



MINISTERO DELL'AMBIENTE  
E DELLA TUTELA DEL TERRITORIO E DEL MARE



FONDAZIONE  
PER LO SVILUPPO  
SOSTENIBILE  
Sustainable Development Foundation

SHARING MOBILITY  
Osservatorio Nazionale  


# OSSERVATORIO NAZIONALE SHARING MOBILITY

15 Novembre 2017





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- Chi siamo? Qual è il nostro fattore comune identitario ?
- Cosa faremo nel 2018 e 2019 ?
- Come ci organizziamo?



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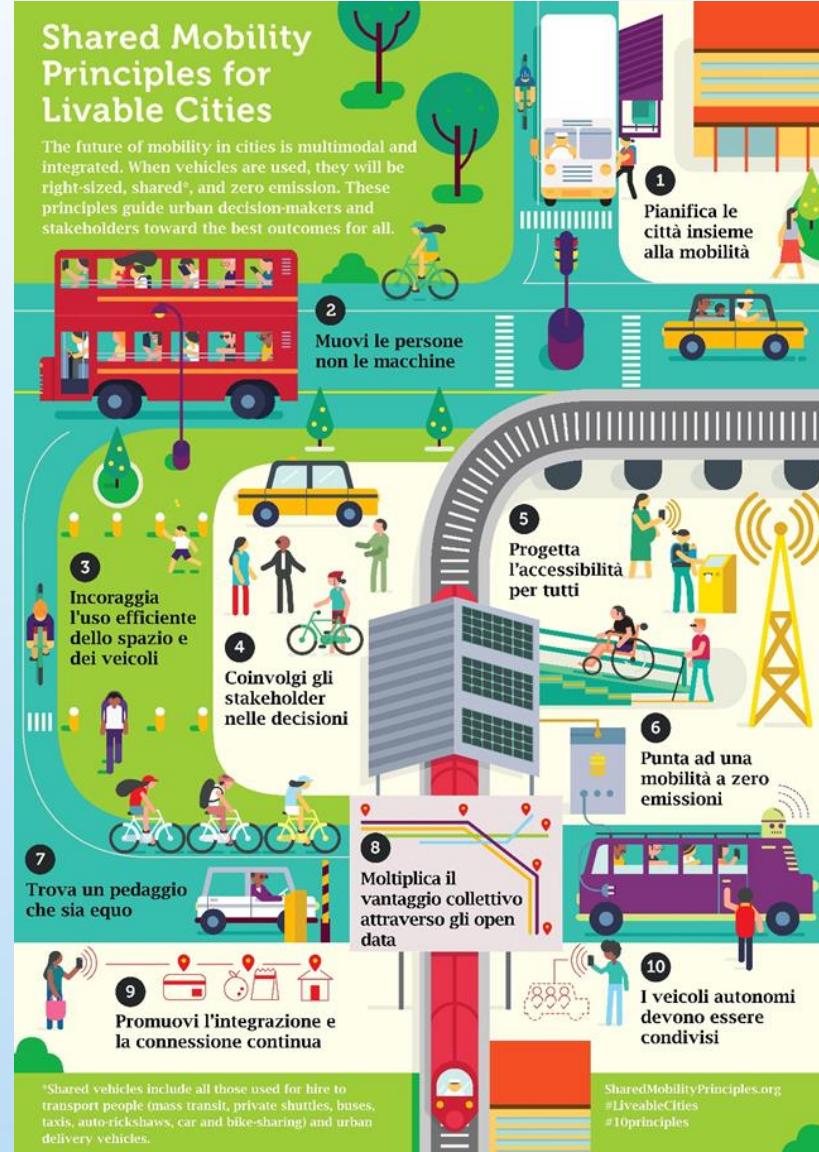
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## Chi siamo?





# Shared Mobility Principles for Livable Cities





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## Shared Mobility Principles for Liveable Cities

The future of mobility in cities is multimodal and integrated. When vehicles are used, they will be right-sized, shared\*, and zero emission. These principles guide urban decision-makers and stakeholders toward the best outcomes for all.



1

### Plan cities and mobility together

\*Shared vehicles include all those used for hire to transport people (mass transit, private shuttles, buses, taxis, auto-rickshaws, car and bike-sharing) and urban delivery vehicles.

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### Focus on moving people, not cars

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### Encourage efficient use of space and assets

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### Engage stakeholders in decision making



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### Design for equitable access

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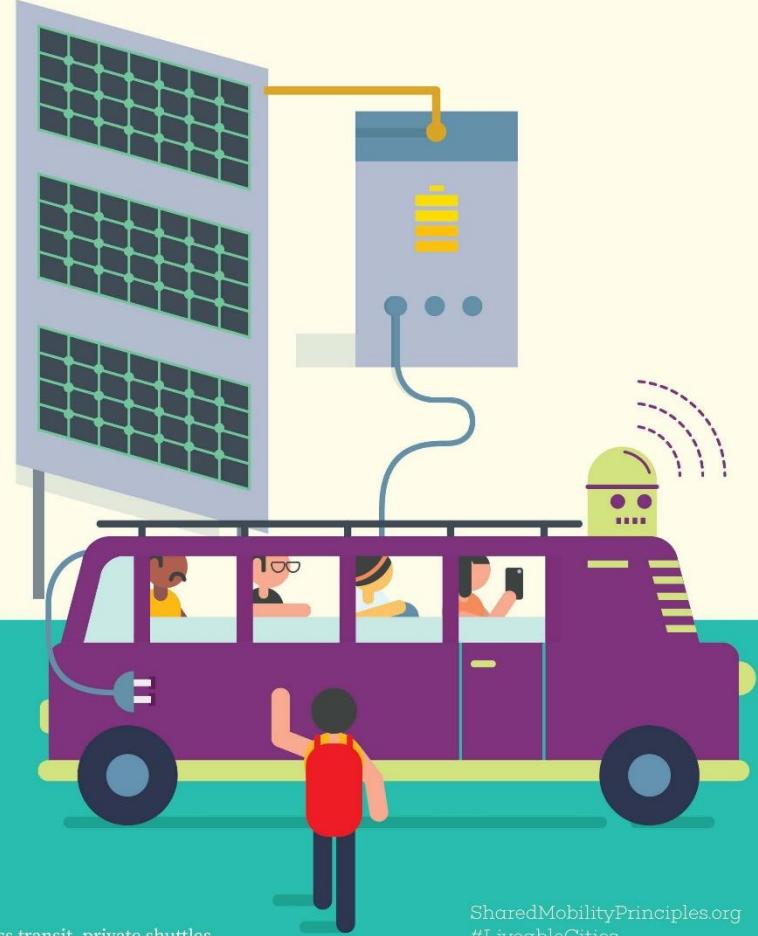
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### Transition towards zero emissions

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### Seek fair user fees

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### Deliver public benefits via open data

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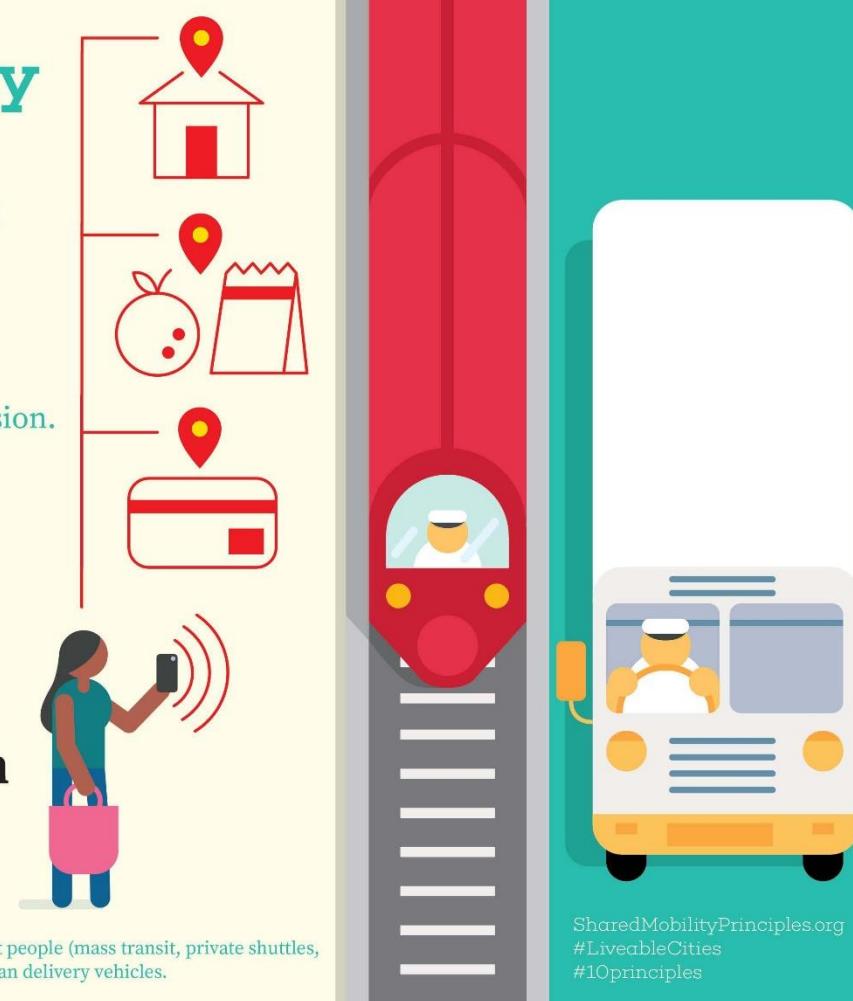
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### Promote integration and seamless connectivity

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### Automated vehicles must be shared

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## Come ci organizziamo?

- Soggetti promotori: MATTM, MIT e Fondazione
- La community: tutti i membri dell’Osservatorio
- Uno Steering Board
- Lo staff operativo
- Il network internazionale
- Media partner (?)



## Cosa facciamo?

- Rappresentare la community della Sharing Mobility italiana
- Facilitare partnership fra i membri
- Rapporto nazionale sulla sharing mobility: riferimento ufficiale sulla crescita della sharing (dati, trend, mappatura, aspetti ambientali e sociali)
- Conferenza Nazionale della sharing mobility: visibilità mediatica, istituzionale e momento di match-making
- Comunicare la sharing sui media
- Fornire supporto continuo ai Comuni sui temi della sharing



## Cosa faremo nel 2018 e 2019?

- «Business trend» quindicinale sulle novità della sharing community italiana ed internazionale
- Tavolo di lavoro con GSE per i certificati bianchi di efficienza energetica, con misure comportamentali
- Tavolo di lavoro con ANIA per evoluzione degli aspetti assicurativi
- Tavolo di lavoro con Authority dei trasporti
- Interlocuzione stabile con le commissioni parlamentari e i Ministeri
- Avvio profili social e incremento comunicazione
- Moduli formativi per università, amministratori ed imprese sulla sharing con interventi «testimonial» dell'Osservatorio.