

# RENAISSANCE AND NEW TRANSPORT SYSTEMS



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## Car sharing. A new solution for historic cities?

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### Biographical Summary

#### Abstract

In Italian large conurbations as in middle size medieval cities levels of pollution is directly connected with the high number of vehicles circulating. Car Sharing services have been activated within the frame of a National public organization - ICS (Car Sharing Initiative) – in order to ensure interoperability and same service standards. Perugia Municipality joined ICS programme in January 2000 signing a memorandum of understanding with the Ministry of the Environment. Car Sharing in Perugia has as primary objective the reduction of private vehicles use and a stable improvement of urban environment conditions on medium term. The RENAISSANCE Measure 6.2 targeting Car Sharing in Perugia has to release both business methodology and operative strategy for the implementation of the service. As first step, relevant EU good practices have been identified through a desk research analysis. Lessons learned from these practices have been analysed in depth in order to achieve scale economies and design properly executive. Measure 6.2 has also collected technical and operative constraints on Car Sharing implementations in Italy as provided by the ICS. It has been undertaken a proper user needs identification process in order to get a better understanding of prospect users producing a tailored business analysis of future Car Sharing service in Perugia. Measure 6.2 activities encompasses a Business Plan (BP) compliant with either RENAISSANCE Contract and ICS Standards. The BP has been developed considering the mandatory constraints imposed by the ICS, using the monitoring and evaluation models and standards required for any RENAISSANCE measure and expected by the European Commission. The service is oriented to vehicles fuelled by methane, LPG or minimally Euro 4 emission standards vehicles. Perugia Car Sharing is intended to be a valid alternative to owning a car offering a new model of personal sustainable mobility ancillary to the local public service.



*Marciani Massimo (President of FIT Consulting srl) is graduated in Statistics at University of Rome. His past expertise was mainly focused on: creation of set of indicators and statistical analysis, survey and field activities, focus groups management, facilitator of local and national concerted actions, coordination of big working groups, market analysis, business case and industrial plans while now is more involved in the implementation of complex strategic projects dealing with logistics and sustainable mobility in general. In 1997 funded a specialised consultancy company that in short time has become one of the leading companies in Italy in this specific market sector. He has over 20 years of experience in complex multinational EC projects having coordinated more than 10 projects and participated as partner or expert in more than 50. He published as well the results of his work in either scientific press and large public magazines in Italy and abroad. Actually he is one of main experts in Italy on urban logistics and urban accessibility cooperating with Italian Ministry of Transport.*

