

ORGANIZING SECRETARY AND REGISTRATION

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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

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

PROJECT COORDINATOR



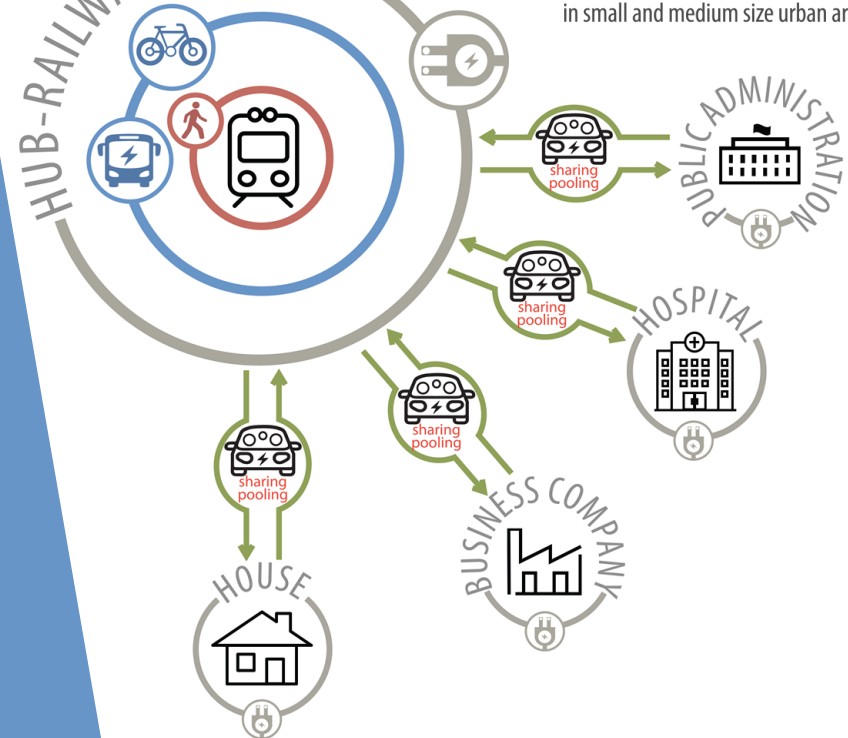
PARTNERS



SUPPORTERS



HUB-RAILWAY STATION



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

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



PROGRAMME

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 tested, 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 were 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

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.

13,00 - 13,15 Access of participants to the web platform

13,15 - 14,30 Welcome and Opening remarks

Claudia Maria Terzi, Councillor for Infrastructure, Transport and Sustainable Mobility of the Lombardy Region

Raffaele Cattaneo, Councillor for the Environment and Climate of the Lombardy Region

Andrea Gibelli, ASSTRA President, FNM Group President

Kornelija Mlinarevic, Head of the department of EU funds, City of Osijek Croatia

Angelo Salsi, Head of Department CINEA. D Natural Resources, Climate, Sustainable Blue Economy and Clean Energy. European Commission

14,30 - 14,45 Research in Public Transport: UITP Contribution

Umberto Guida, Senior Director Knowledge & Innovation UITP

14,45 - 17,00 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 Group*

Innovative car sharing business models - *Luca Pascucci, General Manager E-Vai*

Insight on Replicability and Transferability - *Saša Bart, Managing Partner Dyvolve*

How ICT in Car Sharing can improve Smart Cities mobility - *Marco Lupi, Project Manager NORDCOM*

Environmental results and benefits - *Francesca Costa - Senior Researcher Poliedra Politecnico di Milano*

Dissemination and communication - *Daniela Carbone, Head Innovation Technological Department ASSTRA;*

Alberto Capponi, Development & Innovation NORDCOM

Stakeholders' view on project results and continuation

Alessandra Melchioni, Head of European Policies & Programs FNM Group

Elisa Meko, Responsible Economic and Financial Department ASSTRA

17,00 - 17,45 National Recovery Resilience Plans and Projects Life Networking

Tullio Berleghi, Sustainable mobility expert, Offices with direct collaboration with Italian Minister of Ecological Transition

Nikolina Petković Gregorić, National Contact Point for the LIFE Program in HR

Alberto Suppa, Project manager PrepAIR - General Direction Lombardy Region

17,45 - 18,00 Questions & Answers

18,00 Conclusion