



# Networking on e-scooter mobility, NSG and Agreements in the Genoese marketplace

*Municipality of Genoa*

Application of the power of networking of people, its common intent to share good practice and favorite growth of base knowledge on several topics and application fields have been well demonstrated during this last years.

The power of the NET with its flexibility, capillarity and common perception, allow people to be connected bypassing the constraints often belonging to institutionalism of some communication channels.

Looking at the entire panorama of information and data that flow in these paths, what emerge in our context is that although exist a well-known mechanism of networking in general, it's anyway really needed a qualified gateway of relationship among SME and Public Administration.

On one hand this would allow to gather data in an efficient way, giving them qualified visibility and it would facilitate the matching of *offer* and *demand* on a marketplace so interesting but relatively new in the Genoese context.

The beginning



Electric scooters





On this field of application the Ele.C.TRA project aims to facilitate also the communicative feature of the Small and Medium Enterprises world of electric mobility in general and of electric scooter in particular, using all its effort to qualify its path in practice with a pragmatic contextualization.

Clearly a new vision of network is a long term process to finalize, but Ele.C.TRA project represent a starting point with new energy and structured step by step objectives based on few but secure milestones well integrated in the strategic Smart City framework of the Municipality of Genoa in the Sustainable Mobility pillar.

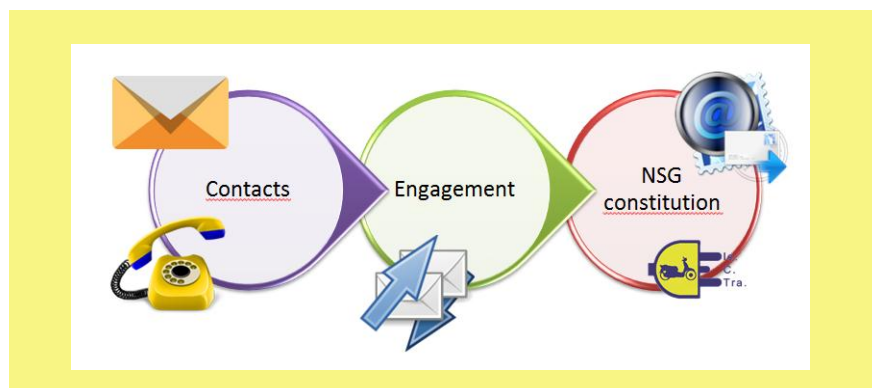
This path needed some requirements from the beginning:

- **Engagement Strategy**
- **Trust**
- **Rules**
- **National Support Group**
- **Instruments**

The results are tangible for those who decide to face the challenge:

First of all more visibility, a clear identifications, the possibility to expand marketplace from the local context to the National and potentially International one.

- **Engagement Strategy**  
Network of people has been built after a checking period during which face to face meetings in conjunction with events organization gave the opportunity to sit in a roundtable where different Stakeholders categories, acting at different level, like local suppliers, decision makers, mobility managers, could discuss their instances.
- **Trust** among the actors. It is due but is not something taken for granted
- **Rules**, those belonging to the Public Administrations and those belonging instead to the Small and Medium Enterprise





### • National Support Group

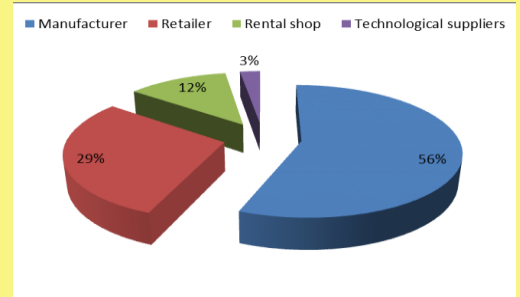
This is the result the added value reached at the end of the Engagement Activities; this new network of people, involved at different level to spread the marketplace of electric scooter in urban context with a new approach: the proposal of real feasibility actions to the Civic Administration and the opportunity to discuss on them.

Actually the National Support Group counts in Italy, both for Genoa and Florence pilots:

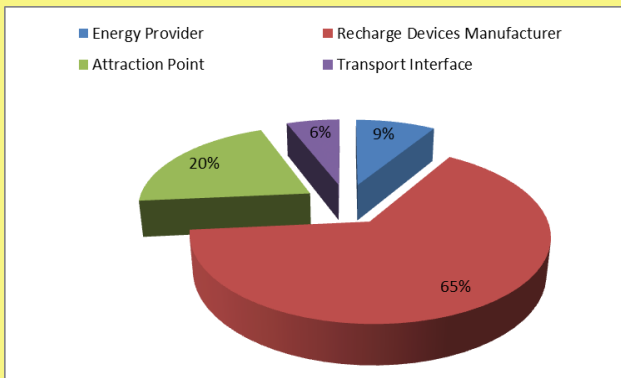
- 53 business representing, divided in sub categories
- 62 Infrastructure suppliers, divided in sub categories
- 8 Media Communication actors,
- 32 Demand Generators and potential end user groups, divided in sub categories
- 12 Mobility manager of Genoese context

Every communication regarding the project is spread among the NSG using both European Ele.C.TRA project channels to Institutional communication ones, moreover email and direct contacts are hold by the city to guarantee that all of them are aware on Ele.C.TRA activities, progress and opportunity. Events have been organized to favorite the demand offer matching.

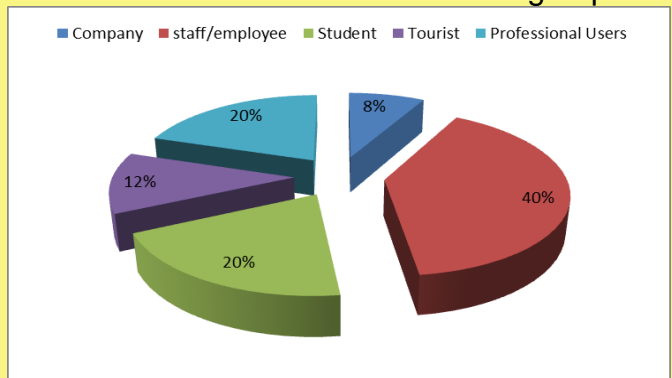
### Business



### Infrastructure



### Demand Generators and end Users groups







**• Instruments**

These are the *Agreement*

This is the formal instrument approved by the Consortium, the Agreements are schema similar to Memorandum of Understanding, published by each City, proposed to the NSG member to gather actions coherent to implement the Ele.C.TRA self-sustainable market model.

The Agreement with the SME of the National Support Group is the starting point of dialogue with the world of the services suppliers of alternative mobility, in a Public Private Partnership of “Intent” that would give strengthens to the actions and aim to put the basis and bear the economic growth of green mobility.

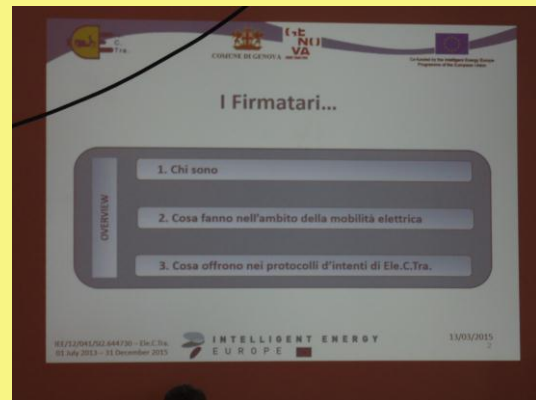
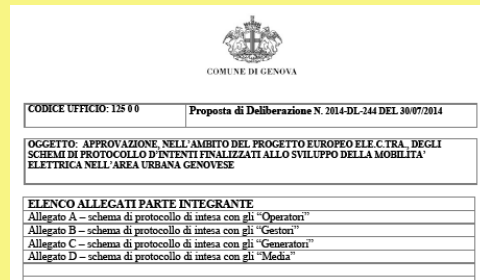
The Signatory could potentially expand their business signing agreements with the three pilot cities and also with the other non-pilot ones,

All signatory have visibility in all the institutional City channels, website, media channel, and also in the Ele.C.TRA project ones, they can add their data, information and offer on the Ele.C.TRA GIS platform and could join the network more actively.

The Agreements in the Municipality of Genoa are 14, divided in the four categories listed below:

- Media Operators
- Infrastructure suppliers and operators,
- Business Operators like sellers, rentals
- Demand Generators

**Extract of Agreement Schema**



**Agreements List**

- ELECTRA AGR (agreement A e B).pdf
- ELECTRA ANVE (agreement D).pdf
- ELECTRA CERBERUS (agreement A).pdf
- ELECTRA CERBERUS (agreement B).pdf
- ELECTRA ECOSTRADA (agreement A).pdf
- ELECTRA ENJOY GREEN (agreement A).pdf
- ELECTRA ENJOY GREEN (agreement B).pdf
- ELECTRA EVBILITY (agreement B).pdf
- ELECTRA FS (agreement C).pdf
- ELECTRA PORTO ANTICO (agreement D).pdf
- ELECTRA RADIO BABBOLEO (agreement D).pdf
- ELECTRA TEKNIT (agreement A e B).pdf
- ELECTRA TELECOM ITALIA (agreement C).pdf

