

OUTPUT FACT SHEET

Pilot actions (including investment, if applicable)

Version 2

Project index number and acronym	CE1074 - LAirA
Lead partner	Municipality of 18th district
Output number and title	OT2.3.1 Pilot on low carbon mobility management - ITS tool application and awareness raising campaign
Investment number and title (if applicable)	Total investment EUR 24,500.00
Responsible partner (PP name and number)	PP11 SEA Milan Airports
Project website	https://www.interreg-central.eu/Content.Node/LAirA.html
Delivery date	2020.01.30

Summary description of the pilot action (including investment, if applicable) explaining its experimental nature and demonstration character

SEA Milan Airports procured the test of a car-pooling service, focusing on the provision of a “Software as a Service” which allows employees at SEA Milan Airports (Linate - LIN and Malpensa - MXP) and at other airport companies to access and register to a car-pooling platform, exchange information on commuting patterns with the aim of sharing trips, certify trips on the car-pooling platform, providing benefits to users. The pilot project’s main goal is to develop low-emission solutions that will improve employees’ access to airports. The total number of employees at Milan Airports is about 27,000. The sites are very large and there are employees at different entities (employers) and with different roles, who work in various areas at the airports, sometimes far from each other; the car-pooling application aims at helping employees finding colleagues who have the most compatible home-work trip pattern and getting to know each other to share trips. The objective of the pilot is to encourage employees currently commuting individually by their own cars and going to the same destination to share cars with colleagues, and consequently reduce car traffic. The objective is fostering behavioral change by employees and creating environmental benefits for the Airports’ FUA.

NUTS region(s) concerned by the pilot action (relevant NUTS level)

Country (NUTS 0): IT
Region (NUTS 2):
ITC4, Lombardia

Investment costs (EUR), if applicable

The total amount of the one-year contract with the carpooling provider for the activities related to the pilot implementation (SaaS implementation, service maintenance, communication campaign with materials and on-site days, periodical reports, etc.) is 24,500.00 euros, which is in part funded by LAirA and in part paid with SEA Milan Airports' own funds.

Expected impact and benefits of the pilot action for the concerned territory and target groups and leverage of additional funds (if applicable)

The most important impact expected from this pilot is a contribution to changing the commuting behaviour of airports' employees, that will result in benefits for the environment (in terms of CO₂ emissions reduction) and for community (in terms of less traffic and congestion). In order to encourage airport employees to share rides, SEA, with the provider support, launched periodic incentive plans, competitions dedicated to airport employees who certify their shared home-to-work trips. At the end of each competition, the best car-poolers (those sharing the most rides) are awarded with fuel vouchers (paid by SEA Milan Airports).

Sustainability of the pilot action results and transferability to other territories and stakeholders.

The LAirA pilot project has an experimental and demonstration nature and as such long-term sustainability depends on results at the end of the pilot phase, and in particular on the extent to which employees use and benefit from the service. This is independent of SEA's availability to pay for the services once the pilot ends.

Nevertheless, SEA has already committed to sustain the car-pooling pilot with own funds. In particular, the car-pooling pilot started in July 2019 and will last 12 months, until June 2020 (6 months after the LAirA project closure). In fact, SEA assessed that a 6-month pilot was too short to evaluate the pilot longer-term sustainability, also considering:

- the summer period, which inevitably limited the number of users;
- the fact this is a new initiative and needs time for users to be informed of and confident with the service;
- eventual corrective actions, that will need time to generate effects.

Further than paying with own funds the car-pooling service in the period January-June 2020, SEA will take further actions to promote the service and this will be delivered by SEA internal staff. Actions will focus on enhancing communication to users, and in particular workshops and webinars to present the service, its functioning and benefits.

Finally, the pilot project has already generated an additional result. Based on user feedback SEA has launched a "Bike Race" for employees working at Linate Airport, with the aim of promoting cycling to work.

Lessons learned and added value of transnational cooperation of the pilot action implementation (including investment, if applicable)

These seven months of carpooling-scheme implementation have been extremely useful to think over the success and failure factors of the pilot project and to better understand the current employees' mobility behaviours at both Milan Airports, especially for those who commute by car, and their real inclination to change their mobility habits. It was not easy to implement the carpooling service because it was very difficult to reach and engage a critical mass of airport employees. For this reason, SEA decided to try further approaches to involve as many employees as possible in the carpooling community. In particular, the carpooling provider suggested to:

- train via webinar colleagues working in different company areas as “Carpooling ambassadors”, in order to create a “Carpooling team” that could help other colleagues using the tool and being aware of benefits and opportunities offered by the carpooling scheme; and
- train small groups of colleagues in short training lessons.

The active participation of the company representatives in the project was crucial, in terms of internal communication and colleagues' engagement.

Contribution to/ compliance with:

- relevant regulatory requirements
- sustainable development - environmental effects. In case of risk of negative effects, mitigation measures introduced
- horizontal principles such as equal opportunities and non-discrimination
- Contribution to CO₂ emissions reduction, in line with SEA strategy for landside accessibility improvement and with the general sustainable strategy for Milan Airports development and growth;
- The pilot intends to involve not only SEA employees but also airport operators at both Milano Linate and Milano Malpensa, to guarantee equal opportunities to the whole airport community.

References to relevant deliverables (e.g. pilot action report, studies), investment factsheet and web-links

If applicable, additional documentation, pictures or images to be provided as annex

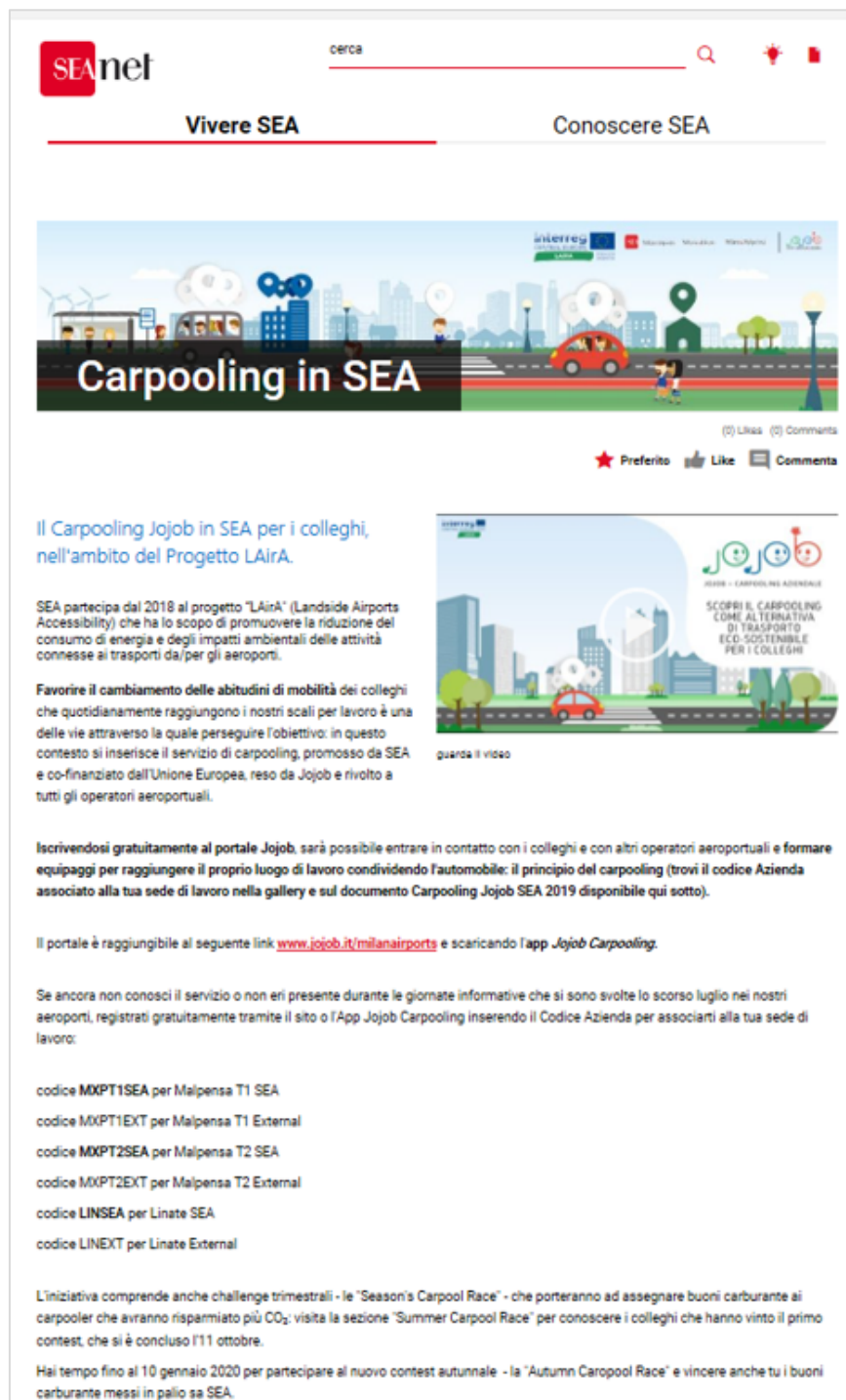
Website landing page: <https://www.jojob.it/milanairports/>

Mobile App: Jojob, Corporate Carpooling

All A.T2.2 deliverable and especially:

- D.T2.2.1 Transnational transferable ITS tool for low carbon mobility management of employees
- D.T2.2.2 Pilot planning workshop in each LAirA FUA
- D.T.2.2.4 Transnational pilot on low carbon mobility management - ITS tool application
- D.T.2.2.6 Planning the sustainability & future ownership of the low carbon mobility management ITS tool

ANNEX - IMAGES FROM THE COMMUNICATION CAMPAIGN



The screenshot shows a news article on the SEA Milan Airports intranet. At the top, there is a navigation bar with the SEA net logo, a search bar, and two tabs: "Vivere SEA" and "Conoscere SEA". Below the navigation bar is a large banner for "Carpooling in SEA" featuring an illustration of a city street with a carpooling car and a person walking. The article title is "Il Carpooling Jojob in SEA per i colleghi, nell'ambito del Progetto LAirA." The main text describes the project's goal of reducing energy consumption and environmental impacts by promoting carpooling. It mentions that SEA has participated in the LAirA project since 2018. The article also provides information on how to use the Jojob app and lists company codes for various SEA locations. At the bottom, it mentions a "Summer Carpool Race" contest and a "Autumn Carpool Race" contest.

SEA net cerca

Vivere SEA **Conoscere SEA**

Carpooling in SEA

(0) Likes (0) Comments

★ Preferito Like Comments

Il Carpooling Jojob in SEA per i colleghi, nell'ambito del Progetto LAirA.

SEA partecipa dal 2018 al progetto "LAirA" (Landside Airports Accessibility) che ha lo scopo di promuovere la riduzione del consumo di energia e degli impatti ambientali delle attività connesse ai trasporti da/per gli aeroporti.

Favorire il cambiamento delle abitudini di mobilità dei colleghi che quotidianamente raggiungono i nostri scali per lavoro è una delle vie attraverso la quale perseguire l'obiettivo: in questo contesto si inserisce il servizio di carpooling, promosso da SEA e co-finanziato dall'Unione Europea, reso da Jojob e rivolto a tutti gli operatori aeroportuali.

Inscrivendosi gratuitamente al portale Jojob, sarà possibile entrare in contatto con i colleghi e con altri operatori aeroportuali e formare equipaggi per raggiungere il proprio luogo di lavoro condividendo l'automobile: il principio del carpooling (trovi il codice Azienda associato alla tua sede di lavoro nella gallery e sul documento Carpooling Jojob SEA 2019 disponibile qui sotto).

Il portale è raggiungibile al seguente link www.jojob.it/milanairports e scaricando l'app **Jojob Carpooling**.

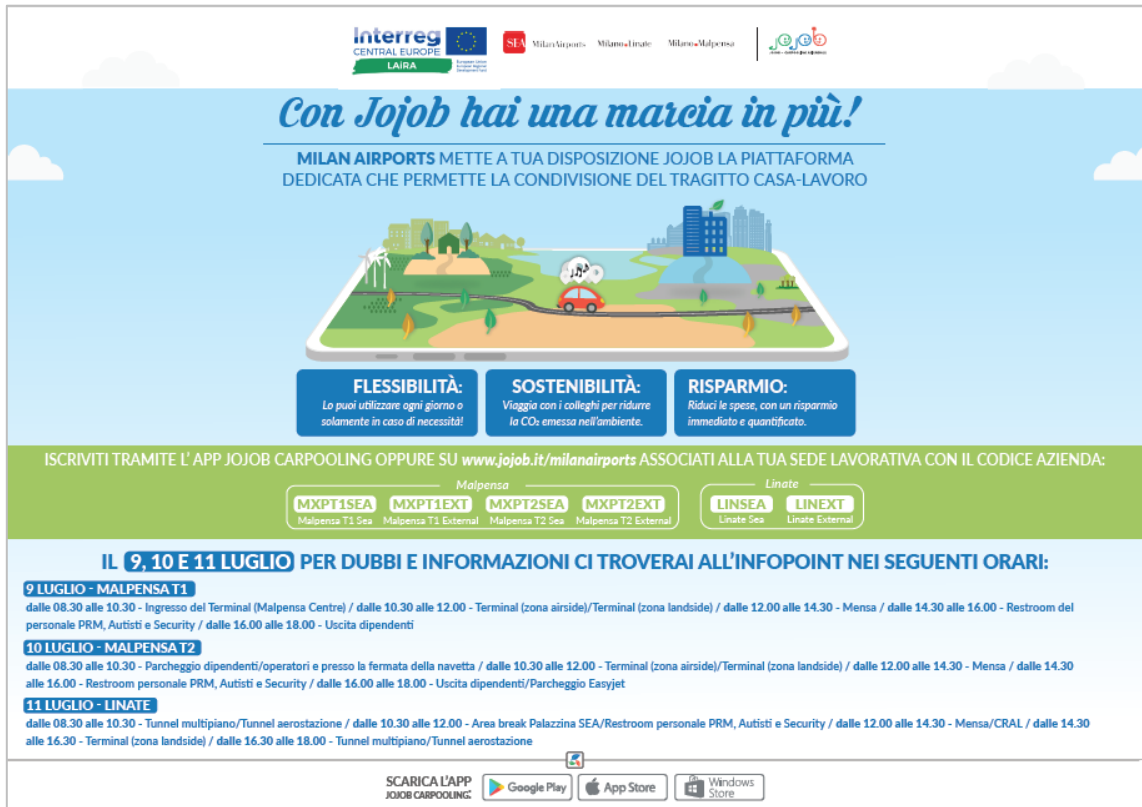
Se ancora non conosci il servizio o non eri presente durante le giornate informative che si sono svolte lo scorso luglio nei nostri aeroporti, registrati gratuitamente tramite il sito o l'App Jojob Carpooling inserendo il Codice Azienda per associarti alla tua sede di lavoro:

codice **MXPT1SEA** per Malpensa T1 SEA
 codice **MXPT1EXT** per Malpensa T1 External
 codice **MXPT2SEA** per Malpensa T2 SEA
 codice **MXPT2EXT** per Malpensa T2 External
 codice **LINSEA** per Linate SEA
 codice **LINEXT** per Linate External

L'iniziativa comprende anche challenge trimestrali - le "Season's Carpool Race" - che porteranno ad assegnare buoni carburante ai carpooler che avranno risparmiato più CO₂: visita la sezione "Summer Carpool Race" per conoscere i colleghi che hanno vinto il primo contest, che si è concluso l'11 ottobre.

Hai tempo fino al 10 gennaio 2020 per partecipare al nuovo contest autunnale - la "Autumn Carpool Race" e vincere anche tu i buoni carburante messi in palio da SEA.

Figure 1. News on the LAirA car-pooling project published on SEA Milan Airports intranet



Con Jojob hai una marcia in più!

MILAN AIRPORTS METTE A TUA DISPOSIZIONE JOJOB LA PIATTAFORMA DEDICATA CHE PERMETTE LA CONDIVISIONE DEL TRAGITTO CASA-LAVORO

FLESSIBILITÀ:
Lo puoi utilizzare ogni giorno o solamente in caso di necessità!

SOSTENIBILITÀ:
Viaggia con i colleghi per ridurre la CO₂ emessa nell'ambiente.

RISPARMIO:
Riduci le spese, con un risparmio immediato e quantificato.

ISCRIVITI TRAMITE L' APP JOJOB CARPOOLING OPPURE SU www.jojob.it/milanairports ASSOCIATI ALLA TUA SEDE LAVORATIVA CON IL CODICE AZIENDA:

Malpensa				Linate	
MXPT1SEA	MXPT1EXT	MXPT2SEA	MXPT2EXT	LINSEA	LINEXT
Malpensa T1 Sea	Malpensa T1 External	Malpensa T2 Sea	Malpensa T2 External	Linate Sea	Linate External

IL 9, 10 E 11 LUGLIO PER DUBBI E INFORMAZIONI CI TROVERAI ALL'INFOPPOINT NEI SEGUENTI ORARI:

9 LUGLIO - MALPENSA T1
dalle 08.30 alle 10.30 - Ingresso del Terminal (Malpensa Centre) / dalle 10.30 alle 12.00 - Terminal (zona airside)/Terminal (zona landside) / dalle 12.00 alle 14.30 - Mensa / dalle 14.30 alle 16.00 - Restroom del personale PRM, Autisti e Security / dalle 16.00 alle 18.00 - Uscita dipendenti

10 LUGLIO - MALPENSA T2
dalle 08.30 alle 10.30 - Parcheggio dipendenti/operatori e presso la fermata della navetta / dalle 10.30 alle 12.00 - Terminal (zona airside)/Terminal (zona landside) / dalle 12.00 alle 14.30 - Mensa / dalle 14.30 alle 16.00 - Restroom personale PRM, Autisti e Security / dalle 16.00 alle 18.00 - Uscita dipendenti/Parcheggio Easyjet

11 LUGLIO - LINATE
dalle 08.30 alle 10.30 - Tunnel multipiano/Tunnel aerostazione / dalle 10.30 alle 12.00 - Area break Palazzina SEA/Restroom personale PRM, Autisti e Security / dalle 12.00 alle 14.30 - Mensa/CRAL / dalle 14.30 alle 16.30 - Terminal (zona landside) / dalle 16.30 alle 18.00 - Tunnel multipiano/Tunnel aerostazione

SCARICA L'APP JOJOB CARPOOLING




CONDIVIDI IL TRAGITTO CASA-LAVORO e risparmi viaggiando in carpooling con Jojob!

- 1** Registrati gratuitamente tramite l'App Jojob Carpooling oppure dal sito www.jojob.it/milanairports inserendo il Codice Azienda per associarti alla tua sede di lavoro:
- 2** Inserisci il tuo Itinerario Casa-Lavoro indicando il punto dal quale parti per raggiungere la tua sede lavorativa.
- 3** Scopri chi fa il tuo stesso tragitto fra gli Autisti e i Passeggeri proposti e aggiungili ai Contatti per organizzare i viaggi insieme.
- 4** Quando sei a bordo dell'auto apri l'app e certifica il tuo tragitto con gli altri membri dell'equipaggio. Per ogni viaggio certificato, saprai esattamente come suddividere le spese.
- 5** Tramite la funzione "Conto J" presente sull'app, avrai sempre a disposizione l'estratto conto di tutti i tuoi viaggi percorsi in carpooling.
- 6** Scopri come vincere gli Incentivi aziendali e tutti i vantaggi di chi viaggia con Jojob!

SALI A BORDO CON JOJOB E VIAGGERANNO CON TE RISPARMIO, COMODITÀ E RISPETTO PER L'AMBIENTE!



Figure 2. Communication material distributed to employees



Interreg CENTRAL EUROPE LAIRA
SFA Milan Airports Milano Linate Milano Malpensa
jojob

Summer Carpool Race: partecipa, certifica, premiati!
dal 15/07/19 all' 11/10/19

PARTECIPA:
Dal 15 luglio all' 11 ottobre. Registrati su www.jojob.it/milanairports o tramite l'App "Jojob Carpooling" e associati alla tua sede lavorativa con il codice azienda

Malpensa

MXPT1SEA Malpensa T1 Sea
MXPT1EXT Malpensa T1 External
MXPT2SEA Malpensa T2 Sea
MXPT2EXT Malpensa T2 External

Linate

LINSEA Linate Sea
LINEXT Linate External

CERTIFICA:

- 1** **INSTALLA** l'app "Jojob Carpooling" sul tuo smartphone
- 2** **APRI** l'app quando sei a bordo dell'auto, clicca su certifica e seleziona il tuo ruolo per iniziare il viaggio.
- 3** **CHIUDI** il viaggio a destinazione raggiunta per accumulare i punti necessari a scalare la classifica. **Ricordati che servono almeno 20 punti per vincere!**

PREMIATI:

1° PREMIO
Buono Carburante del valore di 100€

2° PREMIO
Buono Carburante del valore di 80€

3° PREMIO
Buono Carburante del valore di 50€

MA NON FINISCE QUI...
Vai nella sezione incentivi per scoprire tutti gli altri premi a disposizione per tutti i dipendenti che certificano i viaggi in carpooling.

HAI DUBBI O DOMANDE? scrivi a support@jojob.it o usa la chat presente sul nostro sito.

Figure 3. Leaflet on Summer Carpool Race founded by SEA Milan Airports



Interreg CENTRAL EUROPE LAIRA
SFA Milan Airports Milano Linate Milano Malpensa
jojob

Autumn Carpool Race: partecipa, certifica, premiati!
dal 14/10/2019 al 10/01/2020

PARTECIPA:
Dal 14 ottobre 2019 al 10 gennaio 2020 Registrati su www.jojob.it/milanairports o tramite l'App "Jojob Carpooling" e associati alla tua sede lavorativa con il codice azienda

Malpensa

MXPT1SEA Malpensa T1 Sea
MXPT1EXT Malpensa T1 External
MXPT2SEA Malpensa T2 Sea
MXPT2EXT Malpensa T2 External

Linate

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LINEXT Linate External

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Figure 4. Leaflet on Autumn Carpool Race founded by SEA Milan Airports