

# L'Osservatorio Nazionale sulla Sharing Mobility

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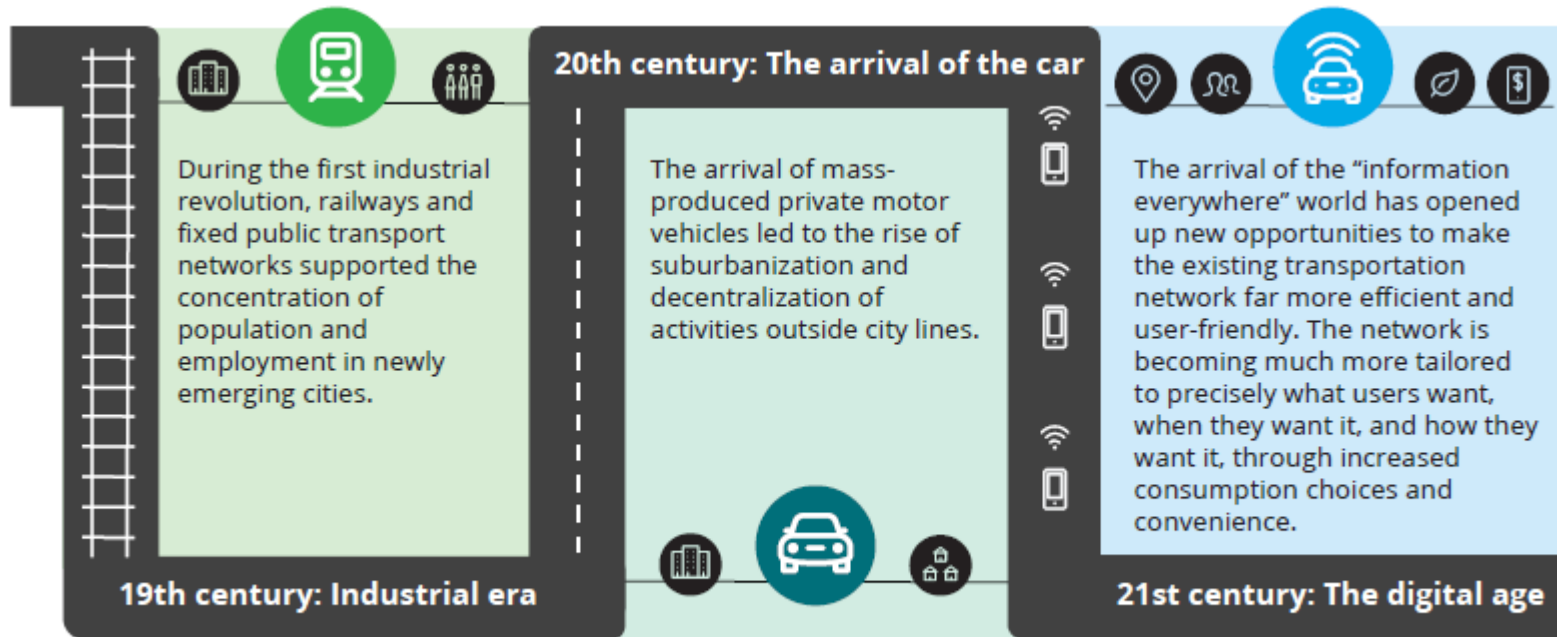


## CReIAMO PA

Per un cambiamento sostenibile

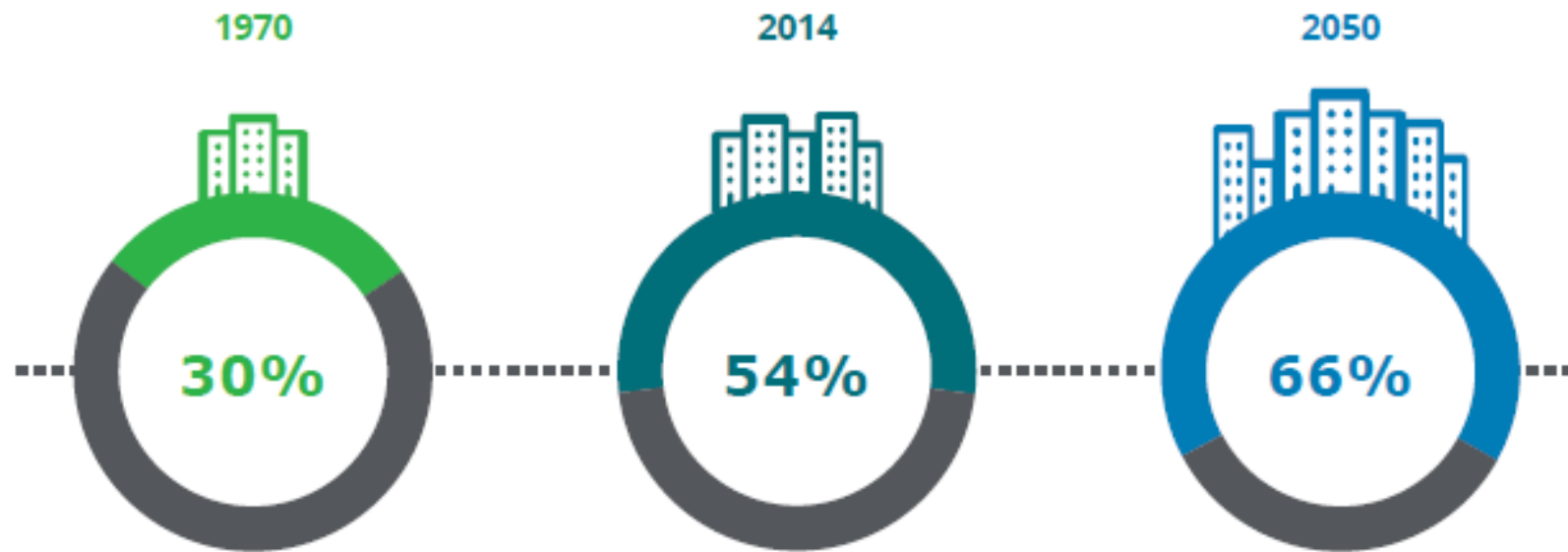


# La mobilità delle persone Dall'era industriale all'era digitale



Source: Deloitte analysis.

# Come risponderanno le città al continuo aumento della densità urbana?



Source: United Nations, Department of Economic and Social Affairs, Population Division, *World urbanization prospects: The 2014 revision, highlights (ST/ESA/SER.A/352)*, 2014, <https://esa.un.org/unpd/wup/Publications/Files/WUP2014-Highlights.pdf>.

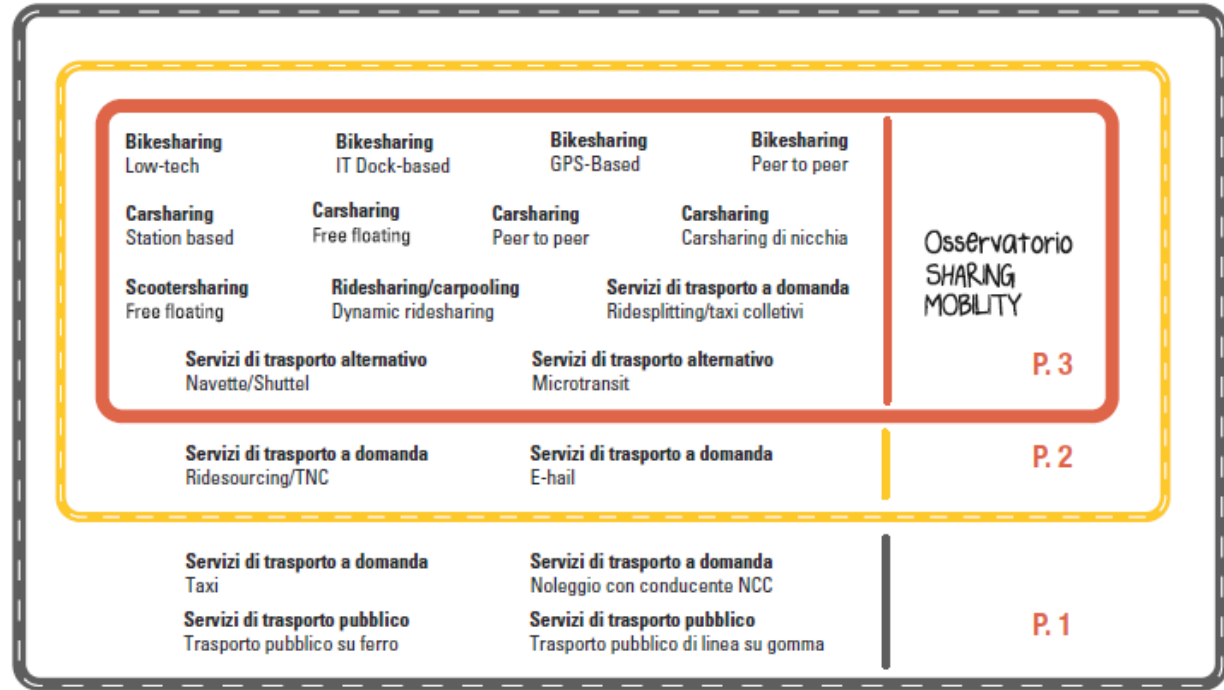
# La sharing mobility come precursore della mobilità come servizio (MAAS)



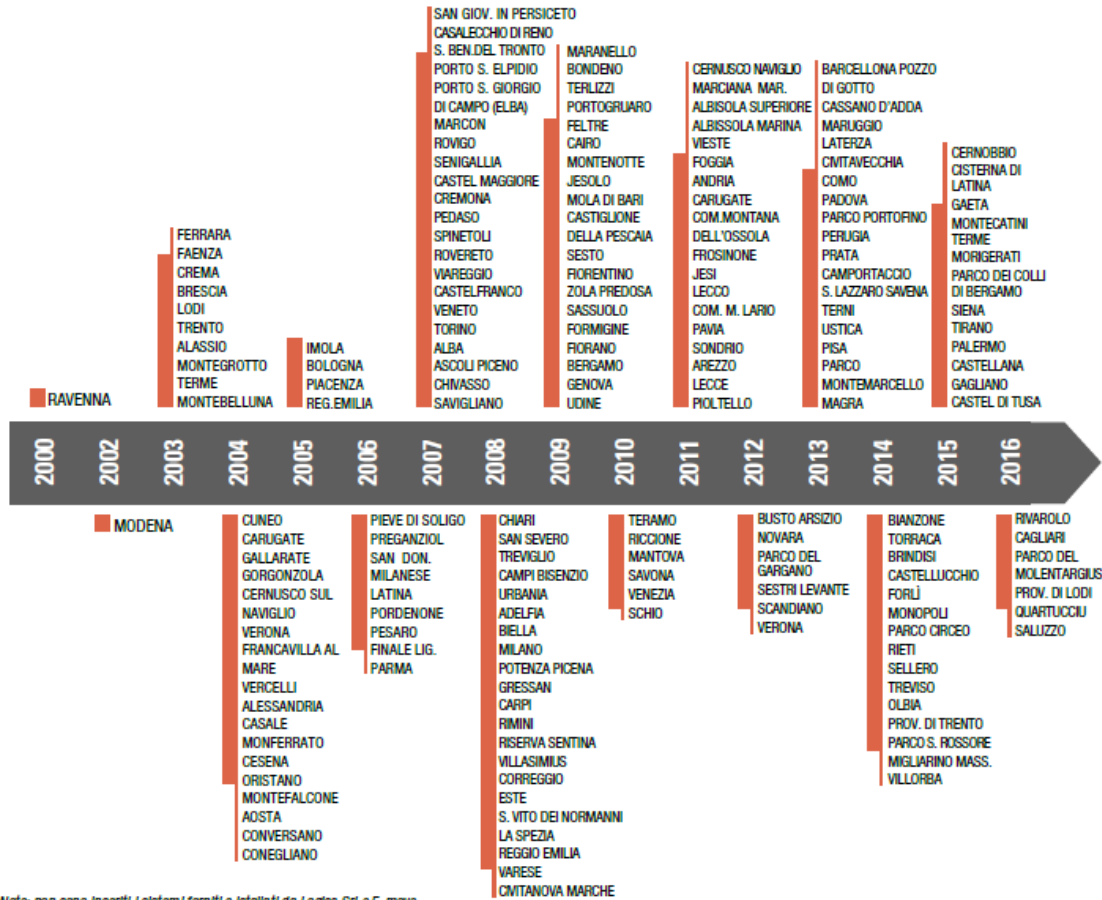
# L'Osservatorio Nazionale sulla Sharing Mobility



## Osservatorio Nazionale SHARING MOBILITY



# Focus sul bike sharing in Italia



Note: non sono inseriti i sistemi forniti e installati da Logiss Srl e E-move

Fonte: elaborazione OSM a partire da dati forniti da Bicincittà, Clearchannel, ECO-Logica, sito web di Centro in bici e TMR Srl.



# La mobilità condivisa nel Programma Sperimentale Nazionale di mobilità sostenibile casa-scuola e casa-lavoro

Su 82 progetti ammissibili, ben 60 contengono azioni per la mobilità condivisa. Si può quindi affermare che la maggior parte degli Enti locali ha ritenuto strategico includere, tra le loro proposte, questa categoria d'intervento.

In termini di risorse, il 12,6% delle azioni riguarda la mobilità condivisa.

Tali azioni sono riferite in prevalenza all'attivazione o all'implementazione di servizi di bike sharing.

Seguono le azioni riguardanti il car sharing, il car pooling e lo scooter sharing.



1. Pianificare le città e la loro mobilità insieme
2. Focalizzarsi sulle persone, non sulle auto

**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.

SharedMobilityPrinciples.org  
#LiveableCities  
#10principles

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**2 Focus on moving people, not cars**

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# 3. Incoraggiare l'uso condiviso delle risorse


# 4. Confrontarsi con gli stakeholders

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**3**

### Encourage efficient use of space and assets



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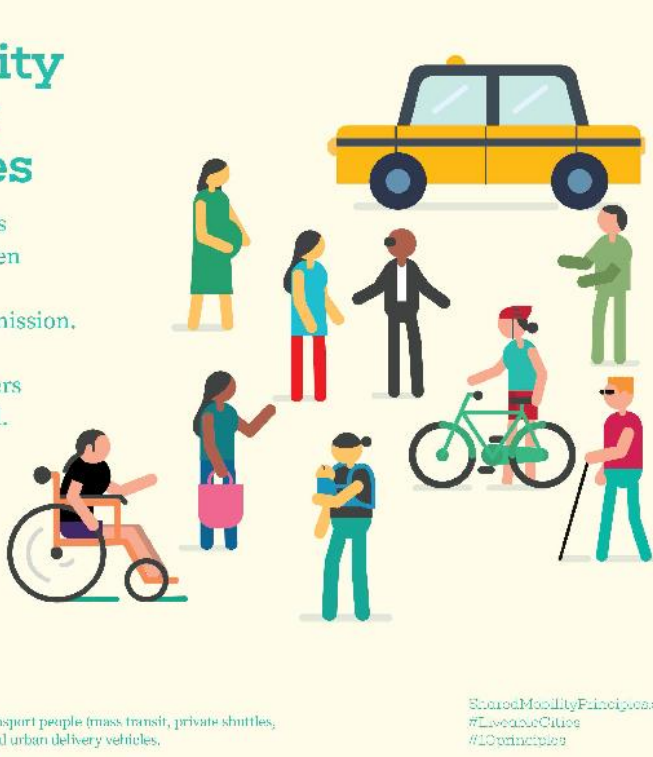
Source: MobilityPrinciples.org  
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**4**

### Engage stakeholders in decision making



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Source: MobilityPrinciples.org  
#LiveableCities  
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# 5. Promuovere l'accessibilità ai servizi della città 6. Guidare la transizione verso le zero emissioni

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5

### Design for equitable access

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6

### Transition towards zero emissions

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# 7. Prevedere tariffe eque

# 8. Condividere i benefici dell'interconnessione

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**7**  
**Seek fair user fees**




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**8**  
**Deliver public benefits via open data**



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# 9. Promuovere integrazione e connettività

## 10. Condividere i veicoli autonomi

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**9**

#### Promote integration and seamless connectivity

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**10**

#### Automated vehicles must be shared

\*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.

The infographic is divided into two main sections. The left section, on a light yellow background, is titled '9. Promote integration and seamless connectivity'. It features a woman in a blue dress holding a smartphone with signal waves emanating from it. To her right, a vertical red line connects three icons: a house with a location pin, a shopping bag with a location pin, and a train ticket with a location pin. Below this, a red train is shown on tracks. The right section, on a light green background, is titled '10. Automated vehicles must be shared'. It features a yellow taxi with a driver and a purple autonomous shuttle with a person standing next to it. Both vehicles have signal waves emanating from them. Social media handles are listed at the bottom of each section: #LiveTheCities and #10principles.



# 2<sup>o</sup> CONFERENZA NAZIONALE DELLA SHARING MOBILITY

27/03/2018



STAZIONE TERMINI ROMA

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