



EU COMMUNITY
INTELLIGENT ENERGY EUROPE
Promotion & Dissemination Projects

Electric City Transport – Ele.C.Tra

D.4.1 Local analysis review Report for Genoa

Project Co-funded by the Intelligent Energy Europe Programme of the European Union

01 July 2013 – 31 December 2015

Work Package 3

Model Executive Planning

Tasks:

4.1, 4.2

Scientific Coordinator:

GENOA

WP Coordinator:

BCNEcologia

Electric City Transport – Ele.C.Tra.

Deliverable Title: Local analysis review Report

Partner Responsible: T BRIDGE (for Genoa);

Work Package 4: SERVICE EXECUTIVE PLANNING REPORT

Submission Due Date: 30th March 2014

Actual Submission Date: 12th June 2014

Dissemination level: Public

Abstract:

D.4.1 is the first deliverable of the contextualization phase (WP4), finalized to highlight a more in-depth analysis that will be carried out in order to choose and tune in all aspects suitable for every pilot context (Genoa, Florence and Barcelona). Thanks to D.4.1 it will be possible to create the basis for future implementation in non-pilot (and non-partner) cities.

D.4.1 contents will be completed, integrated and updated in D.4.4 “Operative plan of sustainable mobility model application”, that will include the final aspects about each implementation test.



Document Information Summary

Deliverable Number:	4.1
Deliverable Title:	Local analysis review Report
Editors:	T Bridge
Work package no:	4
Work package leader:	BCNEcologia
Work package participants:	Genoa, TB, Firenze, BCNE
Main Target Audiences:	Partners, Commission/EACI services, Public bodies and media and multipliers networks
Version/Revision:	Version 3
Draft/Final:	Final
Keywords:	Contextualization, electric, scooters

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Grant Agreement Number: IEE/12/041/SI2.644730 – Ele.C.Tra

Start Date: 01 July 2013

Duration: 30 months

Document Approval

Approved by	Date
Steering Committee:	



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1. IDENTIFICATION OF PILOT CITY CHARACTERISTICS

The overall objective of the Ele.C.Tra project is to promote a new urban mobility model, characterized by:

- a standard structure with common characteristics to all project cities
- specific characteristics, suitable for each city involved, highlighting demand mobility flows.

The Ele.C.Tra Project will test an innovative model, to give useful solutions to accessibility needs of citizens that cannot be fully solved by local public transport systems. For this reason, It's necessary to analyze pilot city characteristics to underline positive elements already existing and prospective scenarios for improvement.

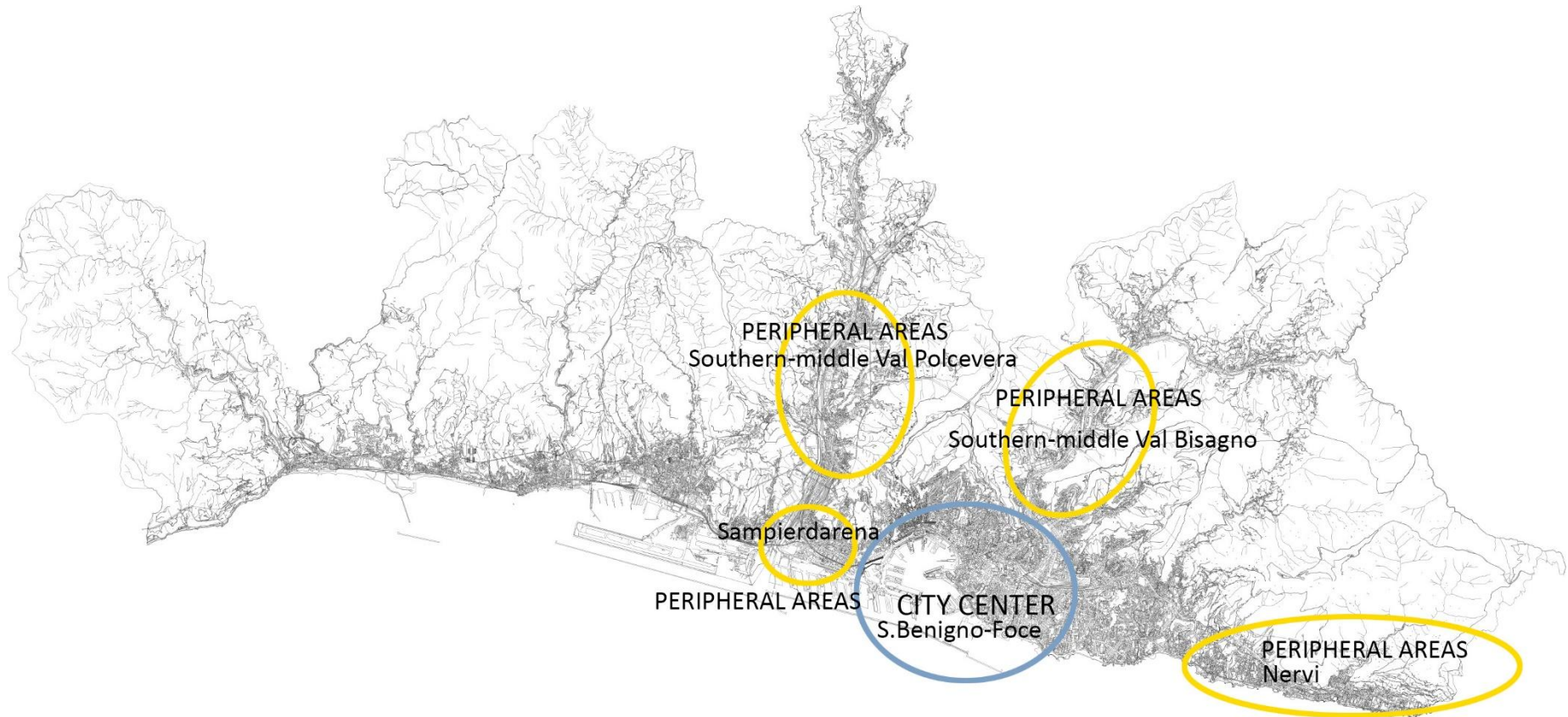
In the particular case of Genoa, first of all it's necessary to specify the **user categories/targets** on which to develop the pilot in Genoa:

- **workers' needs** who realize **long trips** (home-work) and reach the centre of the city directly by private vehicles, without the use of other transport means;
- **workers' and students' needs** who use or who could use **more transport means**, promoting integration between private and public through interchange points (e.g. railway stations, main bus stops) and the e-charging points installation near stops and terminal stations. In this case, the focus is on workers and students to reach offices and schools, involving young students (at least 16 years old), in accordance with their high use of scooters in Genoa.

The **pilot area** for Ele.C.Tra project in Genoa is:

- **city centre** (from S. Benigno to Foce) in particular for private vehicle users;
- **peripheral areas** (mainly southern-middle Val Bisagno, Sampierdarena, Sestri Ponente, southern-middle Val Polcevera and Nervi) for the integration between private and public and above all for the focus on students.





1.1. E-CHARGING POINTS

In the current situation, in Genoa there are **13 electric charging points** (12 public columns and 1 private column) already operating.



The charging points already operating are in the most important attractor places in Genoa (Porto Antico, near Principe and Brignole railway stations, De Ferrari Square and its surroundings, Fiumara in Sampierdarena, San Benigno) but it could be possible to increase them and to plan new ones in other important urban private attractors, such as:

- mainly shopping centres: FIUMARA;
- mainly supermarkets: COOP, BASKO.

Fiumara is one of the biggest shopping precincts in Genoa and Coop and Basko often have large parking areas reserved with places for scooters. Then, contacts have already been carried out with these important stakeholders in Genoa.

Regarding Coop and Basko stores, only the biggest ones have been taken into account to improve the effectiveness of the project actions.

COOP STORES	LOCATION
Coop Centro Europa	Corso Europa 1079 Genova
Coop Gastaldi	Corso Gastaldi 159 GENOVA
Coop Mirto	Via del Mirto GENOVA
Coop Di Negro	Via Milano GENOVA
Coop Pegli	Via Piandilucco GENOVA
Coop Piccapietra	Largo delle Fucine 6 GENOVA
Coop Via Prà	Via Pra' 25 GENOVA
Coop Sestri Ponente	Via Merano 20 GENOVA
Coop Sampierdarena	Piazza Tre Ponti 38 GENOVA
Coop San Francesco	Largo San Francesco 5 GENOVA
Coop Sturla	Via dei Mille 32 GENOVA
Coop Valbisagno	Via Lungobisagno Dalmazia 75 GENOVA
Ipercoop L'Aquilone	Via Romairone 10 GENOVA

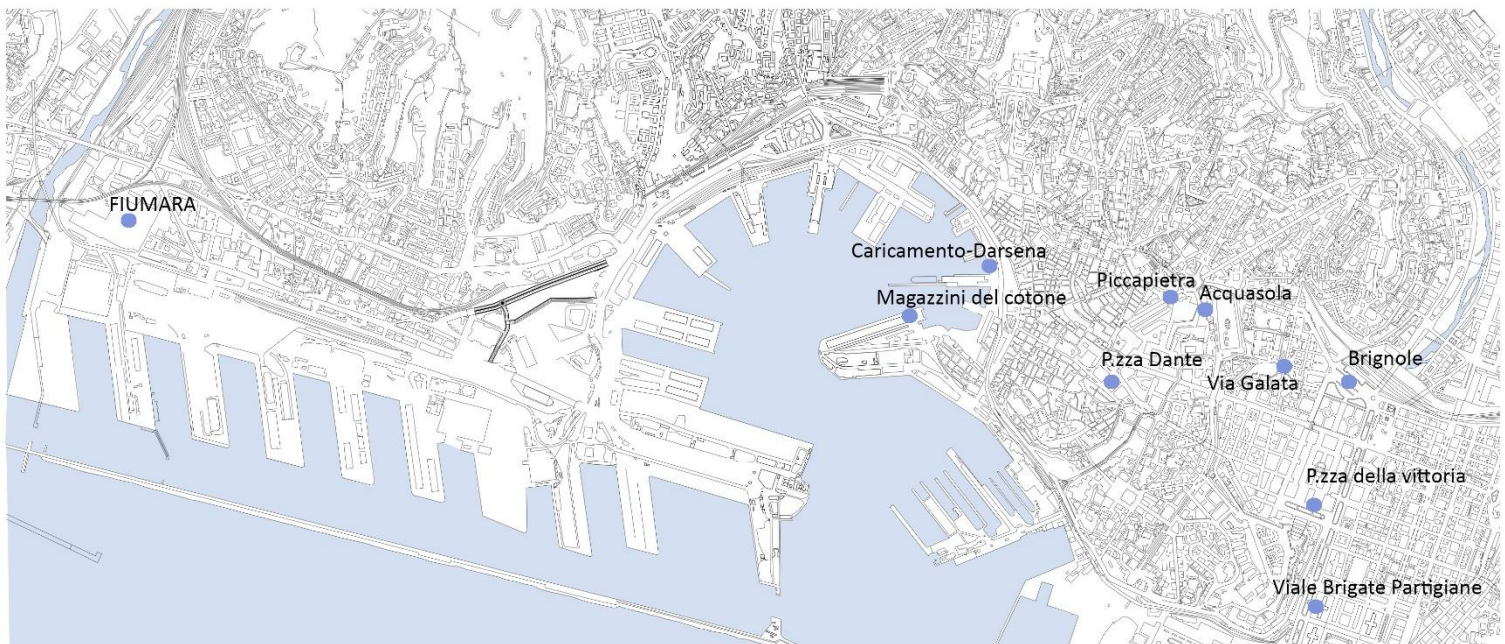
BASKO STORES	LOCATION
Basko SPA	52/A, Via Sturla - 16131 Genova
Basko SPA	13, Piazza Sopranis Raffaele - 16126 Genova
Basko SPA	20/A/R, Via Elia Bernardini - 16138 Molassana (GE)
Basko SPA	59/R, Via Bartolomeo Carrea - 16149 Sampierdarena
Basko SPA	72/R, Piazza Sturla - 16147 Genova
Basko SPA	13/R, Via Paggi - 16143 Genova
Basko SPA	118/R, Via Bobbio - 16137 Genova
Basko SPA	1/R, Passo Antiochia - 16129 Genova
Basko SPA	11/R, Via Bettino Ricasoli - 16156 Pegli
Basko SPA	22/R, Via Lagustena -- 16131 Genova
Basko SPA	Via Casata Centuriona - 16139 Genova
Basko SPA	219/R, Via Piacenza - 16138 Molassana
Basko SPA	49/R, Via Barabino - 16129 Genova (GE)
Basko SPA	2/R, Via Angelo Orsini - 16146 Genova
Basko SPA	76/R, Via Posalunga - 16132 Genova
Basko SPA	56/R, Via Felice Cavallotti - 16146 Genova

1.2. ELE.C.TRA PARKING PLACES

Focusing on motor vehicle mobility it's possible to identify the scooter parking places most used in the central part of the city, where there should be reserved places for Ele.C.Tra scooters and in consistence with the contents of D.3.1.

In particular, it's possible to identify an estimated priority order of the parking places involved in order to maximise the effectiveness of the project actions:

- Dante and De Ferrari squares and their surroundings;
- Piccapietra Square area, between the Carlo Felice Theatre and Via XII Ottobre;
- in the area named "Porto Antico", in particular near "Magazzini del Cotone", where there are cinemas, museums and children's playground and touristic areas;
- in the square of Brignole railway station ("Piazza Verdi"), mainly at the West side of the station;
- along the sea, between Caricamento and Darsena;
- Della Vittoria Square, near Brignole;
- near the Fiumara commercial precinct, in Sampierdarena;
- near the Acquasola Park;
- Via Galata, between Brignole area and Via XX Settembre, the main shopping road;
- Via Brigate Partigiane, near the fair and in the Foce area.



PARKING PLACES, WHERE THERE WOULD BE RESERVED PLACE FOR E-SCOOTERS



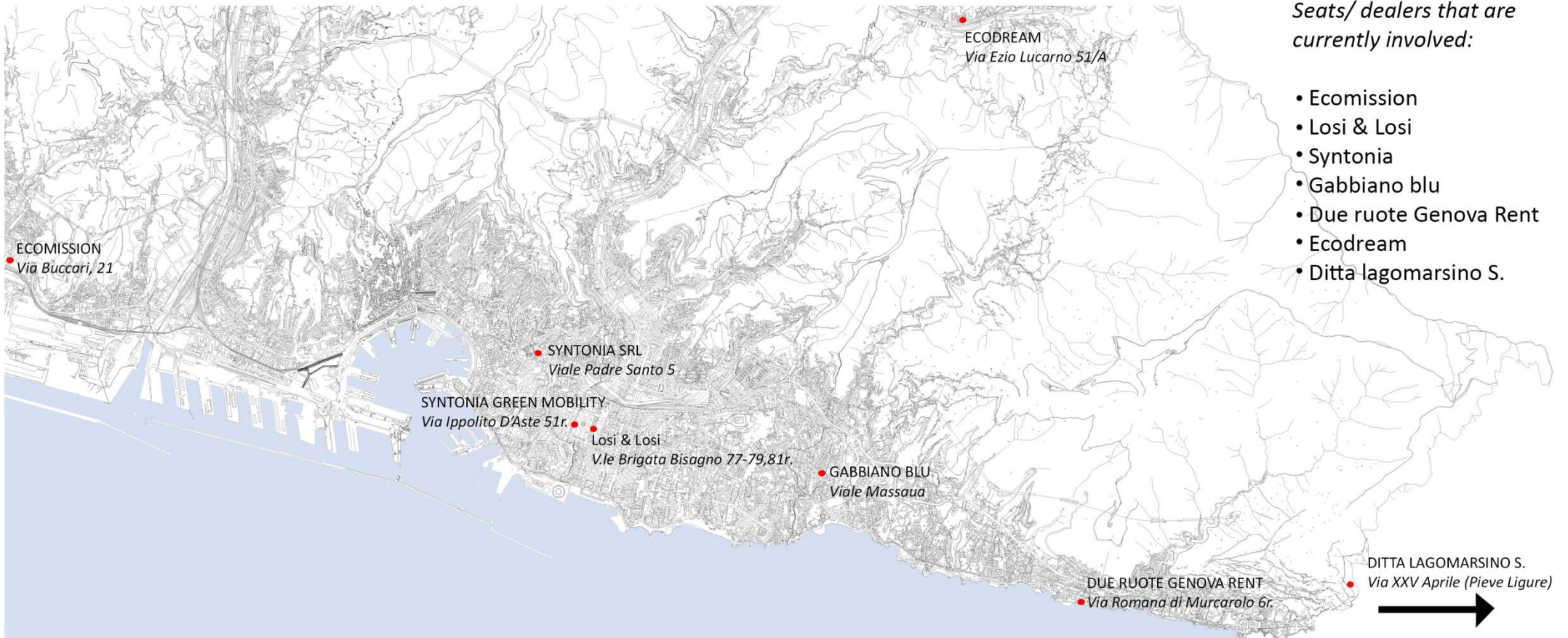
1.3. PICK-UP AND DELIVERY POINTS

The final location, where e-vehicles will be available, will be planned after the drawing up of the agreements.

In this phase it's possible to identify the set of places where the pilot e-vehicles will first be available (to rent, share and/or purchase):

- firms that would take part in Ele.C.Tra project;
- the most important attractors in the city centre (De Ferrari-Dante squares) to pick up and deliver e-vehicles by both citizens for an occasional use (e.g. one day) and tourists;
- touristic points (Caricamento, Acquario di Genova,...);
- the most important railway stations and/or park and ride places, for those who use at least two transport means. In this light agreements with railway managers have been started up (RFI, Grandi Stazioni, Centro Stazioni), involving not only the city centre but mainly stations outside the Municipality of Genoa;
- some points spread in peripheral areas characterized by a relevant quantity of home-work trips (e.g. Marassi and Molassana).

Currently, thanks to contacts already carried out with stakeholders, it's possible to identify in the companies that will take part in Ele.C.Tra project the points where the e-scooters will be available (to pick up, deliver and/or buy e-vehicles).



Seats/ dealers that are currently involved:

- Ecomission
- Losi & Losi
- Syntonia
- Gabbiano blu
- Due ruote Genova Rent
- Ecodream
- Ditta lagomarsino S.

There are also partners that are interested in Ele.C.Tra working outside of Genoa:

- Goingreen
- Ecoveicoli
- Luma Lem
- Electrocycles
- Ecostrada
- Cerbeus s.r.l
- Ugbest
- Green transport
- Goccia/ Qjang
- Gemax technology
- Florence eco rent

Finally, e-scooter points could be implemented in the Municipality of Genoa with the support of the following stakeholders, that have taken part in the Italian NSG:

- COOP Liguria
- Porto Antico di Genova
- ASTER
- Ingeteam S.r.l
- Evbility



1.4. OTHER FACILITATIONS

Within this EleCTra pilot in Genoa, the possibility for electric vehicles (such as e-scooters) to enter LTZ (Limited Traffic Zones) free of charge could be introduced with the aim of defining and testing a new sustainable urban mobility model to give concrete solutions to citizens' accessibility needs.

More details are in the deliverable D.4.3 "Service and product networks".

The pilot action in Genoa could start with this solution (pilot period of 1 year) from the summer 2014 and after approval with an official municipal deed.

Currently three categories of users can be identified:

- residents: they are allowed to enter with some restrictions after payment of a yearly fee;
- goods delivery vehicles: allowed to enter in defined hours but being subjected to a road charge scheme;
- other users: not allowed to enter and, if so, consequently fined.

The measure "Limited Traffic Zones free of charge for e-vehicles" (such as e-scooters) is a "smart" action in a Smart city that encourages the use of eco-mobility. It can be evaluated in terms of the following benefits:

- congestion reduction shifting vehicle travel to alternative modes (i.e. scooter sharing);
- consumer savings;
- environmental protection;
- efficient land use of parking spaces;
- energy saving;
- carbon footprint reduction;

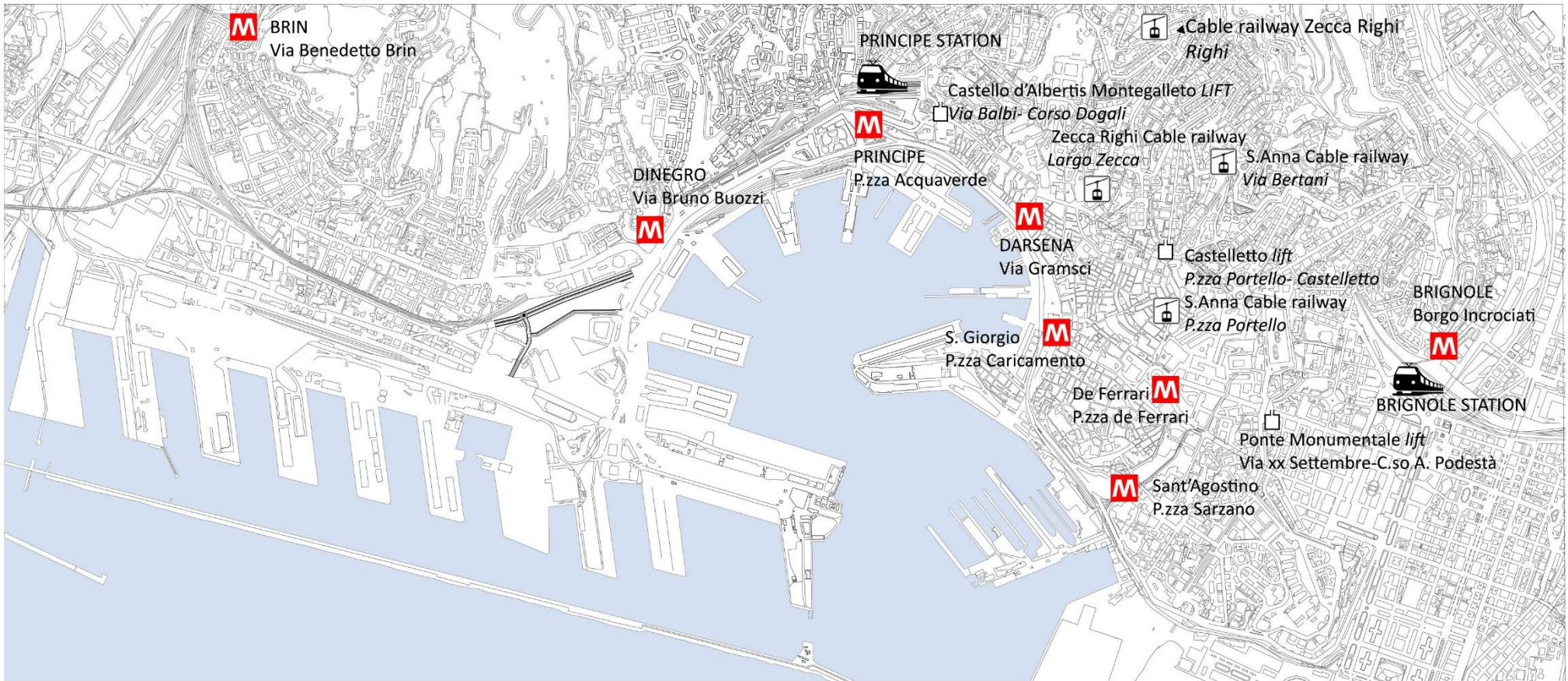






1.5. PUBLIC TRANSPORT

Genoa is the most important attractor area for the whole Ligurian Region (except for some peripheral areas in the West near the French and Piedmont borders). Then, the Genoese city is the reference mobility point for several Municipalities outside its Region, mainly involving the large Northern area between the Apennine mountains and the towns of Novi Ligure, Tortona, Ovada and Acqui Terme, now in the Province of Alessandria (Piedmont Region) and in the past with strong political links to the city of Genoa. In particular, the area where day trips are mainly attracted by the Genoa attractor role (for work, to reach schools, University, for shopping, to go to hospitals, etc) involves about 1.2 million inhabitants in 3 different Italian provinces (Genoa, Savona and Alessandria) and in 2 Regions (Liguria and Piedmont).

In the Genoa urban area, from the point of view of public transport, the main attractor places are:

- the main railway stations: Piazza Principe and Brignole and Sampierdarena (west part);
- the main underground stations: Piazza Principe, Brignole and Brin, in the Certosa area in this light is the “door to the Polcevera valley” for those who arrive from the centre;
- the main cableway
- station lines and public lifts;
- the airport in Sestri Ponente.



-  Railway station
-  Metro line
-  Cable railway
-  Lift



1.6. OTHER RELEVANT POINTS

There are further many attractor places that could be interesting for Ele.C.Tra pilot project in Genoa:

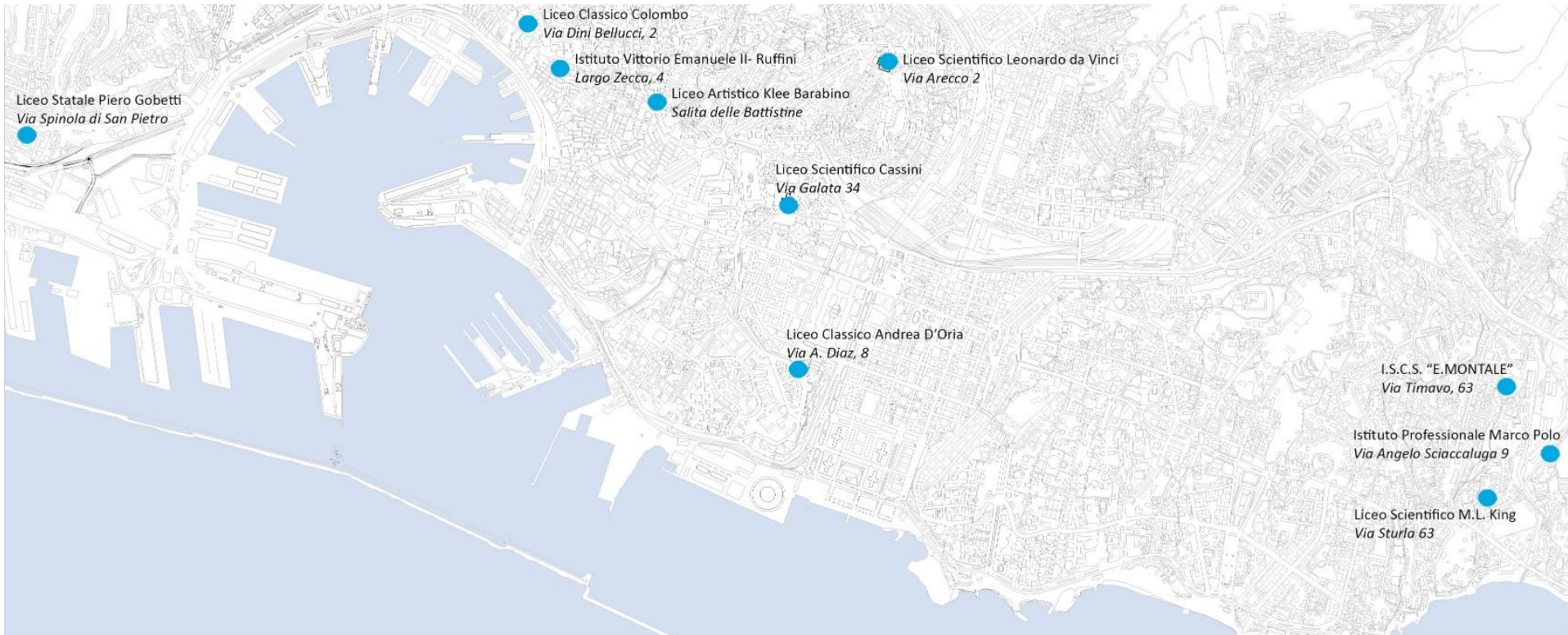
- the main hospitals and health centres: San Martino, Galliera, Gaslini, “Villa Scassi” in Sampierdarena, Sestri “A. Micone”, Voltri “S. Carlo”, Rivarolo “Celesia”, Bolzaneto “Pastorino”, Pontedecimo “Gallino”;
- school and university involvement, to focus on young students (at least 16 years old), in accordance with the user target that use scooters very much

Regarding high schools (in Italian “Scuole secondarie di II grado”), there are concentrated in 4 main areas:

- Sampierdarena;
- Central-western part (from Dinegro to Principe and Nunziata Square);
- Central eastern part (from Brignole-Carignano to Foce-Marassi);
- Sturla-San Martino.

Then, there are further areas with important schools, for example in Voltri, Sestri Ponente, Molassana, Bolzaneto and Nervi.

Regarding the EleCTra pilot experimentation in Genoa, only the schools with a large number of registered students could be interested for the service promotion, in order to maximise the project effectiveness.



THE MAIN HIGH SCHOOL IN GENOA FOR THE ELECTRA PROJECT



Finally, there are the university seats, that it's possible to group in 5 areas:



UNIVERSITY SEATS IN GENOA



2. STAKEHOLDERS INVOLVEMENT

The stakeholders involved in the Ele.C.Tra. project give an important contribution to the model, by, for example:

- creation and management of the service in the pilot/pilots where their vehicle are implemented,
- promotion of the EleCTra e-vehicle use both for working/studying day trips and for tourists;
- suggestion and notes about the several aspects linked to the Ele.C.Tra issues,
- concrete actions to allow the supply of e-vehicles and/or easing vehicle use by citizens and tourists.

The stakeholders are involved mainly by the National Support Groups, that allow them to exchange information and issues about Ele.C.Tra. implementation.

The project Ele.C.Tra. involves several types of stakeholders in order to allow them to obtain benefits:

- **business**, focusing on the e-vehicle and their components suppliers/distributors, ex. e-vehicle and technological suppliers, retailer and rental shop;
- **infrastructure**, in terms of infrastructure, linked to e-vehicle use, manager involving attractor poles (malls, touristic point managers, etc), transport and other public service operators, charging points and energy suppliers;
- **demand**, focusing on the user needs satisfaction, mainly involving firms, commuter associations, schools, universities, public offices, tourists operators, hotels and malls/shops involving their customers;
- **institutional**, taking into account subject as local authorities, public bodies, associations, universities and research institutes, radio stations, etc.

The stakeholders involvement is linked to the type of Ele.C.Tra vehicles. Indeed the categories of electric vehicles, which can meet the characteristics of the project Electra, include the following, as indicated by DIRECTIVE 2002/24/EC, chapter I, "Scope and definitions", Article 1 , subsections 2 and 3:

- two-wheeled (scooters , for example);
- three-wheeled (tricycles);
- four-wheeled (quadricycles).



In summary in Italy there are:

- mopeds: two- wheeled vehicles, three-wheeled vehicles or quadricycles with a max speed of 45 km/h and a motor max power of 4 kW;
- motorcycles: two- wheeled vehicles, three-wheeled vehicles or quadricycles with a max speed higher than 45 km/h and a motor max power higher than 4 kW.

The Nsg in Genoa has been instituted during the Launching Event (13/12). Currently stakeholders involved are:

BUSINESS	INFRASTRUCTURE	USER	INSTITUTIONAL
Ecomission	Coop Liguria	Associazione Suvvia guidiamo elettrico	Associazione Suvvia guidiamo elettrico
Goingreen	Porto antico di Genova	Ex Selex-Es	Municipio Levante
Syntonia	ASTER	Coop Liguria	Università di Genova
Ecoveicoli	Ingeteam	Telecom Italia	Scuola Politecnica Unige
Luma Lem	Evbility		Associazione Alis 2009
Electrocycles	ENI S.p.A.		ERFG
Ecostrada			Radio Babboleo
Cerberus s.r.l.			Comune di Scarlino
Green Transport			Associazione Genova Smart City
Goccia/ Qjang			Provincia di Livorno
Ditta Lagomarsino			Regione Liguria

There are also other firms that have known and appreciated Ele.C.Tra thanks to specific meetings with the Genoese MM for the EleCTra project:

- RFI+Trenitalia;
- IIT;
- Telecom;
- Ansaldo Energia + Ansaldo Nucleare;
- Siemens;
- Ericsson;
- Galliera Hospital;
- Infinity;
- Ikea.



3. AREA MOBILITY MANAGEMENT OFFICE

The Area Mobility Management Office of Genoa is the physical and virtual place with the following tasks to do during the whole implementation period:

- management and verification of incentives for users, with the support of the public body;
- management and monitoring of service implementation, having the role of the main “connector” between the offer, involving stakeholders, partners, etc, and the demand, paying attention to users’ needs and issues;
- focus on the citizens’ and tourists’ needs, involving them directly thanks to the project website and social platforms monitoring or public events or other. In this way, it’s possible to collect suggestions and improvements from users in order to improve the pilot service;
- focus on the project stakeholders, managing agreements and then monitoring the progress of implementation with the support of the Ele.C.Tra technical team leader;
- planning and carrying out of the dissemination and information campaigns, in order to raise citizens’ and tourists’ awareness of e-vehicle benefits and incentives.

In particular, Mrs Carla Gerbaudi, currently the MM for the Municipality of Genoa, is in charge of the implementation of the EleCTra Mobility Management actions.

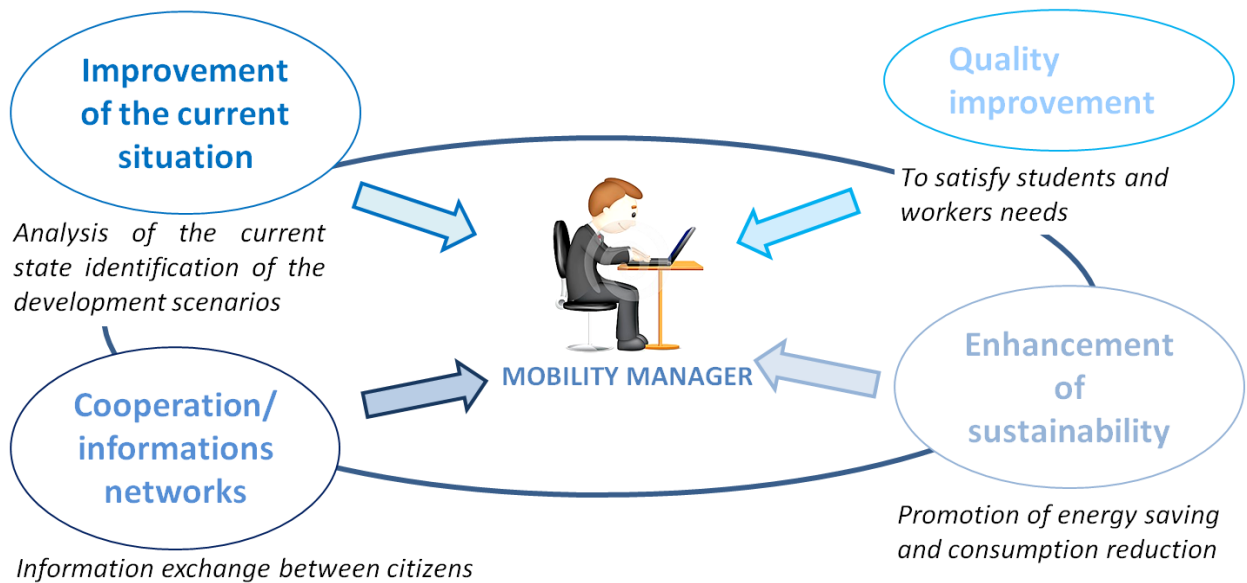
e-mail address: mobilitymanager@comune.genova.it

3.1. AREA MOBILITY: ACTIVITIES

Mobility Management is a new strategy to address the mobility behaviour of a whole community (of firms or municipalities/provinces) based on:

- improvement of the current situation
- cooperation/information networks
- quality improvement
- enhancement of sustainability





The most important activities are:

- to create and keep relationships with colleagues to obtain useful information for the description of house-work routes
- to summarize collected information to include actions to improve current situation
- to enhance and promote sustainable means of transport
- to establish and keep cooperation with other companies, public bodies and stakeholders
- to ease information exchange between companies and workers or companies and external subjects.

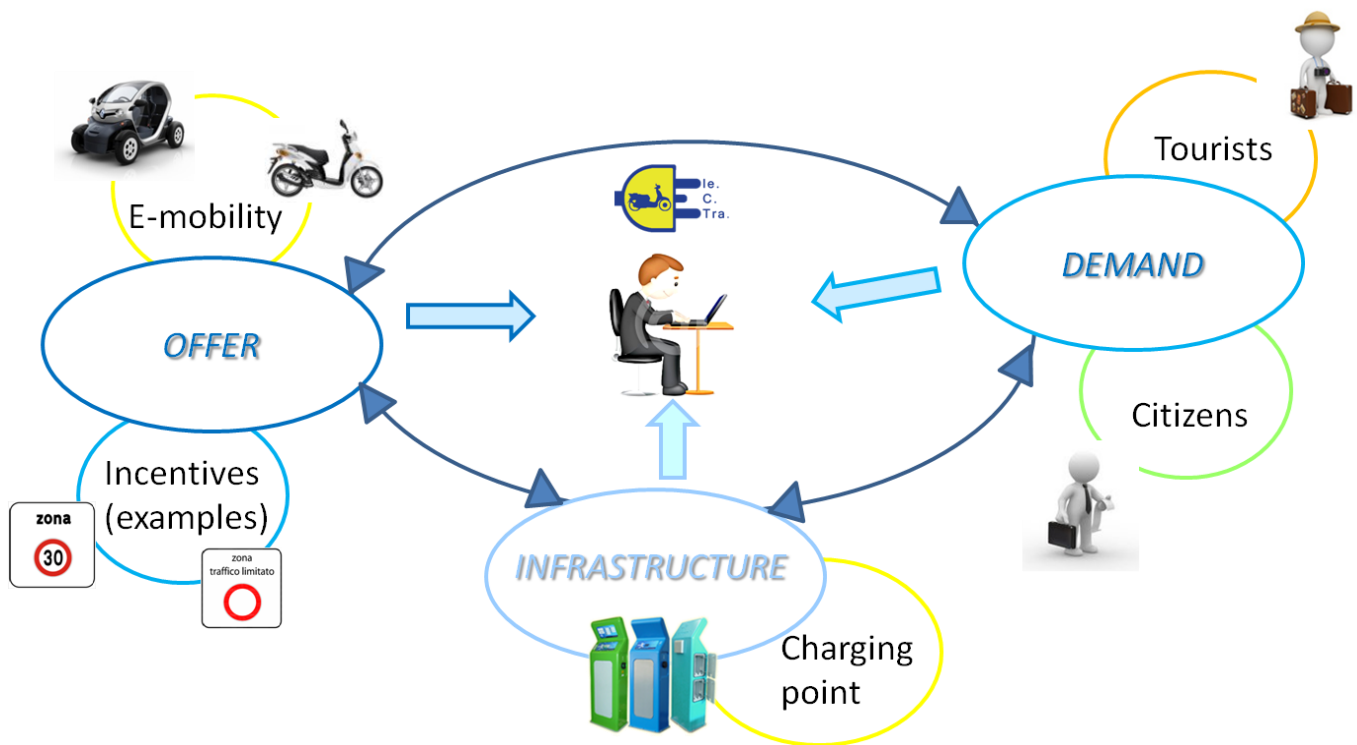
3.2. ELE.C.TRA MOBILITY MANAGER: ACTIVITIES

The main functions of the Area MM Offices are:

- management and monitoring of service implementation, having the role of the main “connector” between the supply, involving stakeholders, partners, etc, and the demand, paying attention to users’ needs and issues;
- focus on the citizens’ and tourists’ needs, involving them directly thanks to the project website and social platforms monitoring or public events or other. In this way, it’s possible to collect suggestions and improvements from users in order to improve the pilot service;

- planning and carrying out of the dissemination and information campaigns, in order to raise citizens’ and tourists’ awareness of e-vehicle benefits and incentives;
- focus on the project stakeholders, managing agreements
- monitoring of the progress of implementation with the support of the Ele.C.Tra technical team leader (To verify service parameters during the implementation phase).

Mobility management is the “connector” between the Ele.C.Tra solutions/actions to implement and citizens/tourists, obviously, MM doesn’t manage infrastructure or e-vehicle provider activities but only coordinates them in order to maximise the ele.c.tra effectiveness.



4. OTHER ACTIVITIES

To strengthen the exchange of information, the dissemination and the stakeholders' involvement will be done through specific actions, including:

- school and university involvement-as already said- to focus on young students (at least 16 years old), in accordance with the user target that use scooters very much. How can the Ele.C.Tra model involve them?
 - by specific dissemination campaigns to be held in schools, with particular attention to technological device use (website, the Ele.C.Tra. app, social network, etc, developed by the WP7 tasks);
 - by specific events with teachers and pupils;
 - promoting e-charging points by schools (columns, if present) and/or in schools (thanks to removable batteries), like the main supporting infrastructure available;
 - raising awareness in families, focusing on safety (topics already noted by interviewees);
- firms Mobility Management involvement, to optimize results in regard to workers' needs, through specific facilities and tools for e-scooter users (e.g. discount to buy/to hire an e-vehicle, reserved scooter places in the firm's park if present);
- info web-based platform carrying out and promotion, in order to ease e-scooter users and linked to the Ele.C.Tra. website. In this way, the platform represents the main virtual info-point to inform oneself and then to use e-scooters by citizens and tourists, and the main communication link between users and the Mobility Manager and other stakeholders, if possible;
- other dissemination campaigns, focusing on specific user target and/or local need



4.1. STAKEOLDERS ALREADY INVOLVED

The Ele.C.Tra MM has already closed meetings with the following stakeholders:

NAME OF STAKEHOLDER	TYPE OF ACTIVITIES	N. OF EMPLOYEES	WHERE IS?
1. RFI+TRENITALIA	PUBLIC RAIL INFRASTRUCTURE MANAGER+ RAILWAY OPERATOR	2142	GENOA
2. IIT	RESEARCH INSTITUTE	750	GENOA
3. TELECOM	TELECOMMUNICATIONS	700	GENOA
4. ANSALDO ENERGIA + ANSALDO NUCLEARE	ELECTRO-MECHANICS	2200	GENOA
5. SIEMENS	ELECTRO-MECHANICS	417	GENOA
6. ERICSSON	TELECOMMUNICATIONS	750	GENOA
7. GALLIERA HOSPITAL	PUBLIC HEALTH SERVICE	1840	GENOA
8. INFINITY	INDUSTRIAL AUTOMATION	160	GENOA
9. IKEA	HOME FURNISHINGS		GENOA



4.1.1. RFI+TRENITALIA

MOBILITY MANAGEMENT ACTIONS FOR EMPLOYEES/ CUSTOMERS/ USERS ALREADY IMPLEMENTED	E-MOBILITY AS-IS SITUATION	MOBILITY MANAGEMENT ACTIONS PLANNED	HOW INVOLVE THEM IN THE ELE.C.TRA. PROJECT?
Home-work mobility plan	ENEL charging points	Facilities with public transport subscription	Promotional communication to employees
Promotion of sustainable mobility		Car pooling with reserved parking	Charging points for e-scooters
Free business subscription		To promote pedestrian-cycle mobility	Facilities for employees to buy, share,rent e-scooters
		Car charging parking	Free public charging points



4.1.2. IIT

MOBILITY MANAGEMENT ACTIONS FOR EMPLOYEES/ CUSTOMERS/ USERS ALREADY IMPLEMENTED	E-MOBILITY AS-IS SITUATION	MOBILITY MANAGEMENT ACTIONS PLANNED	HOW INVOLVE THEM IN THE ELE.C.TRA. PROJECT?
Home-work mobility plan	Agreements with Ecomission and Syntonia	Meeting with AMT to obtain a focused service	Promotional communication to employees
Facilities with AMT subscription	Free charging points	Use of car pooling software	Facilities to promote the use of e-vehicles
Business shuttles			
Facilities for car sharing			



4.1.3. TELECOM

MOBILITY MANAGEMENT ACTIONS FOR EMPLOYEES/ CUSTOMERS/ USERS ALREADY IMPLEMENTED	E-MOBILITY AS-IS SITUATION	MOBILITY MANAGEMENT ACTIONS PLANNED	HOW INVOLVE THEM IN THE ELE.C.TRA. PROJECT?
Home-work mobility plan	Charging points	More resources to –mobility	Promotional communication to employees
Facilities with AMT subscription		teleworking	Covered areas to charging points
Car pooling parking reserved		Meeting with AMT to obtain a focused service	Probably available to install public charging points
Business parking			Facilities for employees to buy, share,rent e-scooters



4.1.4. ANSALDO

MOBILITY MANAGEMENT ACTIONS FOR EMPLOYEES/ CUSTOMERS/ USERS ALREADY IMPLEMENTED	E-MOBILITY AS-IS SITUATION	MOBILITY MANAGEMENT ACTIONS PLANNED	HOW INVOLVE THEM IN THE ELE.C.TRA. PROJECT?
Home-work mobility plan	Business e-shuttles		Promotional communications to employees
Facilities with AMT subscription			Charging points for employees
Business shuttles			Facilities for employees to buy, share,rent e-scooters
			Free public charging points



4.1.5. SIEMENS

MOBILITY MANAGEMENT ACTIONS FOR EMPLOYEES/ CUSTOMERS/ USERS ALREADY IMPLEMENTED	E-MOBILITY AS-IS SITUATION	MOBILITY MANAGEMENT ACTIONS PLANNED	HOW INVOLVE THEM IN THE ELE.C.TRA. PROJECT?
Home-work mobility plan	Business e-shuttles	Meeting with AMT to obtain a focused service and more parking	Promotional communication to employees
Facilities with AMT subscription		Check GHT rates	Facilities for employees to buy, share,rent e-scooters
Flexible working teleworking			Charging points with badge
Business car			



4.1.6. ERICSSON

MOBILITY MANAGEMENT ACTIONS FOR EMPLOYEES/ CUSTOMERS/ USERS ALREADY IMPLEMENTED	E-MOBILITY AS-IS SITUATION	MOBILITY MANAGEMENT ACTIONS PLANNED	HOW INVOLVE THEM IN THE ELE.C.TRA. PROJECT?
Business parking (350) with direct access by badge	Meeting with Genova High Tech	Meeting with AMT to obtain a focused service and more parking	Promotional communication to employees
Facilities with AMT subscription		Check Genova High Tech rates	Charging points with badge



4.1.7. GALLIERA HOSPITAL

MOBILITY MANAGEMENT ACTIONS FOR EMPLOYEES/ CUSTOMERS/ USERS ALREADY IMPLEMENTED	E-MOBILITY AS-IS SITUATION	MOBILITY MANAGEMENT ACTIONS PLANNED	HOW INVOLVE THEM IN THE ELE.C.TRA. PROJECT?
Home-work mobility plan	ENEL charging points		Promotional communications to employees
Facilities with AMT subscription			E-scooter charging points for employees use
Smart city member			Facilities for employees to buy, share,rent e-scooters
Business parking with subscription (20)			



4.1.8. INFINITY

MOBILITY MANAGEMENT ACTIONS FOR EMPLOYEES/ CUSTOMERS/ USERS ALREADY IMPLEMENTED	E-MOBILITY AS-IS SITUATION	MOBILITY MANAGEMENT ACTIONS PLANNED	HOW INVOLVE THEM IN THE ELE.C.TRA. PROJECT?
Car pooling with the use of APP		Car pooling APP project focused on disabled people	Promotional communication to employees
			Facilities to employees/ customers
			Facilities for employees to buy, share,rent e-scooters
			E-scooter sharing/ pooling



4.1.9. IKEA

MOBILITY MANAGEMENT ACTIONS FOR EMPLOYEES/ CUSTOMERS/ USERS ALREADY IMPLEMENTED	E-MOBILITY AS-IS SITUATION	MOBILITY MANAGEMENT ACTIONS PLANNED	HOW INVOLVE THEM IN THE ELE.C.TRA. PROJECT?
Home-work mobility plan	ENEL public charging point	Business e-shuttles	Promotional communication to employees
Facilities with AMT subscription		Agreement with Genova Car Sharing for customer services	Facilities to the use of e- vehicles
Facilities to employees to the use of sustainable means			Charging points for employees
			Facilities for employees to buy, share,rent e-scooters



5. COORDINATION WITH INNOVATIVE ENERGY SYSTEMS

The Municipality of Genoa have already implemented several project regarding innovative energy systems. In particular, to maximise the EleCTra effectiveness it could be interesting to use what already done or planned in terms of:

- dissemination, exchange information, communication campaign to raise citizens awareness of sustainable mobility and e-vehicles;
- reduction CO2 emission through the promotion of more sustainable way of life:
 - reduction of greenhouse gas(20%);
 - improving energy efficiency(20%);
 - energy production from alternative sources(20%).

5.1. CASCADE- ENERGY IN URBAN TRANSPORT

5.1.1. ENERGY SAVING

It is a network and a project of mutual learning on local energy policies. It supports cities in achieving the targets set for 2020 by the European Union in the field of energy and climate change. The project has a duration of three years (2011-2014) and focuses on three areas: energy optimization of buildings and neighbourhoods; renewable energy production and energy distribution; energy in urban transport. Objectives of the project are to increase and accelerate the attention of Sustainable Energy Action Plans (SEAP); ensure significant and continuous process of learning and sharing of good practice between cities; promote the final orientation of the city within their own countries.

5.1.2. INFLUENCE ON E-MOBILITY

The thematic area 'energy in urban transport' aims to tackle these problems and includes initiatives on urban mobility planning, e-ticketing and real-time information, electric mobility, clean vehicles in public and private transport, promoting bicycle use and better addressing the needs of pedestrians.

In particular in Genoa the urban transport sector is very sustained financially and the main measures are the rationalization and modernization of the fleet, modernization of the railway system, introduction of a charging scheme to create environmental areas, creation of cycling facilities.

5.2. SEAP-SUSTAINABLE ACTION PLAN

5.2.1. ENERGY SAVING

The SEAP includes a series of actions local planning, through the local Urban Development Plan and Urban Mobility Plan, including more stringent energy efficiency requirements in the new set of Building Regulations; renewable energy sources, with the installation of photovoltaic plants in schools and sports centres and in transport, thanks to promoting local public transport through rationalisation of the urban mobility system.

Protected axes: Establishment of dedicated public transport priority lanes.

Resident permit parking policy: Expansion of the Blue Areas (resident permit parking program and priced parking for non-residents).

Elevators and funiculars: Creation of vertical lift systems consisting of elevators and funiculars for the densely populated hillside areas and/or intermodal hubs within the system of urban mobility.

Environmental islands: A combination design to penalise private vehicle traffic, favour the public transport and guarantee road safety, also for cyclists and pedestrians.

Extension of the Subway line: Extension of the existing line.

Eco-friendly fleet transition plan: The local bus company made plans to introduce new eco-friendly vehicles replacing the highly polluting buses.

Interchanging hubs: In the Network • system interchangers are crucial in terms of guaranteeing efficient service.

Goods Transport: Areas off limits for non-commercial private vehicles in order to rationalize traffic generated by the commercial vehicles around the old town.

Expansion of the car sharing service: In order to discourage the use of private vehicles it is planned to expand the car sharing fleet to suburbs where it is not yet offered and upgrade the online systems services.

Soft mobility: New models of soft mobility in order to reduce traffic congestion, noise, air pollution and improve the quality of life for citizens by cycle paths (bike and e-scooter sharing service).

Wireless city network: This action intends to implement a wireless city network allowing Internet access to all citizens and visitors of the city through their own portable notebook, laptop computer, tablet-PC, and smart-phone.

5.2.2. INFLUENCE ON E-MOBILITY

The city administration intends to promote important actions aiming to improve mobility and accessibility of Genoa city by extending the provision and quality of public transports.

The Municipality of Genoa is one of the first cities in Italy to submit its Sustainable Energy Action Plan (SEAP) in accordance with the Covenant of Mayors initiative of the European Commission, where by each city makes a voluntary and unilateral commitment to reduce its CO2 emissions beyond the target of 20% by 2020.

Benefits planned to implement a system of urban mobility intended to enable easier access and movement around the city thanks to alternative means of transport, policies favouring surface and underground local public transport, cycle paths, pedestrian precincts, intermodal use of public elevators and funiculars and the introduction of more water-based transport.

5.3. TRANSFORM-STRATEGIC PLANNING SUSTAINABLE CITIES

5.3.1. ENERGY SAVING

TRANSFORM has the objective to identify a methodology for transforming cities into smart cities, through quantitative and qualitative analysis of the state of the art from a part of the study of ways and means of strategic planning, the other from the study of concrete experiences in the six partner cities the Urban Smart Labs. The basic elements of the process towards the smart city will lead to drafting of the Transformation Agenda.

It will then draw up the Smart Cities Handbook, Manual of Smart Cities, strategic tool that will include information and references to specific cases to start a process smart and flexible enough to enable application and replication in different realities.

The Municipality of Genoa coordinates the preparation of the Manual of Smart Cities, its dissemination and replication and is actively involved in all phases of the project.

5.3.2. INFLUENCE ON E-MOBILITY

Across the aim of providing ideas for strategic planning to meet the objectives of a smart city it is proposed an exchange of best practices in energy efficiency reduced pollution and higher environmental sustainability in several fields including the mobility. In order to reduce emission of pollution and reduction of energy consumption the use of electric scooter sharing is an important strategy.

Good practices already tried in other realities can be adapted to the reality of Genoa.

