



*Ministero dell'Ambiente
e della Tutela del Territorio e del Mare*

I.C.S. Iniziativa Car Sharing



Summer University

June, 25th 2008



It is a service involving the sharing of a vehicle, originated in Switzerland at the end of the 80s and its application has since spread throughout Europe

It's a new way of mobility: economical, rational and ecosustainable

Cars are taken for the time they need and payed only for the time used

The car sharing user:

- accesses the service by registering
- at any time, may choose the vehicle most suited to his requirements from those offered by the service manager
- books the vehicle by telephone or internet
- collects, uses and returns the car to the nearest private car park
- pays on a use basis (cost per hour and/or kilometre)



ICS – Iniziativa Car Sharing - was established in October 2000 and is a “legal agreement among Local Bodies”, according to the article 30 of Law n. 267/2000



A national co-ordination structure, gathering the main Italian cities to set up local Car Sharing services, managed by different local companies but integrated in an unitary operational scheme.

For this reason ICS also represents the coordination structure among all the Italian car sharing operators which have created a specific network (ICS Car Sharing National Circuit) with its unitary operational structures.

To achieve its objectives ICS manages funds allocated by the Italian Ministry of Environment



▶ To support the start up of a national CAR SHARING network

▶ To promote sustainable mobility policies in urban areas

▶ To set up a standard marketing and communication policy

▶ To integrate LPT with new transport services

▶ To ensure to the users a standard quality service



FIXED STANDARDS

Homogeneous standards regarding services, emissions, safety (similar to ECS stds but could be more strict)

COFINANCING

ICS supports up to the 50% of the investments necessary to set up a car sharing service

OPERATIONAL FIELD and SERVICES

Technology (management system)
Marketing and Communication
Technical and Legal Consultancies
National call centre/contact centre services

PROMOTION and CO-ORDINATION

- To increase the number of Cities involved in ICS
- Promotion of CAR SHARING awareness
- Co-ordination of local experiences



Car Sharing national project

CENTRALITY

Standards is necessary to warrant:

- **interoperability** (among cities)
- **minimum quality**
- **corporate image** and integrated communication
- **common services and user procedures**

ICS works on a Federative basis



AUTONOMY

on economical and organizational aspects



Municipalities members of ICS:

can choose their own Local Company for the Car Sharing service

Local Companies are responsible for:

- prices and market policies
- vehicles maintenance and cleaning
- investments and other developments
- getting customers
- co-operation and integration with Local Bodies and other companies who provide mobility service
- customers satisfaction and personnel management

**But they have to respect all the ICS standards
and to adopt the same technology and services**



The peculiarity of italian Car Sharing system

▶ A strong support by central and local political bodies

▶ Real benefits given by municipalities to the c.s. cars: access to LTZ, use of bus lanes, free parking in "blue areas"

▶ Integration between c.s. and public transport involving the local PTO

▶ Coordination of the ICS network companies within the ICS "Comitato dei Gestori" to plan a common development strategy and all the common operational aspects



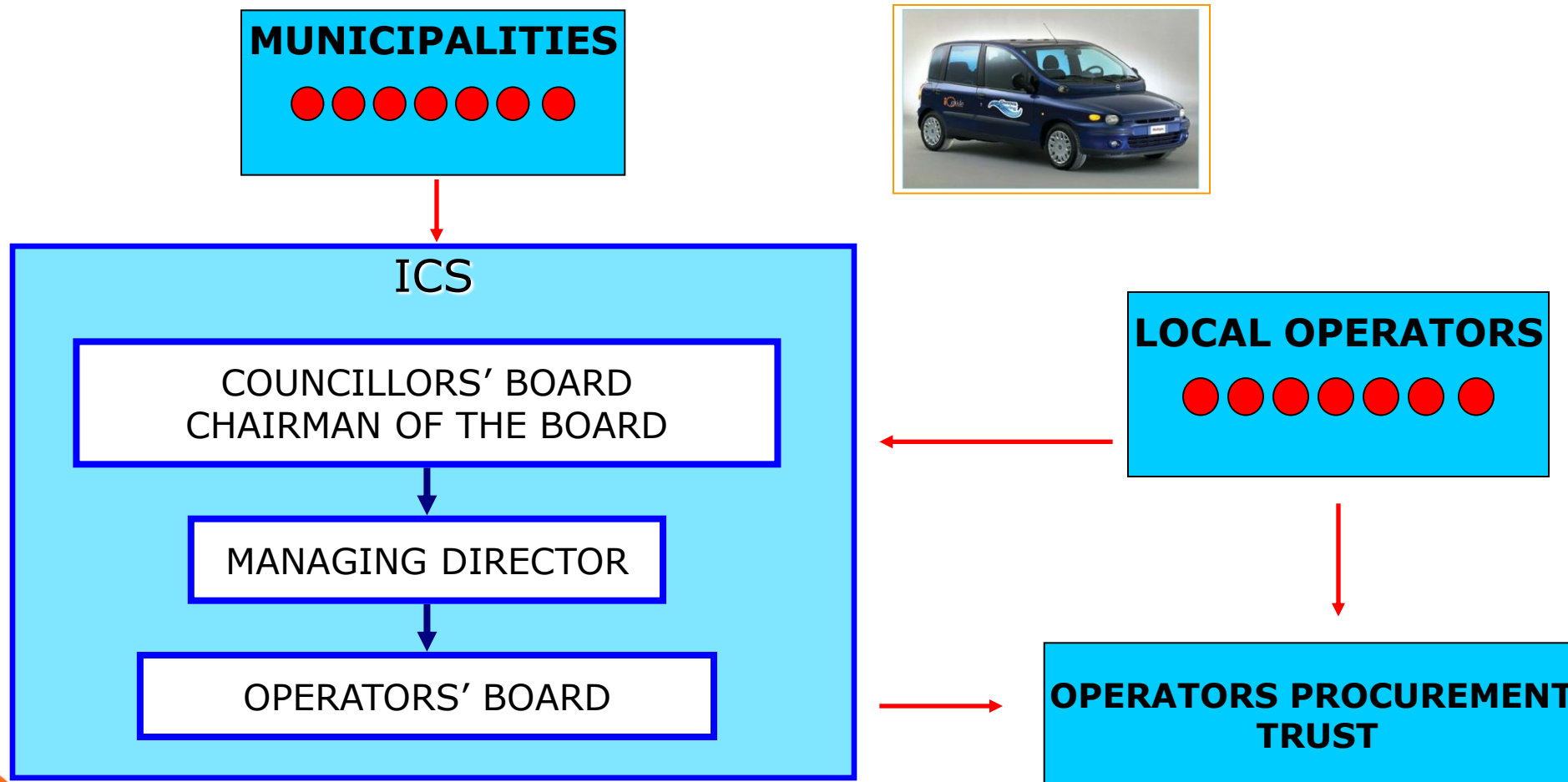
The strength points of car sharing in Italy

- ▶ C.s. is commonly seen with a high degree of interest by a large portion of the potential users in urban environment
- ▶ It is supported by Public Bodies which gives benefits to the users and can also represent a relevant customer for the car sharing operators
- ▶ It is mainly operated by (or with the co-operation of) the Local Public Transport Companies: this gives big opportunities of integration and common policies
- ▶ The particular history and structure of Italian car sharing makes easier the concentration processes for operators, and their possible turnover



The weakness points of car sharing in Italy

- ▶ The same history and structure of Italian car sharing require high investments and significant structures
- ▶ At the moment car sharing represents, from the entrepreneurial point of view, a highly risky activity and this makes it difficult to stimulate the offer
- ▶ The structure of company costs requires to speed up as much as possible the growth rate to autonomously survive, without the need to be funded by Local Governments
- ▶ There is no legislation concerning car sharing. It is urgent to define car sharing as a particular form of public transport



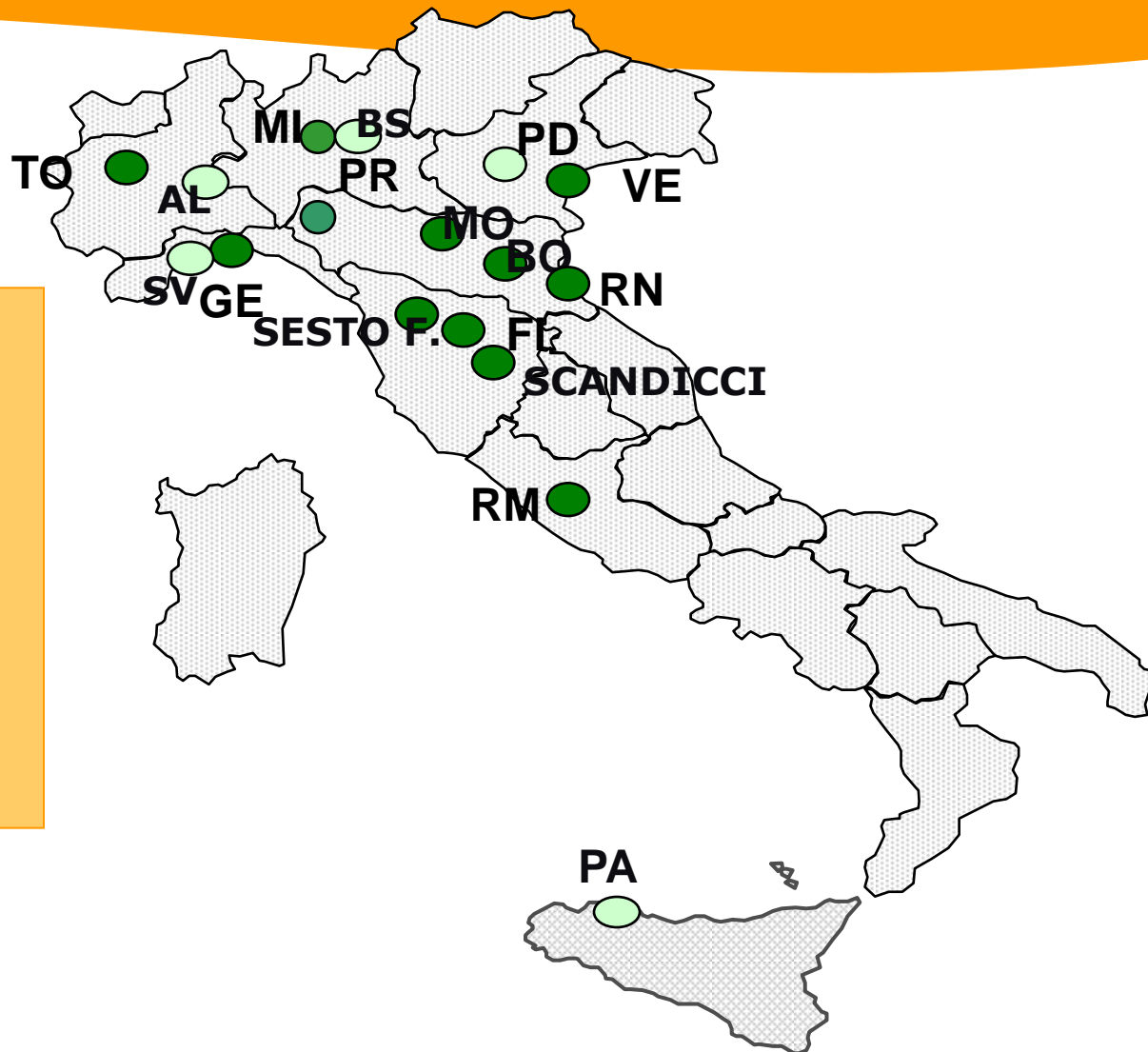


**10 main cities and their
neighbours and
approximately:**

**15.000 users (11.120
contracts)**

408 cars

data March 2008



Service already on
operation



Imminent activation



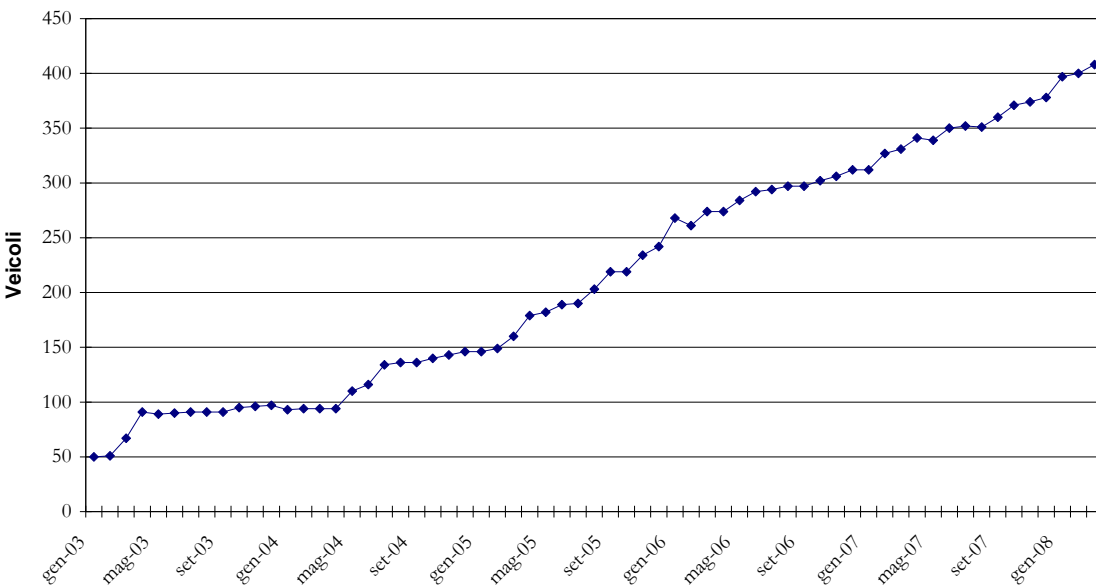


	Start	Cars	Working cards	Parks
Bologna	Ago. 2002	40	1.082	24
Firenze	Apr. 2005	27	897	18
Genova	Lug. 2004	52	1.749	33
Milano	Sett. 2001	59	1.749	38
Modena	Apr. 2003	18	250	12
Parma	Feb. 2007	19	345	12
Rimini	Mar.2003	5	57	5
Roma	Mar. 2005	36	817	22
Torino	Nov. 2002	98	1.560	65
Venezia	Ago. 2002	54	2.614	10
Total		408	11.120	239

Data of 2008, March

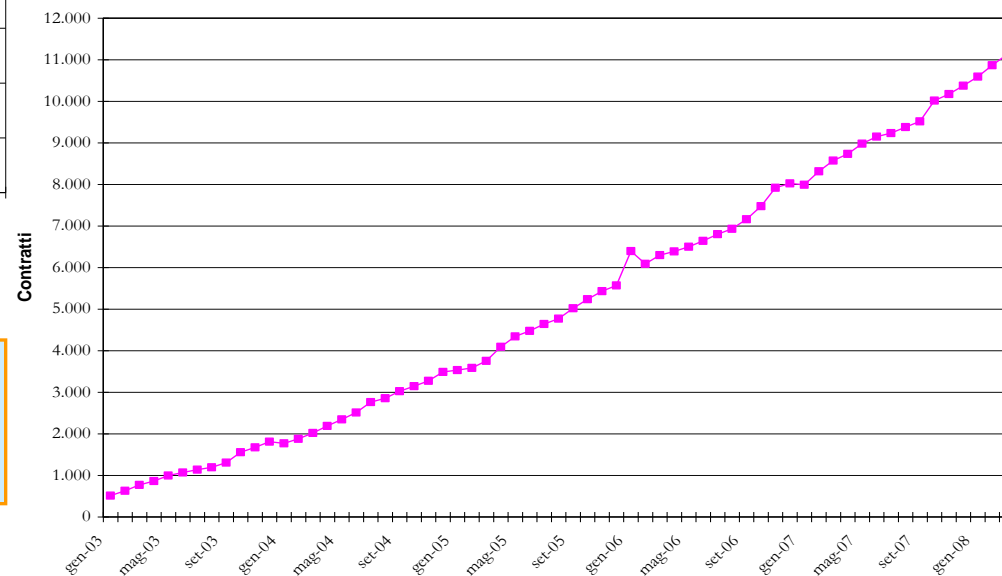


From the beginning the service had a linear growth



**408 CARS
on 2008 March**

**11.120 CONTRACTS
on 2008 March**





All the procedures which involve the user in the different phases of the service have been standardised

In this process a crucial role is played by the national call center: a unified national call center is available 24/24h and 7/7 days to ensure all customers' assistance and all the operations

It also works interfacing the unified users' procedures and any eventual different local procedures (i.e. emergency management)

Another important tool is represented by the unified reservation tool, which gives the access to the whole national fleet

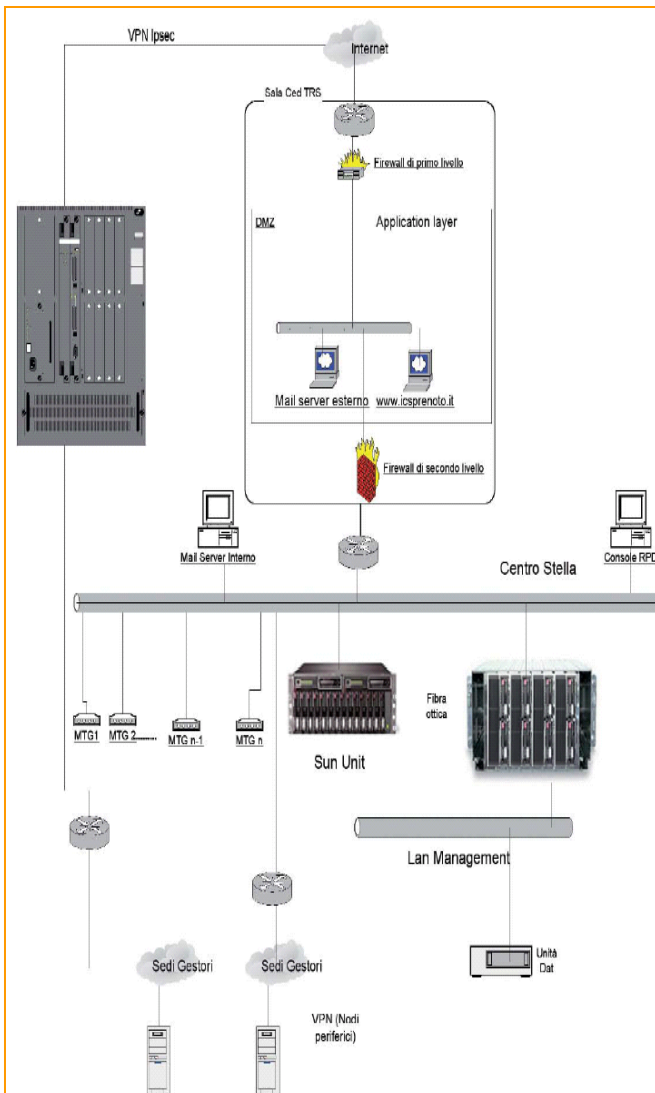
A **smart card** (multifunctional contact-contactless technology) is the personal device recognized all over the circuit and can be used to access directly all the cars and services



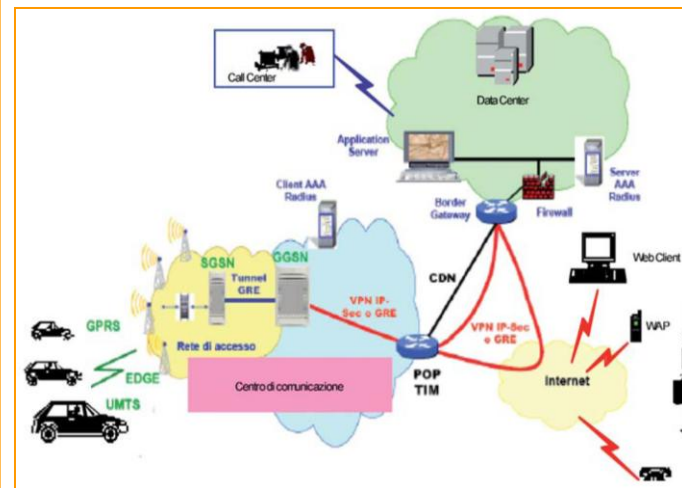
Functionalities of ICS Technological System

The technological system is based on a central blade architecture, an operative software supporting multiple users and allowing data and procedures sharing to allow interoperability

Call center operations are ensured by the VPN connection high capacity



On board any car has a computer with a GPS system, connected with the core by GPRS





Functionalities of ICS Technological System

The system can provide to users:

Usual reservation/modification/cancellation through operator, IVR and internet (available within the summer)

Instant booking

A voice connection from the car to the call center/operator for information, emergencies management, assistance, etc.

The possibility to access to the service offered by anyone of the ICS network companies (interoperability of the system)





Communication and marketing Common co-branding





On media
Promotion in the cities
Co-marketing activities(COOP)
Advertising
Participation to meetings, events



Car Sharing operators manage communication at local level, while promotion of knowledge of car sharing at a national level is directly managed by ICS



The potential customers, in Italy, approach car sharing as a “very interesting mobility service”, but wants to “buy a service”:
it is necessary to show real advantages vs other mobility modes



as common for many mobility services, the adoption rate is however slow, and the users are very
sensitive to the perceived image of the service



Good quality

Efficiency

Communication

Key success factors





▶ To speed up the growth rate, a good communication strategy is a crucial point



Significant investments

▶ The potential market is segmented.



the market approach and the communication strategies have to be diversified on different targets

**CAR SHARING CAN HAVE
"DIFFERENT FACES FOR DIFFERENT CUSTOMERS"**



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