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ZCI

ZCI Masterclass – The business case of sustainable mobility

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ZCI Project

The objective stated in the AF

- ZCI will strengthen the role of 8 Public Authorities to accelerate the provision of zero carbon infrastructure by increasing their capacity and provide capacity-building support for others.
- Key decision-makers of both project-partners and stakeholders will be closely involved.

The real objective

- Inspire/empower local decision-makers and communities to achieve more carbon reduction through better knowledge on zero carbon mobility!!

Exchange of Experience (EoE) in practice

During Phase 1, the EoE (or Learning) process consists of FOUR steps:

- Step 1: ASSESS LEARNING NEEDS, ASSEMBLE GOOD PRACTICES
- Step 2: CREATE POLICY IMPROVEMENT WORKPLAN
- Step 3: OBSERVE GOOD PRACTICES
- Step 4: DELIVER THE POLICY IMPROVEMENTS

Step 1: Assess Learning Needs and Identify Good Practices [semesters 1-2]

There will be two main activities:

1. Four MASTER CLASSES (MCs) will review the planned policy improvements and enable project-partners to identify their LEARNING NEEDS.
2. PPs will assemble a REGISTER OF GOOD PRACTICES (GP) to collect and document the good practices that are relevant to partners' needs.

ZCI Masterclasses

- One for each of the 4 main themes:
 1. Charging infrastructure Mechelen – May-June 2023
 2. Sustainable urban logistics Cork – October 2023
 3. The business model [of sustainable urban mobility]
 4. Public acceptance and communication
- Main aim: help partners to define their Learning Needs

ZCI MC - The Business Case of Sustainable Mobility – Day 1

Time	Title of the session	Speaker	Note
09:15 – 09:30	Welcome and registration		
09:30 – 09:45	Words of welcome	Gianluca Borghi Deputy Mayor for sustainable mobility - City of Parma	
09:45 – 10:00	Introduction to the ZCI Masterclass	G. Mingardo (Erasmus UPT)	
10:00 – 10:45	Sustainable mobility planning & Charging Infrastructure (Part 1) – The case of Parma	Ivan Uccelli – TRT Cristina Pellegrini – City of Parma	
10:45 – 11:00	Coffee break		
11:00 – 11:45	The Business Case of Charging Infrastructure (Part 2)	Roberto Colicchio - BeCharge	
11:45 – 12:30	The Business Case of Sharing Mobility (Part 1)	Chiara Spaggiari - Infomobility (City of Parma)	
12:30 – 14:00	Lunch + Study Visit to Charging Infrastructure and/or sharing mobility services in the inner city		
14:00 – 14:30	The Business Case of Sharing Mobility (Part 2)	Saverio Galardi - Tier (Scooter sharing)	
14:30 – 15:15	The Business Case of Sharing Mobility (Part 3)	Giusj Palella - Helbiz (Scooter sharing)	
15:15 – 15:30	Coffee break		
15:30 – 16:15	The Business Case of Sharing Mobility (Part 3)	Odoardo Decarolis - Allways (car sharing)	
16:15 – 17:00	Interactive Session	All partners	
17:00 – 17:15	Wrap up of the day	G. Mingardo (Erasmus UPT)	

FORMAL DINNER 20:00: Restaurant “Borgo20” - Borgo XX Marzo, 14

ZCI MC - The Business Case of Sustainable Mobility - Day 2

Time	Title of the session	Speaker	Note
09:15 – 09:30	Welcome and registration		
09:30 – 09:45	Introduction to the ZCI Masterclass – Day 2	G. Mingardo (Erasmus UPT)	
09:45 – 10:30	Electric Bus Systems @ De Lijn – Strategy and Implementation	Stijn De Preter and Kurt Gyselinck – De Lijn	Online
10:30 – 11:00	The Business Case of Electric Buses – Financial subsidies at regional and national level	Alessandro Meggiato Emilia-Romagna Region	
11:00 – 11:15	Coffee break		
11:15 – 12:00	Deploying e-fleets: building solid fundamentals for e-operations	Iztok Štrukelj – Arriva Slovenia	
12:00 – 12:30	The Business Case of Electric Buses (Part 2)	Davide Mezzadri TEP – Parma Public Transport Operator	
12:30 – 13:30	LUNCH		
13:30 – 16:30	STUDY VISIT to TEP – Public transport depot		

ZCI Motto

MAKE IT WORKS FOR YOU!!!