

I.C.S. Iniziativa Car Sharing



Car sharing in Italy: from the origins till now

Italian car sharing birth

In Italy, car sharing was born thanks to an initiative of the Ministry of Environment (the “Ronchi Decree”) as a tool to improve the quality of mobility in urban areas.

The objectives of Italian car sharing are:

- To reduce the use of private vehicles;
- To decrease their number in urban areas;
- To promote the use of public transport;
- To offer an economically convenient alternative to private car;

Top-down initiative with a strong long-term planning perspective and an environmental footprint.



Thanks to these characteristics and to the involvement of the Municipalities, Italian car sharing benefits from the possibility to :

- reserve stalls on public ground
- access restricted areas (LTZ such as historical urban center)
- freely park on paying parking lots
- use PT reserved lanes



The Italian car sharing motto could be :

“Living without owning a car is possible and easy!”



Typical features

A distinctive characteristic of the Italian car sharing is the complete “interoperability” which allows to the users to use anyone of the cars of the national fleet in every city of the ICS Circuit, independently from the site and operator where they are registered.

Even if local operators are different, the user can see a single homogeneous national operator.

This feature is really important in relation with the intermodality between long-distance mobility and local mobility services.

It represents a strategic asset for future developments



ICS was granted by the Italian Ministry of Environment with the target to set up such an interoperable scheme of car sharing in Italy without affecting market dynamics.

Every Municipality is able to select its own provider and even private initiatives can join the circuit.

The objectives of the Ministry funding was :

- To overthrow the entry barriers consisting in significant investments to set up in a short time a professional service from nothing;
- To make available to everybody all the key elements to guarantee the full “interoperability”;
- To promote the car sharing service



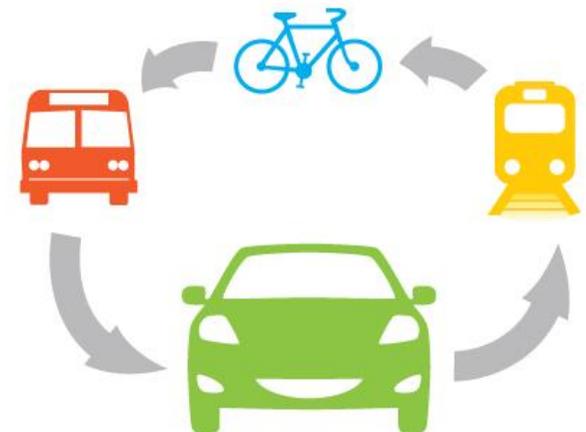
Italian car sharing cities

- In Italy the service started on 2002
- Today is provided in 11 greater urban centers and in several smaller cities
- Italian car sharing service counts:
 - about 22000 users;
 - 600 vehicles + 10 Electrical Vehicles (in Rome and Milan);
 - about 650 car parks.
- A significant part of business users



This approach led to achieve important goals:

- ✓ **One of the higher substitution rate between private vehicles and car sharing ones (16 : 1) partly due to the Italian Ministry of Environment which funded a policy of scrapping subsidy;**
- ✓ **A gradual decrease of distance travelled by car by the users both in private ownership mode that in car sharing mode**
- ✓ **An high share of trips made by public transports; the percentage of season tickets holders among the car sharing users is 41% and 19% became PT subscriber with the adoption of car sharing.**



Italian car sharing model

The car sharing model adopted by the ICS Circuit is the traditional one with the need to book the car and with reserved car sharing stations.

This business model is tailored on a specific demand pattern which is featured by an user who choose the public transports to make the every day trips (systematic mobility) and use car sharing for occasional trips for which the certain availability of the car is required.

For that reasons this car sharing model is strictly complementary with the public transport (taxi included), like several national and international analyses show.



Today because of what's happening on the international scenario, some important trends can be observed:

- Different big provider which come from automotive and mobility world are interested in car sharing;
- A process of concentration of the operators working on the car sharing market is quickly ongoing; the above mentioned large companies and operators are going to acquired specialized smaller companies to conquer international market positions;
- An significant enlargement of the offer with wider scale policies mainly focused on bigger cities or on stronger demand areas;



Often the model adopted by these schemes are the so called “free float” one where no reservation and no fixed stations for pick up and release.

This scheme of course satisfy different mobility needs and, from the market point of view, is only partially overlapping the traditional Italian car sharing model. It is suitable to short trips that could even be made with another public transport such as taxis.

This scheme could be even sometime in competition with the public transports, aiming to increase the use of the cars in areas where, according to transportation best practices and theory, this transportation mode is inadvisable.

The new challenge is to harmonize that two different models of car sharing so that they could help and integrate each other (but clear studies in about that are not still produced).

In this scenario the role of the Municipality is fundamental:

- the capability to think car sharing as a part of the mobility system fully integrated in the context of the urban transportation and to plan a correct development of this service , will be a primary issue to achieve a good balance in mobility matters**

Surely between the benefits to not lose, there is the “interoperability” that, on the contrary, has to drive the development of car sharing toward a global integrated public transportation system (as ICS has already done made in several areas and how we will continue to do).

The car sharing business is entering its growth stage and the times has come to capitalize what has been done in these years, adapting the structure of the Italian players of car sharing market to the one of the international players to have the possibility to have, in Italy, a car sharing service that:

- **Improves the general mobility system (even adopting new solutions and roles – low demand areas, environmentally valuable areas, etc.);**
- **Offers to the Municipalities a tool to improve urban mobility ;**
- **Can operate also in small/medium cities (that in Italy are the large majority);**
- **Can be a real alternative to private car ownership.**

Thanks for your attention!



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