

Trasformazione digitale e mobilità come servizio

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Università degli Studi di Torino

Azioni per una mobilità a zero emissioni

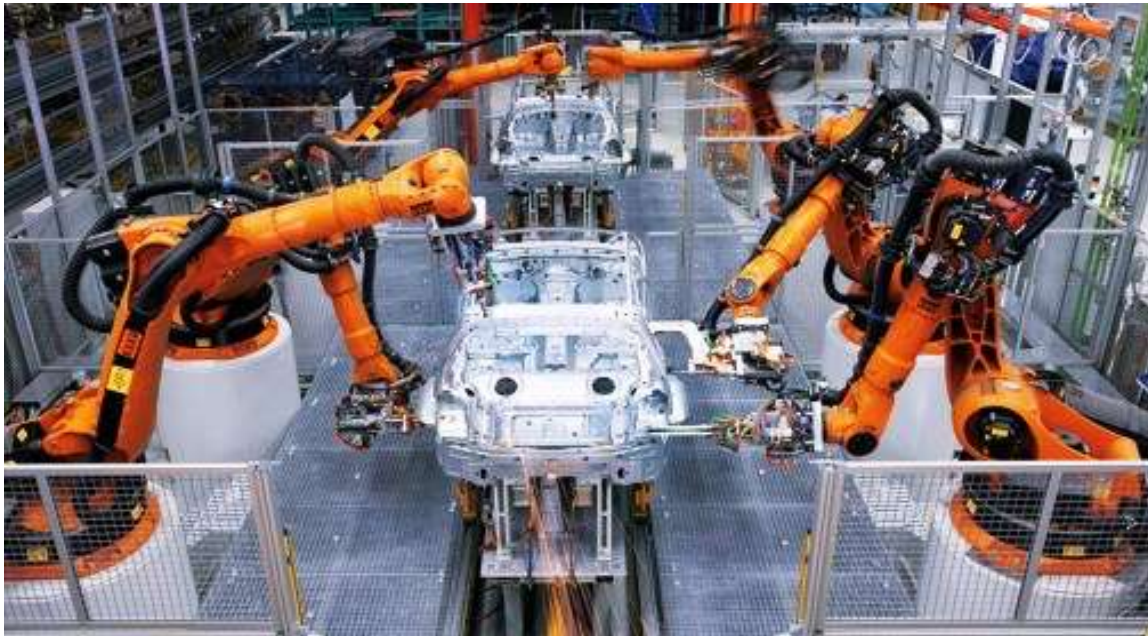
17 settembre 2018





[Fonte dell'immagine](#)





[Fonte dell'immagine](#)





Ieri



[Fonte dell'immagine](#)

Oggi



[Fonte dell'immagine](#)





Ieri



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Oggi



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Ieri

Sasha ASTUTE, CONFIDENT, SAVVY, KNOWLEDGEABLE
SMART SHOPPER

GOAL: Shopping smart to get more for her money.

“I don't have stacks of money so I need to make the most of what I have.”

PREFERENCE: Looking to believe she's found the best price.

“I often spend too long looking for the best price on something. It's never satisfied that I've got the cheapest price.”

SATISFACTION: Getting great value for money.

“I enjoy using smart tech - it's starting to feel like a game. I love testing the systems.”

PERCENTAGE OF CUSTOMER BASE	WEEKLY ONLINE SPEND	ANNUAL HOUSEHOLD INCOME
14%	£46.97	£24,000

Sasha is 34, married and has a two year old child. She currently works as a part time office manager and lives in the suburbs of Bristol.

HER FAVORITE BRANDS: ASDA, M&S, Primark, heat, Sainsbury's, Aldi, Lidl, N. H. M.S.

Isobel MATERIALISTIC, GENEROUS, SPONTANEOUS, IMPULSIVE
IMPULSE SHOPPER

GOAL: Getting a good deal on everything.

“I really like shopping and bargain hunting. I'm guilty of buying things I don't need because they're cheap.”

PREFERENCE: Not online.

“I like shopping in-store to find a bargain or get a gift just waiting for the best deals online.”

SATISFACTION: The thrill of a bargain.

“I love shopping, even if it's not for me. I've got two cupboards full of gifts to give.”

PERCENTAGE OF CUSTOMER BASE	WEEKLY ONLINE SPEND	ANNUAL HOUSEHOLD INCOME
10%	£44.97	£27,000

Isobel is 36 and lives with her partner and 6 month old child in the suburbs of Newcastle. She works as a shop assistant.

HER FAVORITE BRANDS: ASDA, Primark, Argos, Sainsbury's, Lidl, N. H. M.S.

Julia RESERVED, CAUTIOUS, PLANNED, WARY
CAREFULLY CONSIDERED SHOPPER

GOAL: Being careful with the monthly budget.

“It's my responsibility to make sure everyone in my family has what they need and our money stretches.”

PREFERENCE: A bit of in-store but mostly online.

“I don't really trust deal sites. I worry that the quality of what I buy will be compromised.”

SATISFACTION: Doing better off than in previous years.

“When I have money left over from the monthly budget I love putting some away for savings and gifts.”

PERCENTAGE OF CUSTOMER BASE	WEEKLY ONLINE SPEND	ANNUAL HOUSEHOLD INCOME
12%	£49.97	£28,000

Julia is 47. She's married with three children and lives in the suburbs of Leamington Spa, where she works as a nurse at the local maternity hospital.

HER FAVORITE BRANDS: M, Primark, ASDA, Lidl, N. H. M.S.

Rob TIME-POOR, SAFE, IMPATIENT, HABITUAL
COMFORTABLE CLASSIC SHOPPER

GOAL: Shopping quickly at trusted brands.

“Saving money is too much hassle. I don't have time to hunt around for deals.”

PREFERENCE: For many trusted offers.

“I don't browse. I find what I want and buy it. No going wandering about in the quiet here and there.”

SATISFACTION: Shopping and saving quickly - in a week most days.

“I bought shoes online and 20% was taken off automatically. No hunting for the discount.”

PERCENTAGE OF CUSTOMER BASE	WEEKLY ONLINE SPEND	ANNUAL HOUSEHOLD INCOME
13%	£44.97	£24,000

Rob is 44. He's married with two young children and lives in a large village on the outskirts of Basingstoke. He works as a primary school deputy head teacher.

HER FAVORITE BRANDS: Primark, Sainsbury's, ASDA, Lidl, N. H. M.S.

Fonte dell'immagine

Oggi



Fonte dell'immagine

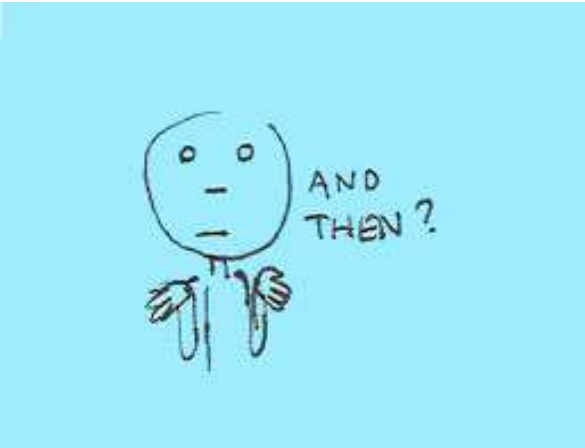




Singularità dell'individuale

[Fonte dell'immagine](#)





[Fonte dell'immagine](#)





Vecchi prodotti



[Fonte dell'immagine](#)

Nuovi prodotti



[Fonte dell'immagine](#)

Nuovi servizi



[Fonte dell'immagine](#)





FREE2 MOVE

Free2Move App FAQ

Discover every carsharing provider on one map.

The perfect vehicle for any situation. Book a BMW today or an electric scooter tomorrow. Your possibilities are endless.

Available on the **App Store** GET IT ON **Google play** Download from **Windows Store**

A hand holding a smartphone displaying a map with various carsharing provider icons (like BMW, Vespa, etc.) overlaid on a city street map. The phone screen shows the 'FREE2 MOVE' app interface.

[Fonte dell'immagine](#)





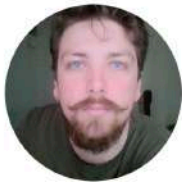
MOBILITY PROVIDER

FREE2 MOVE

CAR SHARING  LEASE  FLEET MANAGEMENT  FLEET SHARING  SMART SERVICES

[Fonte dell'immagine](#)

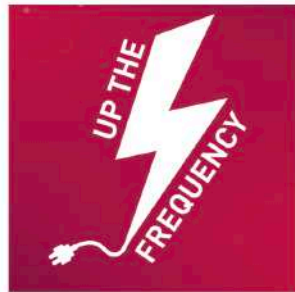




Dott. Leonardo Bottoni
Età: 25
Titolo: Laurea magistrale in Sociologia (UniTo)



Dott. Alfredo Cota
Età: 25
Titolo: Laurea triennale in Filosofia (UniTo)



Dott. Riccardo Vaccaneo
Età: 23
Titolo: Laurea triennale in Architettura (PoliTo)



Dott. Paolo Palmisano
Età: 25
Titolo: Laurea magistrale in Ingegneria Energetica e Nucleare (PoliTo)

Il Contamination Lab ha assegnato 4 Borse di studio a laureati del Sistema Universitario Torinese finanziate da IREN



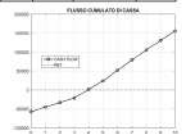
Mappa del servizio di trasporto pubblico GTT



TOP DOWN TRAM CHARGING (TDT)

Utilizzo dell'infrastruttura della rete elettrica tramviaria come supporto alle colonnine di ricarica FAST (150 kW DC/DC)

SPESE		GUADAGNI [€]		FLUSSO CUMULATO DI CASSA [€]		PBT [Y]
CAPEX [€]	OPEX [€/Y]	anno 1-3	21140	anno 0	-17000	
-17000	-340	anno 4-5	20100	anno 5-7	0	2,5
		anno 1-5	24104	anno 10	21000	



FROM ELECTRIC TO BUS (FEB)

Utilizzo del capotreno di ogni linea GTT come punto di installazione di colonnine di ricarica SLOW (15 kW AC/DC)



CITTA' DI TORINO



UNIVERSITÀ DEGLI STUDI DI TORINO



2ª CONFERENZA NAZIONALE DELLA MOBILITÀ ELETTRICA



Fonte dell'immagine



Attrezzarsi a gestire l'impatto della trasformazione digitale della mobilità

(un esempio di ottica multidisciplinare)

- Metà anni 20 (XXI secolo) Equilibrio dei costi auto elettrica - auto endotermica
- Fine anni 20 (XXI secolo) Disponibilità auto a guida autonoma
- Fine anni 80 (XX secolo) Legge Tognoli n. 122 del 1989 relativa alla % di posto auto obbligatori



Un caso di studio. Per le nuove forme di mobilità va cambiata la legge Tognoli:

- meno posti auto sotterranei
- più colonnine di ricarica elettrica

