of the agreement to activate the service, E-Vai had several problems in obtaining the allocation of spaces and the exclusive use of at least one of the two recharging sockets in each column.</p> <p>In order to overcome this "operational" limitation, Project management decided to bring forward the issue of obtaining permission to use the parking spaces and the recharging columns between the negotiation phase and the contractual phase. This decision made it possible not only to speed up the operational activation phase of the car sharing service, because it was resolved at a preliminary stage of the agreement, but also to have a fixed location where customers could pick up and drop off the service vehicles.</p> <p>Finally, over the years it has been possible to verify how the installation time of a charging station varies from 6 to 9 months, not only because of the latency of the procedures for obtaining permits for excavation and construction work, but also because of the physical activation of the charging station meter, which can only be carried out by the company Enel S.p.A.</p> <p>CROATIA</p> <p>Looking at the experiences of project partners executing Croatian demo site activities, there are indeed differences in approach and overall situation between Italian and Croatian activities. The first one is that the main driver and stakeholder for Croatian demo was in fact the City of Osijek, which proved to be invaluable for decisions on location definition and selection thereby speeding up the process of implementation and reducing risks that Italian partners had in their own activities. Also, close relations with the public transport</p>
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	<p>operator (owned by the City) that operates the e-car sharing service made all the difference in modelling usage scenarios around complementing other public transport services (bus, tram, bike sharing) and building systems' foundation to operate it as on of the service offerings under the same PT umbrella. This also proved to be very seamless for the users (citizens) and made the system the integral part of the overall PT experience.</p> <p>The initial decision to contract the EV charging aspect of the project as a service (instead of buying and implementing chargers) proved to be a much better option, compared to the decision in other cases examined throughout the project activities (other EU projects or direct initiatives by other EU cities).</p> <p>In terms of locations selected so far, all of those are owned by municipalities and cities, thereby simplifying the procedures to insure proper usage and accessibility over longer periods of time. In the coming years in which service extensions are planned, the location selection criterias should be in place to enable location selection of not only municipality-owned locations but private ones. In these situations, the italian lessons-learned will be extensively used to minimise risks.</p>
<p>Potential for learning or transfer</p>	<p>Italy</p> <p>During the replicability and transferability activities envisaged by the B7 action of the project, E-Vai exported its business model no. 3 "Public" in different locations within the Lombardy territory. Not being</p> <p>an energy provider, E-Vai has never included in its commercial and economic offer the construction and/or installation of recharging columns, since they are usually already present within the municipal perimeter.</p> <p>In some locations, thanks to the collaboration and experimentation agreement stipulated together with an Energy Company, it has been possible to carry out the work of digging the road surface and connecting the electric cables and implementing the charging infrastructure</p> <p>without charging any extra to the municipality.</p> <p>Croatia</p> <p>During the replicability and transferability activities envisaged by the B7 action of the project, GPP (Osijek Public Transport operator)</p>

	<p>exported its business model no. 5 "Intermodal" in different locations within the City of Osijek as well as 5 municipalities and cities. Necessary EV charging infrastructure was implemented using the same</p> <p>agreement with HEP (energy provider) with the exception of one EV charger in the city of Belišće being implemented by T-HT.</p> <p>Since all locations were executed on locations owned by cities or municipalities, agreements were effectively made and signed, and all necessary permits were insured.</p>
Further information	http://www.i-sharelife.eu/en/homepage
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