Car-Sharing in Italy

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Before 2002 in Italy there was just one company providing Car-Sharing service in Milan. In fact, **Legambiente** in 2001 started-up the service in a very limited territory.

In the same years **IME** identified Car-Sharing service as of the measure of an integrated package of actions to tackle pollution problems in urban areas, such as

- Mobility management actions
- Road pricing and other restricting traffic measures
- Contribution for citizen who make scrap iron out of their own polluting vehicles and purchase a low emissions one
- Contribution for Municipalities for the renewal of their public transport fleets with low emissions vehicles
- Integration between different transport modes public and privates (park & ride)
- Promotion of flexible transport systems (bike-sharing, dial a ride, etc.)
IME approach

Italian Car-Sharing experience represents a clear example of public intervention in a perspective of strategical planning stimulating the demand and supporting the supply through action not only of financial nature.

IME chase to support the growth of Car-Sharing services and to guarantee an organic and unitary development in all the country.
IME goals

>>> to **involve Public Administrations** in Car-Sharing service start-up

**KEY-FACTORS**

>>> to create a **national body** to guarantee the respect of service standards and to promote Car-Sharing development

>>> to **limit the industrial risk** in the sector, reducing the level of investment

>>> to reduce as much as possible the **time-to-market** of the new service

>>> to promote the **potential market** of Car-Sharing
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.

Local operators have to co-finance local projects but they can ask ICS to:

- plan and project the service for free
- refund the costs for the purchase of goods and services identified as standardisation and interoperability key-factors
- plan and accomplish a unitary promotion action all over the country

ICS cofunding is normally max 20-25% of profit and loss account!
CS National Project

Municipalities members of ICS can choose their own local operator

Local Companies are free in:

- 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
CS National Project

**STANDARDS** are necessary to warrant:

- interoperability
- standard quality service
- corporate image
- integrated communication
- common services and user procedures (such as technology system, car supply ...)

ICS works on a **federative** basis

Local operator have **AUTONOMY** on economical and organizational aspects
Taking profit from the most advanced experiences, IME and ICS tried to develop the full interoperability which, from the users’ point of view, means:

- **one single subscription** is valid for the whole circuit
- **all the procedural issues are managed by just one local operator**
- **one single invoice and report** containing all the costs and services wherever issued
- **unitary user procedures** all over the circuit (unitary call-center/web reservation, car picking and release, emergency management assistance)
- **one single personal key (smart card)** to all the cars of the circuit
  - a **common distinctive image** to identify the circuit.
Interoperability

OPERATORS KEY FACTORS*:

- Organisation of the **network**
- Legal and **contractual issues**
- **User procedures**, call center and web tools for user interface
- **Communication** and marketing
- **Technology**

*more details in WP3 presentation.*
ICS Car-Sharing service is active in **13 different metropolitan areas** and **other little municipalities**

**20,000** estimated users (march 2010)

More than **600 cars** and **400 parking space**
ICS fleet

Users have many options...
# Organisation developments

<table>
<thead>
<tr>
<th>Metropolitan areas and big cities</th>
<th>Little and middle cities</th>
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</thead>
<tbody>
<tr>
<td>Integration between LPT and CS (Public Companies)</td>
<td>Separation between LPT and CS (Private Companies)</td>
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<tr>
<td>Critical mass and slim procedures attainment</td>
<td>Lack of critical mass and slim procedures</td>
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<tr>
<td>Break even point attainment</td>
<td>Economic loss</td>
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<tr>
<td>No interest to market expansion</td>
<td>Lack of market strength</td>
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**Criticality**
Common services center

The solution for this criticality is a **COMMON SERVICES CENTER:**

- Central management for contracts and supplies;
- Stand-alone Call-Center creation;
- Unitary car renting procedures;
- Single car set-up;
- National contract with oil companies for fuel supply;
- National contract for national communication campaigns;
- Central billing center;
- Unitary debt collection procedures;
- Big client search out.

**VIRTUAL OPERATOR***

* more details in WP5 presentation
Thanks for your attention

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