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Promotion & Dissemination Projects

Electric **C**ity **Tra**nsport – Ele.C.Tra

D.4.4 Operative plan of sustainable mobility model application for Genoa

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

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Electric **C**ity **Tra**nsport – Ele.C.Tra.

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Work Package 4: SERVICE EXECUTIVE PLANNING REPORT

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Abstract:

The "Operative Plan of sustainable mobility model application" (D.4.4) is the main tool to define for the pilot test year of every city:
- activities to do (WHAT?);
- operative actions to do (HOW?);
- target group who actions are addressed to (FOR WHOM?);
- deadlines (WHEN?);
- PPs in charge (WHO?).

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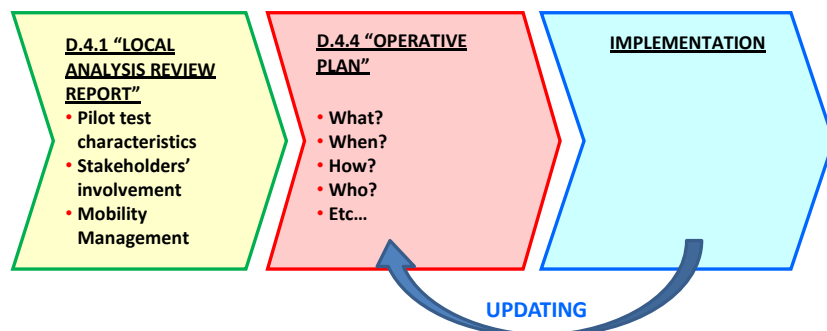Duration: 30 months

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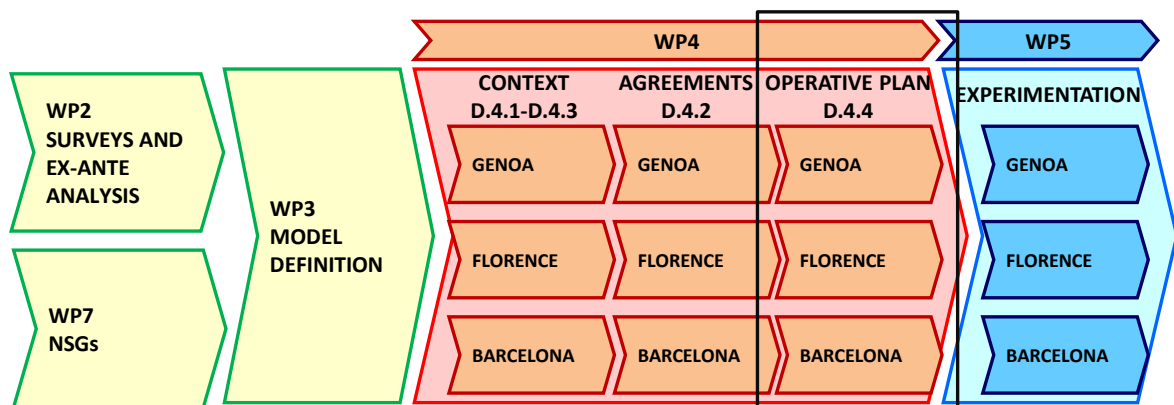
1. OVERVIEW OF THE OPERATIVE PLAN

The "Operative Plan of sustainable mobility model application" (D.4.4) represents the last step of the WP4 (Service Executive Planning) tasks, having a role of:

- technical document where the D.4.1 aspects, in terms of contextualization in every pilot city, are translated into operative actions;
- point of reference for the entire duration of the implementation, identifying what and when to do. In this light, D.4.4 is a Report which will be updated and integrated every time changes and new issues come to light, on the basis of the structure of the first final version of this deliverable and for each city involved.

Considering the overall project structure, as summarized in the scheme below, the Operative Plan:

- is the final output of the results of:
    - ✓ the previous WPs about ex-ante analysis and model definition;
    - ✓ WP4 activities, in terms of context (D.4.1) and model and structure agreements for pilot cities (focused on D.4.2 fulfilment);
- represents the set of detailed actions and requirements to be done and followed to start, promote and monitor the test year in each pilot city.

1.1.   WHAT'S THE OPERATIVE PLAN?

In accordance with what is included in Annex I of the Ele.C.Tra project (task 4.5) and what came to light from the previous project actions (mainly D.1.3 "Report on revised/updated performance indicators" and D.4.1 "Local analysis review Report"), the Operative Plan (D.4.4) is the main tool to define:

- activities to do in order to prepare (before the start of the pilot test), promote and monitor (during the pilot test year) the experimentation (WHAT?);
- operative actions to do regarding activities identified (HOW?);
- target group actions are addressed to (FOR WHOM?), for example citizens, tourists, stakeholders;
- deadlines for each action (WHEN?);
- PPs in charge of each action (WHO?).

The Operative Plan is a work-in-progress document. In other words, it will be updated and integrated in a continuous way and during the entire duration of the project experimentation, in order to fine-tune actions and deadlines, if useful.

However, the first version of the deliverable already includes all the elements necessary to start the pilot tests and the structure contents about what, how, when to do and what already done.

Regarding the contents of the paragraph about task 4.5 in Annex I (page 34):

"Task 4.5 allows the realization of the Operative Plan that defines, according to the WP4 results and analysis:

- *HOW to contextualize the model for every pilot city, identifying needs, issues and solutions;*
- *WHEN to do every implementation activity;*
- *WHO should be involved for every pilot city (e.g. energy and e-scooter suppliers, transport operators, public bodies, companies) to reach the project targets;*
- *WHAT are the implementation costs, estimating the main types of service costs for the sharing system operator;*
- *WHAT are the Ele.C.Tra benefits for every pilot city, according to the WP4 results and the project indicator (e.g. how many scooters are available? How many charging points have been installed?)"*
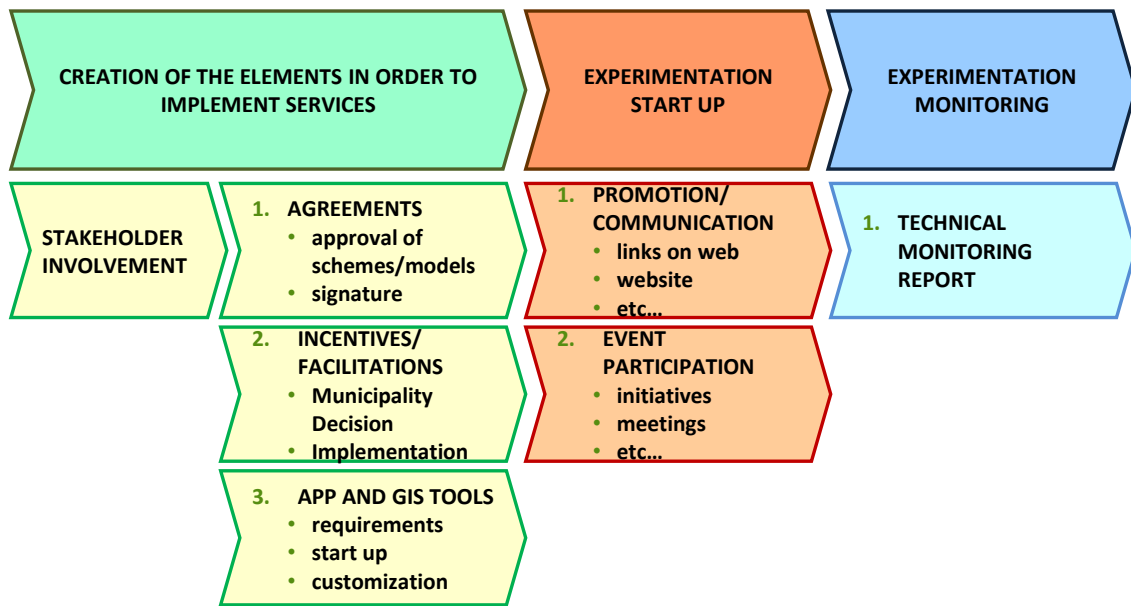
it's useful to point out:

- *"HOW to contextualize the model for every pilot city"* is in D.4.1 with other aspects and issues about each pilot context;
- *"WHAT are the implementation costs"* is no longer useful because the previous phases of the project have clarified that the EleCTra service will be implemented by e-vehicle suppliers and/or other stakeholders and not by public bodies, as explained during the 1st Technical Meeting in Malta (see "WP4 activities" presentation). In this light, the cost individuation depends on several aspects chosen by stakeholders in accordance with marketing actions, services already implemented, appeal for citizens and/or tourists, etc…. Finally, the EleCTra project is not only to implement a sharing system but also to promote a wider range of services and meet the users' needs (see D.1.3).

1.2.   CONTENTS AND METHODOLOGY OF THE OPERATIVE PLAN

In consistence with D.4.4 aims, the Operative Plan includes, as shown in the scheme below, the complete set of actions in order to:

- prepare the implementation in each pilot city involved, taking into account the results of NSGs and stakeholders' involvement and defining the actions about:
  - ✓ agreements;
  - ✓ incentives and facilitations promoted by the public body;
  - ✓ EleCTra app and GIS tools;
- start and continue the experimentation, in terms of promotion tasks and event participation throughout the duration of the tests;
- monitor the EleCTra performances, highlighting the results achieved in the Technical monitoring Reports (D.5.1).

| CREATION OF THE ELEMENTS IN ORDER TO IMPLEMENT SERVICES | EXPERIMENTATION START UP | EXPERIMENTATION MONITORING |

STAKEHOLDER INVOLVEMENT

1. **AGREEMENTS**
   - approval of schemes/models
   - signature

2. **INCENTIVES/ FACILITATIONS**
   - **Municipality Decision**
   - **Implementation**

3. **APP AND GIS TOOLS**
   - **requirements**
   - **start up**
   - **customization**

1. **PROMOTION/ COMMUNICATION**
   - links on web
   - website
   - etc...

2. **EVENT PARTICIPATION**
   - initiatives
   - meetings
   - etc...

1. **TECHNICAL MONITORING REPORT**

To explain the details of the EleCTra experimentation actions, D.4.4 includes for each section (1. Creation of the elements in order to implement services; 2. Experimentation start up; 3. Experimentation monitoring):

- schedule of activities;
- detailed schemes about all actions planned.

Schedule and tables will be updated in accordance with aspects and issues which come to light during the experimentation period.

2. CREATION OF THE ELEMENTS IN ORDER TO IMPLEMENT SERVICES

In order to implement the EleCTra services, it's necessary to define a set of elements which allow starting of the pilot test in every city involved (Genoa, Florence and Barcelona). In other words, they create the main requirements so that the experimentation can start, mainly including agreements and incentives.
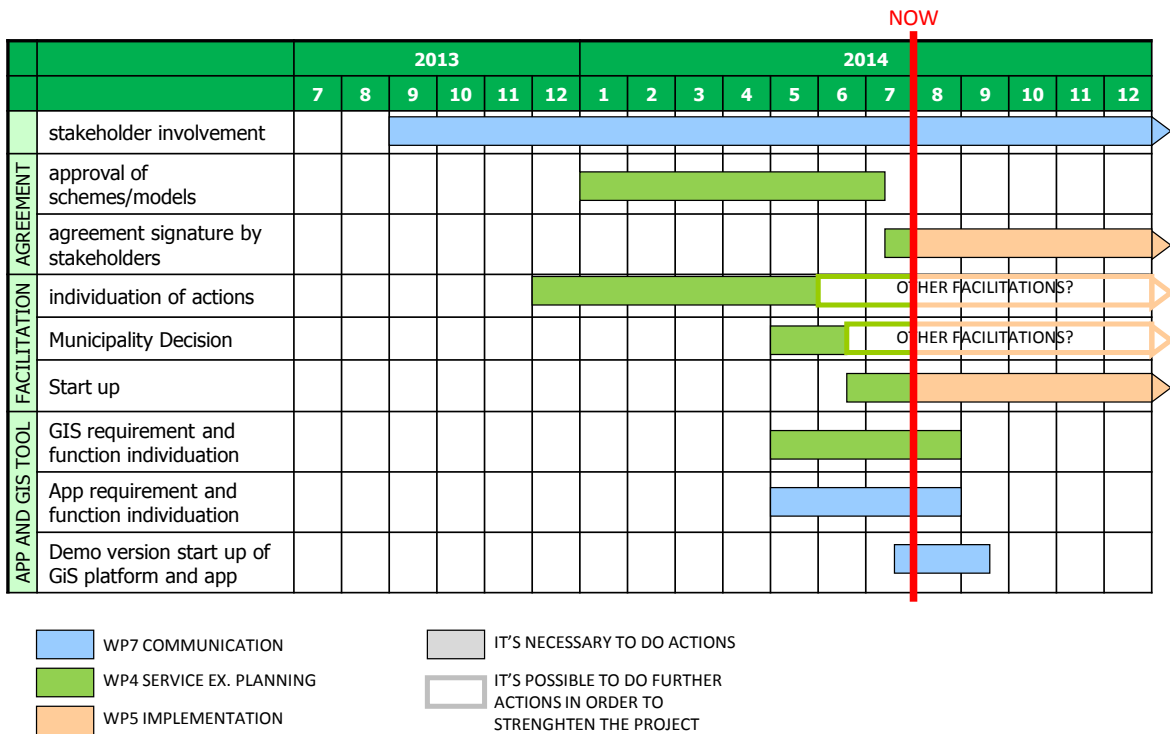
In particular, the elements in order to implement the services are included in:

- WP7 "Communication", mainly about the NSGs and the tasks related to the project app;
- WP4 "Service executive Planning", focusing on technical activities such as the creation of agreements and the individuation and implementation of the incentives to increase the e-vehicle use by citizens and tourists. They will finish with the start up of the pilot test;
- WP5 "Implementation", regarding the updating of that already created in the experimentation period (e.g. new agreements and/or incentives that are possible to carry out during the test).

2.1.   SCHEDULE OF ACTIVITIES

The schedule of the actions to implement the EleCTra services is shown in the table below. Deadlines and further details are also in the tables of the next paragraph.

These actions have already started in the first months of the project, mainly in terms of stakeholders' involvement through the National Support Groups, to improve the project effectiveness and raise citizens and tourists' awareness of sustainable and electric mobility. Most actions will finish in the first months of implementation and others will continue involving the entire duration of the test (e.g. stakeholders' involvement, agreements signature and incentives).

		2013						2014											
		7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12
	stakeholder involvement																		
AGREEMENT	approval of schemes/models																		
	agreement signature by stakeholders																		
FACILITATION	individuation of actions													OTHER FACILITATIONS?				
	Municipality Decision													OTHER FACILITATIONS?				
	Start up																		
APP AND GIS TOOL	GIS requirement and function individuation																		
	App requirement and function individuation																		
	Demo version start up of GiS platform and app																		

WP7 COMMUNICATION

WP4 SERVICE EX. PLANNING

WP5 IMPLEMENTATION

IT'S NECESSARY TO DO ACTIONS

IT'S POSSIBLE TO DO FURTHER ACTIONS IN ORDER TO STRENGHTEN THE PROJECT

2.2.   ACTION DETAILS

The following table shows the details of the actions to do for the implementation of the pilot test year in Genoa, during both the final part of WP4 and WP5 periods.

WPs	TASKS	ACTIVITIES WHAT?	ACTIONS HOW?	TARGET GROUPS FOR WHOM?	DEADLINE WHEN?	PP IN CHARGE WHO?
7	7.4.2/ 7.4.3	Stakeholder involvement	Letter preparation to send to stakeholders	e-vehicle providers; electric charging services provide; local stakeholders; project promotion supporters	31/7	Genoa with the support of TB
			Letter sending to stakeholders	see above	31/7 but also during the entire duration of the pilot test, in consideration of the project needs	Genoa
			Face-to-face contacts with the strategic stakeholders (meetings, event participation…)	subjects already involved (see 2.1.1) ENI, ENEL, Genoa, Sampdoria football clubs, Local Education Authority Large-scale distributors	31/7 but also during the entire duration of the pilot test in order to strengthen the effectiveness of the objectives and in consideration of the project needs	Genoa with the support of TB
			Collection and coordination of the stakeholders' replies	Stakeholders interested in the project	31/7 but also during the entire duration of the pilot test, in consideration of the project needs	Genoa
4	4.2.4	Agreements	Definition of the schemes/models for agreements	All stakeholders interested	Already done	Genoa with the support of TB
			Approval of the schemes/models for agreements by a Municipal	All stakeholders interested	15/8	Genoa

			Decision			
			agreement signing	Stakeholders interested in the project	30/9 (after the European Mobility Week) but also during the entire duration of the pilot test in order to strengthen the effectiveness of the objectives and in consideration of the project needs	Genoa
4	4.3.2	Incentives/ facilitations	Individuation of incentives and facilitations to offer to the EleCTra services users	EleCTra e-vehicle users (citizens and tourists)	Already done, but further incentives can be added later in order to strengthen the effectiveness of the objectives and in consideration of the project needs	Genoa
			Choice of incentive/facilitation to implement	EleCTra e-vehicle users (citizens and tourists)	Already done, see above	Genoa
			Municipality Decision to start up the incentives/facilitations	EleCTra e-vehicle users (citizens and tourists)	Already done (Delibera Giunta Comunale n°130/2014 del 19/06/2014), see above for further incentives if useful	Genoa
			Incentive start up (see 2.1.2)	EleCTra e-vehicle users (citizens and tourists)	Already done, see above	Genoa
4	4.1.4	Map digitizing	Collection and coordination of data about public transport, underground, bus stops (to add layers) of all pilot partners	EleCTra e-vehicle users (citizens an d tourists)	10/9	AVMap with the support of Murcia
			Fulfillment of a document on	Coordinator and PPs	5/9	AVMap

			the Technical requirements, such as standards for DTS via WS, and on the functional requirements			with the support of Murcia
			Implementation of a demo version available on the project website	Coordinator and PPs	15/9	AVMap with the support of Murcia
			Implementation of the final version available on the project website	EleCTra e-vehicle users (citizens and tourists)	10/10 (after the 2nd Project Meeting)	AVMap
7	7.3	EleCTra Mob app	Collection and coordination of data about public transport, underground, bus stops (to add layers) of all pilot partners	EleCTra e-vehicle users (citizens and tourists)	10/9	Murcia with the support of AVMap (AVMap collects data about GIS application. Mobile application will retrieve data from the GIS)
			Fulfillment of a document on the Technical requirements, such as standards for DTS via WS, and on the functional requirements	Coordinator and PPs	5/9	Murcia with the support of AVMap
			Implementation of a demo version available on the project website	Coordinator and PPs	15/9	Murcia
			Implementation of the final version available on mobile devices	EleCTra e-vehicle users (citizens and tourists)	10/10 (after the 2nd Project Meeting)	Murcia with the support of AVMap

2.2.1. *STAKEHOLDER INVOLVEMENT*

STAKEHOLDERS ALREADY INVOLVED (BY FACE-TO-FACE CONTACTS)

NAME OF STAKEHOLDER	TYPE OF ACTIVITIES	N. OF EMPLOYEES	WHERE IS?
RFI+TRENITALIA	public rail infrastructure manager+ railway operator	2142	Genoa
IIT	research institute	750	Genoa
TELECOM	Telecommunications	700	Genoa
ANSALDO ENERGIA + ANSALDO NUCLEARE	electro-mechanics	2200	Genoa
SIEMENS	electro-mechanics	417	Genoa
ERICSSON	Telecommunications	750	Genoa
GALLIERA HOSPITAL	public health service	1840	Genoa
INFINITY	industrial automation	160	Genoa
IKEA	home furnishings		Genoa

MM 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?
RFI+TRENITALIA			
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 sharing parking	Free public charging points
IIT			
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			
TELECOM			
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
ANSALDO			
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
SIEMENS			
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			
The use of conference call			
ERICSSON			
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		Check Genova High Tech	Charging points with badge

subscription		rates	
GALLIERA HOSPITAL			
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)			
INFINITY			
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
IKEA			
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 for 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

2.2.2.   *INCENTIVES/FACILITATIONS*

Already included in D.4.3

SUMMARY	
Name of the tool	**Limited Traffic Zones free of charge for e-vehicles**

Category (select as applicable)	Tax benefits
Geographical Coverage (select as applicable)	Local
Start/end date	Summer 2014/summer
Nature of Promoters (select as applicable)	Public
Name of Promoter(s)	Municipality of Genoa – Italy
Shared by (name of partner)	Genova Parcheggi S.p.A. (a 100% shared company of the Municipality of Genoa)

SHORT SUMMARY OF THE PRACTICE

In Genoa the historical center Limited Traffic Zone was originally established in 1989 and, due to peculiar characteristics of each sector of the target area, over the years many different rules and regulations have been set up.

In 2008, within the Civitas CARAVEL project, the Municipality of Genoa decided to apply a uniform and homogeneous policy to the entire LTZ, installing additional APNR (Automatic Plate Number Recognition) gates in order to cover the entire boundary and adopting an innovative mixed pricing / enforcement scheme depending on users. In fact actually three categories of users can be clustered:

- Residents: they are allowed to enter with some restrictions after the payment of a yearly subscription.
- Goods delivery vehicles: allowed to enter in defined hours but being subjected to a road charging scheme.
- Other users: not allowed to enter and, if so, consequently enforced.

The scheme, as it has been designed, allows to define strict rules for non-authorized vehicles while, on the other hand, permits to handle with a certain degree of flexibility some categories.

Within this scheme it could be introduced the possibility for electric vehicles (as e-scooters) to enter LTZ free of charge with the aim to define and test a new urban sustainable mobility model to give consistent solutions to accessibility needs of citizens.

The Municipality of Genoa could start the pilot action (pilot period: 1 year) about this measureon summer 2014 as the municipal official act has been already approved.

BENEFITS AND ADVANTAGES RELATED TO A SCOOTER SHARING SERVICE

The measure "Limited Traffic Zones free of charge for e-vehicles" (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 following benefits:

- Congestion reduction shifting vehicle travel to alternatives modes (i.e. scooter sharing)
- Consumer savings
- Environmental protection
- Efficient land use
- Energy savings
- Carbon Footprint reduction.

LIMITS AND DRAWBACKS

The described measure could find oppositions by residents of LTZ; but It could be a low risk.

SOURCES OF INFORMATION

http://www.civitas-initiative.org/content/genova

2.2.3.   *APP AND GIS TOOLS*

Ele.C.Tra GIS platform (D.4.5)

The EleCTra web-GIS platform is a map-based system where all EleCTra partners' spatial background will be visible and specific features of electric mobility are stored and viewed for pilot and non pilot cities of EleCTra. The use of the platform will be free for the public and special key-players will have specific rights. The web-GIS platform communicates and feeds the mobile application developed in WP7.

The spatial database is an all-inclusive one allowing non pilot cities to have their background prepared to apply the Ele.C.Tra model as soon as the proper opportunity comes.

The user will have access by either clicking on the interactive map on the homepage of http://www.electraproject.eu/ or by directly visiting http://maps.electraproject.eu/. The first demo is online with data from Florence and East Attica. Data from Barcelona is now processed, while 7 more cities (Genoa, Malta, Suceava, Lisbon, Zagreb, Skopje, Murcia) will also send data. In the Ele.C.Tra. webGIS application, we display different types of data for each city, based on the availability of data. Each city map consists of a basic background (OpenStreetMaps basic road map), and the actual Ele.C.Tra. data layers (e-vehicles charging stations, e-vehicle shops, parking places, metro stations, bus stops).

Users of the platform:
- Public users: navigate on the maps, search for shops, public, semi-public and private electric charging stations, free park areas for e-scooter, share this information through social networks.
- Provides: A provider (whether it's an e-Scooter Shop provider or a facility provider – eg. Private Charging Station provider), has access to a special layer called "My Shops" (or "My Facilities" respectively). He can create a new data point (shop, station, etc.) and fill in all the relevant info, upload files like catalogues, etc.
- Local authorities: Local authorities can store public charging and parking spots, view the statics of the city of interest (number of registered users, number of shops, facilities).

Ele.C.Tra mobile application (D.7.5)

The mobile version of the web-GIS application will serve users via smart phones. The iPhone APP is programmed to iOS 7. The APP is build in native language (Objective-C). The application will be adapted and be compatible with iPhone 4, iPhone 4S, iPhone 5 and iPhone 5S. The Android APP version is also developed in native language (Java). The application will be adapted to most Android-based mobile devices. Supported Android versions include the operating system versions ranging between 2.3 and 4.4 (KIT KAT). The mobile application shares data and users with the web-GIS application. Data is retrieved via web services from the web-GIS application, while users also have to register first on the web-GIS application and then use the mobile application.
The mobile application has additional location – based functionalities for the user who is actually using the mobile application while he is on the road.

Both the web-GIS platform and the mobile application will be initially available in English. If a partner wishes to include his language of choice to the platform, he sends the translated parts to the developers and a new language option will become available for the platform. It was decided not to use automatic translators from web engines in order to minimise language problems.
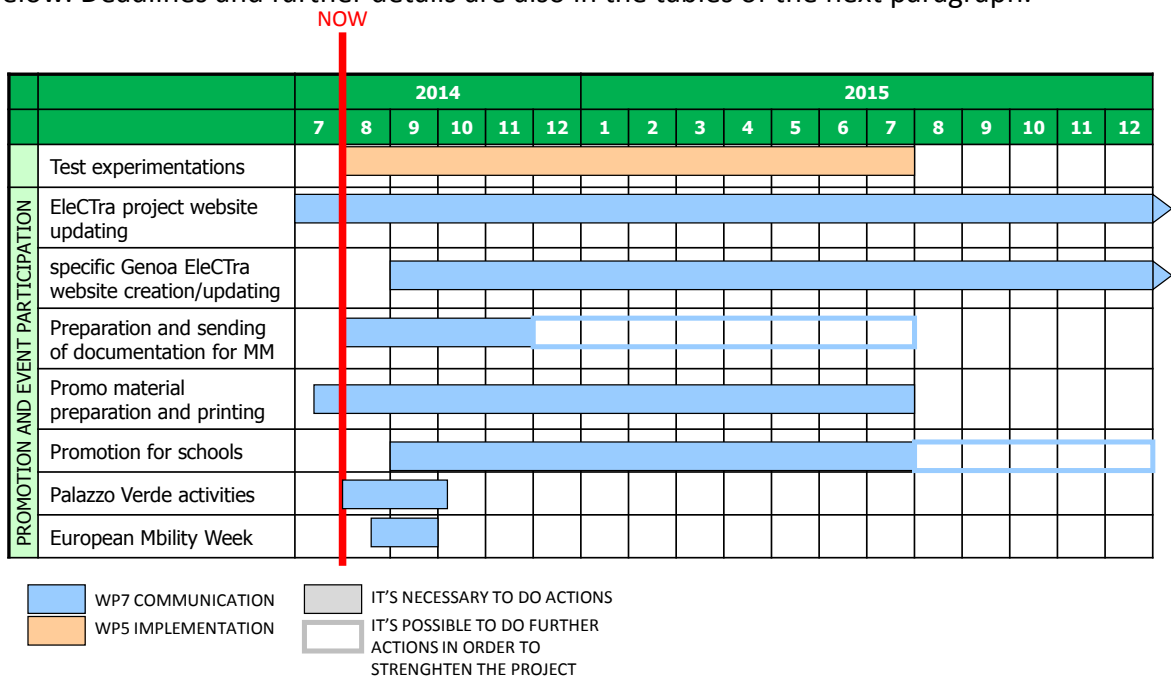
3. EXPERIMENTATION START UP

The experimentation start up actions for Genoa represent what it's necessary to do in order to allow the pilot test implementation, updating and to improve the project effectiveness throughout the entire duration of the test.

3.1.   SCHEDULE OF ACTIVITIES

The schedule of the actions to start the EleCTra experimentation, in terms of promotion of the activities planned and the event participation, is shown in the table below. Deadlines and further details are also in the tables of the next paragraph.

		NOW	2014						2015											
		7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12
	Test experimentations																		
PROMOTION AND EVENT PARTICIPATION	EleCTra project website updating																		
	specific Genoa EleCTra website creation/updating																		
	Preparation and sending of documentation for MM																		
	Promo material preparation and printing																		
	Promotion for schools																		
	Palazzo Verde activities																		
	European Mbility Week																		

WP7 COMMUNICATION	IT'S NECESSARY TO DO ACTIONS
WP5 IMPLEMENTATION	IT'S POSSIBLE TO DO FURTHER ACTIONS IN ORDER TO STRENGHTEN THE PROJECT

Palazzo Verde is an exhibition building managed by the Municipality of Genoa. It is addressed to citizens, tourists and students and its goal is to spread the theme of environmental sustainability. This building contains different experiences made by the city of Genoa, and it is also a seat used for the organisation of different events (in the case of EleCTra it has been used for the mobility manager's events).

3.2.   ACTION DETAILS

The following table shows the details of the actions to do for the start up of the pilot test year in Genoa, not only during the WP5 period but also later.

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WPs	TASKS	ACTIVITIES WHAT?	ACTIONS HOW?	TARGET GROUPS FOR WHOM?	DEADLINE WHEN?	PP IN CHARGE WHO?
7	7.1.1	EleCTra website	updating	EleCTra e-vehicle users (citizens and tourists) NSG members Local authorities – key players in urban mobility General public	During the entire duration of the pilot test in order to strengthen the effectiveness of the objectives and in consideration of the project needs	AVMap
7	7.1.1	Specific Genoa Mobility point website creation/updating	Creation: promotion, link with Electra web site, monitoring tools and online questionnaires	EleCTra e-vehicle users (citizens and tourists) Genoa Mobility Manager and technical team	31/12/2014	Genoa
			updating	EleCTra e-vehicle users (citizens and tourists) Genoa Mobility Manager and technical team	During the entire duration of the pilot test in order to strengthen the effectiveness of the objectives and in consideration of the project needs	Genoa
7	7.2.4	Brochures	Translation and printing	EleCTra e-vehicle users (citizens and tourists); stakeholders	15/9	Genoa
			Spread of brochures	EleCTra e-vehicle users (citizens and tourists); stakeholders	During the entire duration of the project (local – regional events, NSG meetings, participation in EU mobility week, press conference, closing conference) in order to strengthen the effectiveness of the objectives and in consideration of the project needs	Genoa
7	7.2.4	Posters	Translation and printing	EleCTra e-vehicle users	15/9	Genoa

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				(citizens and tourists); stakeholders		
			Posters in public places and strategic hot spots	EleCTra e-vehicle users (citizens and tourists); stakeholders	During the entire duration of the project (local – regional events, NSG meetings, participation in EU mobility week, press conference, closing conference) in order to strengthen the effectiveness of the objectives and in consideration of the project needs	Genoa
7	7.2.4	print advertisement	Contacts with newspaper	Genoese project team	30/11/2015	Genoa
			Preparation of the text to include in newspaper	Genoese project team; newspaper	30/10/2015	Genoa
			Publication	EleCTra e-vehicle users (citizens and tourists); stakeholders	30/11/2015	Genoa
		Mobility Management support (about promo activities)	Preparation and eventual update of documentation on pilot promotion	Mobility Manager of each pilot city	During the entire duration of the pilot test in order to strengthen the effectiveness of the objectives and in consideration of the project needs	Genoa
			Sending and discussion with MM	Mobility Manager of each pilot city	See above	Genoa
7	7.3.2	2nd press release	Compose a press release with text and images with news on Genoa's participation in the project and send it to	EleCTra e-vehicle users (citizens and tourists); stakeholders Mobility Managers Local, regional and national	15/06/2014	Genoa

			online media	key transport & mobility players		
			Monitor publications and save print screens proving them	EleCTra e-vehicle users (citizens and tourists); stakeholders Mobility Managers Local, regional and national key transport & mobility players	15/06/2014	Genoa
7	7.3.2	3rd press release	Compose a press release with text and images with news on Genoa's participation in the project and send it to online media	EleCTra e-vehicle users (citizens and tourists); stakeholders Mobility Managers Local, regional and national key transport & mobility players	31/12/2014	Genoa
			Monitor publications and save print screens proving them	EleCTra e-vehicle users (citizens and tourists); stakeholders Mobility Managers Local, regional and national key transport & mobility players	31/12/2014	Genoa
7	7.3.2	4th press release	Compose a press release with text and images with news on Genoa's participation in the project and send it to online media	EleCTra e-vehicle users (citizens and tourists); stakeholders Mobility Managers Local, regional and national key transport & mobility	30/06/2015	Genoa

				players		
			Monitor publications and save print screens proving them	EleCTra e-vehicle users (citizens and tourists); stakeholders Mobility Managers Local, regional and national key transport & mobility players	30/06/2015	Genoa
7	7.3.2	5th press release	Compose a press release with text and images with news on Genoa's participation in the project and send it to online media	EleCTra e-vehicle users (citizens and tourists); stakeholders Mobility Managers Local, regional and national key transport & mobility players	31/12/2015	Genoa
			Monitor publications and save print screens proving them	EleCTra e-vehicle users (citizens and tourists); stakeholders Mobility Managers Local, regional and national key transport & mobility players	31/12/2015	Genoa
7	7.3.2	1st e-article	Generate an article with non –technical terms expressing issues on electromobility, progress of the project related to Genoa city, environmental impact of	EleCTra e-vehicle users (citizens and tourists); stakeholders Mobility Managers Local, regional and national key transport & mobility players	31/12/2013	Genoa

			the pilot phase			
			If it is not directly created in English, translate and send it to the website's developer.	EleCTra e-vehicle users (citizens and tourists); stakeholders Mobility Managers Local, regional and national key transport & mobility players	31/12/2013	Genoa
7	7.3.2	2nd e-article	Generate an article with non –technical terms expressing issues on electromobility, progress of the project related to Genoa city, environmental impact of the pilot phase	EleCTra e-vehicle users (citizens and tourists); stakeholders Mobility Managers Local, regional and national key transport & mobility players	30/06/2014	Genoa
			If it is not directly created in English, translate and send it to the website's developer.	EleCTra e-vehicle users (citizens and tourists); stakeholders Mobility Managers Local, regional and national key transport & mobility players	30/06/2014	
7	7.3.2	3rd e-article	Generate an article with non –technical terms expressing issues on electromobility, progress of the project related to Genoa city,	EleCTra e-vehicle users (citizens and tourists); stakeholders Mobility Managers Local, regional and national key transport & mobility	31/12/2014	Genoa

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			environmental impact of the pilot phase	players		
			If it is not directly created in English, translate and send it to the website's developer.	EleCTra e-vehicle users (citizens and tourists); stakeholders Mobility Managers Local, regional and national key transport & mobility players	31/12/2014	
7	7.3.2	4th e-article	Generate an article with non –technical terms expressing issues on electromobility, progress of the project related to Genoa city, environmental impact of the pilot phase	EleCTra e-vehicle users (citizens and tourists); stakeholders Mobility Managers Local, regional and national key transport & mobility players	30/06/2015	Genoa
			If it is not directly created in English, translate and send it to the website's developer.	EleCTra e-vehicle users (citizens and tourists); stakeholders Mobility Managers Local, regional and national key transport & mobility players	30/06/2015	Genoa
7	7.3.2	5th e-article	Generate an article with non –technical terms expressing issues on electromobility, progress of the project related to	EleCTra e-vehicle users (citizens and tourists); stakeholders Mobility Managers Local, regional and national	31/12/2015	Genoa

			Genoa city, environmental impact of the pilot phase	key transport & mobility players		
			If it is not directly created in English, translate and send it to the website's developer.	EleCTra e-vehicle users (citizens and tourists); stakeholders Mobility Managers Local, regional and national key transport & mobility players	31/12/2015	Genoa
7	7.3.4	spot	Support Murcia in spot's scenario development, shouting and translating it to national language	Electromobility networks and partners Mobility players Local – regional authorities General public	30/08/2015	Murcia
			Receive spot and publish it to online media, networks	Electromobility networks and partners Mobility players Local – regional authorities General public	30/08/2015	Genoa
7	7.3.3	Regional event	Organize the event in Genoa	Inform and engage local and regional authorities	30/09/2014	Genoa
7	7.3.3	Press conference	Organise a press conference in Genoa	Local, regional and national media	31/07/2015	Genoa
7	7.3.1	Information material realization	Uploading on website of specific info/promo material	EleCTra e-vehicle users (citizens and tourists	See above	Genoa
7	7.4	"Palazzo Verde"	Mobility managers event	EleCTra e-vehicle users	17/6	Genoa

			activities	(company mobility manager and workers)		
			e-scooter showroad	EleCTra e-vehicle users (citizens and tourists)		Genoa
			Design and implementation of tools for "Palazzo Verde " exhibition (roll up)	EleCTra e-vehicle users (citizens and tourists)	16/9	Genoa
			Set up exhibition on electric mobility in "Palazzo Verde"	EleCTra e-vehicle users (citizens and tourists)	21/9	Genoa
7	7.2.2	Promotion for school students	Coordination and planning of events in schools	Local Education Authority and headmasters of each school	15/9	Genoa
			Start of travelling exhibition on electric mobility, focusing on electric scooters	High school students	1/11	Genoa
7	7.4	European Mobility Week	Planning Mobility Week events	EleCTra e-vehicle users (citizens, tourists, company mobility manager and workers)	15/9	Genoa
			Electric mobility event	EleCTra e-vehicle users (citizens, tourists, company mobility manager and workers)	18/9	Genoa

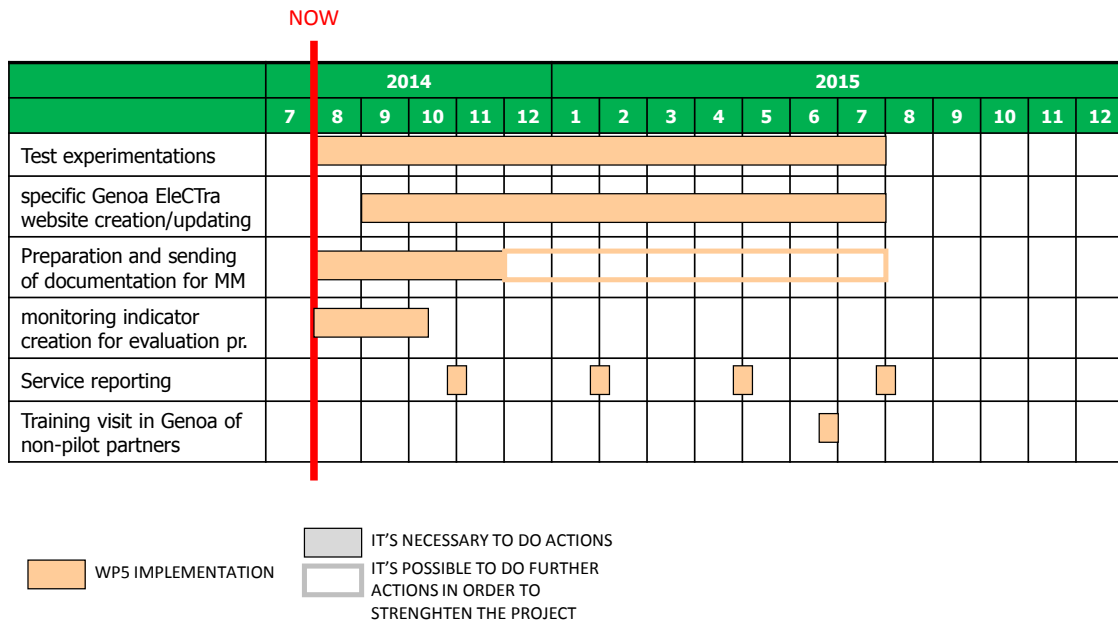|			e-scooter road show (in the technological district of Erzelli)	EleCTra e-vehicle users (company mobility manager and workers)	17/9	Genoa
			e-scooter road show (in the city centre, Piazza Fontane Marose or Piazza Meridiana)	EleCTra e-vehicle users (citizens, tourists)	18/9	Genoa
			e-scooter road show in Campi commercial precinct	EleCTra e-vehicle users (citizens and workers)	19/9	Genoa
			e-scooter road show in Fiumara commercial precinct	EleCTra e-vehicle users (citizens, tourists,)	20/9	Genoa

4. EXPERIMENTATION MONITORING

In accordance with the technical tasks indicated in Annex I (task 5.2) and with what to come to light thanks to the previous phases, the experimentation monitoring is finalized to obtain a set of indicators in order to check and monitor the results of every facilitation and incentive implemented. At the end of the experimentation (summer period of 2015) and during the WP6 ("Post-operam") actions , it will be identify the best way in order to evaluate the project effectiveness with all indicators analyzed.

The main output of the activities will be represented by D.5.1 "Technical monitoring Report", which be carried out every 3 months and during the pilot test year.

4.1.   SCHEDULE OF ACTIVITIES

The schedule of the actions to start the EleCTra experimentation, in terms of promotion of the activities planned and the event participation, is shown in the table below. Deadlines and further details are also in the tables of the next paragraph.

NOW

	7	2014					2015										
	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12
Test experimentations		▬	▬	▬	▬	▬	▬	▬	▬	▬	▬	▬	▬				
specific Genoa EleCTra website creation/updating			▬	▬	▬	▬	▬	▬	▬	▬	▬	▬	▬				
Preparation and sending of documentation for MM		▬	▬	▬	▬	□	□	□	□	□	□	□	□				
monitoring indicator creation for evaluation pr.		▬	▬														
Service reporting				▬			▬			▬			▬				
Training visit in Genoa of non-pilot partners												▬					

▭ WP5 IMPLEMENTATION

▨ IT'S NECESSARY TO DO ACTIONS

□ IT'S POSSIBLE TO DO FURTHER ACTIONS IN ORDER TO STRENGHTEN THE PROJECT

4.2.   ACTION DETAILS

The following table shows the details of the actions to do for the monitoring of the pilot test year in Genoa, on the basis of the facilitations and incentives implemented.

INTELLIGENT ENERGY EUROPE

WPs	TASKS	ACTIVITIES WHAT?	ACTIONS HOW?	TARGET GROUPS FOR WHOM?	DEADLINE WHEN?	PP IN CHARGE WHO?
5	5.2.1	Specific Genoa Mobility point website creation/updating	Creation: monitoring tools and online questionnaires	EleCTra e-vehicle users (citizens and tourists) Genoa Mobility Manager and technical team	31/12/2014	Genoa
			updating	EleCTra e-vehicle users (citizens and tourists) Genoa Mobility Manager and technical team	During the entire duration of the pilot test in order to strengthen the effectiveness of the objectives and in consideration of the project needs	Genoa
5	5.2.1	Mobility Management support (about technical activities)	Preparation of documentation on the technical pilot aspects	Mobility Manager of each pilot city	During the entire duration of the pilot test in order to strengthen the effectiveness of the objectives and in consideration of the project needs	Genoa
			Sending and discussion with MM	Mobility Manager of each pilot city	See above	Genoa
5	5.2.2	Project monitoring and service evaluation	Coordination of the monitoring of the pilot tests	All pilot partners	During the entire duration of the pilot test	Firenze
			Individuation of the project monitoring indicators	All pilot partners	15/9	Genoa, with the support of TB
			Definition of the information flow about	All pilot partners	15/9	Genoa and Firenze

			the service evaluation			
			Discussion and validation of the indicators and data flow	All pilot partners	15/10	Genoa, Firenze and BCNE
5	5.2.3	Service reporting	Definition of the structure of D.5.1	All pilot partners	15/9	Firenze, with the support of TB
			Fulfillment of D.5.1s for Genoa	Partners and the Genoese stakeholders	30/10/2014, 30/1/2015, 30/4/2015, 30/7/2015	TB with the support of Genoa
5	5.2.4	Training visit in Genoa	Organization of the training visit in Genoa about pilot test	All non-pilot PPs	30/6/2015	Genoa
			Preparation of technical material (if useful)	All non-pilot PPs	15/6/2015	TB
			Involving of the local stakeholders who will take part in the project	Genoese stakeholders	15/6/2015	TB with the support of Genoa