Contents

Introduction: Car-Sharing Evolution and Green Move Project ................ 1
Daniele Fabrizio Bignami, Alberto Colorni, Alessandro Luè, Roberto Nocerino, Matteo Rossi and Sergio Matteo Savaresi

Part I The Service

Service Idea: Creating Mobility Scenarios Through Service Design ........ 13
Stefano Maffei and Beatrice Villari

Traditional and Innovative Vehicle-Sharing Models ....................... 25
Marika Arena, Giovanni Azzone and Irene Bengo

Analysis of Mobile Phone Data for Deriving City Mobility Patterns ....... 37
Piercesare Secchi, Simone Vantini and Paolo Zanini

Analysis of Peer-to-Peer Car Sharing Potentialities ....................... 59
Paolo Beria, Antonio Laurino, Ila Maltese, Ilaria Mariotti and Flavio Boscacci

Testing a New Model for a Sustainable Mobility in the City of Milan:
The Condominium Car Sharing ........................................... 79
Daniele Fabrizio Bignami and Liat Rogel

Communication Design for Social Engagement. Micro TV
and the Integration of Branding and Storytelling into
Participatory Processes .................................................. 95
Maria Luisa Galbiati and Francesca Piredda
Part II  The Technology

Architecture of the Green Move System ........................................... 123
Andrea G. Bianchessi, Gianpaolo Cugola, Simone Formentin,
Angelo Morzenti, Carlo Ongini, Emanuele Panigati, Matteo Rossi,
Fabio A. Schreiber, Sergio Matteo Savaresi, Letizia Tanca
and Edoardo G. Vannutelli Depoli

Green Move Dynamic Applications ............................................. 139
Gianpaolo Cugola, Angelo Morzenti, Matteo Rossi
and Edoardo G. Vannutelli Depoli

Context-Driven Pervasive and Personalized
Information Management ............................................................ 153
Emanuele Panigati, Fabio A. Schreiber and Letizia Tanca

A Smartphone-Based Energy-Oriented Driving Assistance System .... 171
Simone Formentin, Carlo Ongini and Sergio Matteo Savaresi

Automatic Fleet Balancing in One-Way VSSs via
Closed-Loop Dynamic Pricing .................................................... 191
Simone Formentin, Andrea G. Bianchessi and Sergio Matteo Savaresi

Information System: Georeferenced Database ......................... 207
Maria Brovelli, Marco Negretti and Ludovico Biagi

Part III  The Simulation Model

The Evaluation Model: Estimation of Economic, Social and
Environmental Impacts of Car Sharing Services ............................ 223
Alessandro Luè, Roberto Nocerino, Valerio Paruscio, Diego Ciccarelli,
Simone Vantini and Paolo Zanini

Model of the O/D Matrix: Grid Driven Estimate
of the O/D Matrices for a Car Sharing Service ............................ 253
Daniela Carrion, Guido Minini and Livio Pinto

System Sizing Model—Simulation Model of the Service ............. 265
Giovanna Marchionni, Marco Ponti and Luca Studer

Conclusions and Future Trends: From Ownership to Sharing ........ 277
Daniele Fabrizio Bignami, Alberto Colorni, Alessandro Luè,
Roberto Nocerino, Matteo Rossi and Sergio Matteo Savaresi
Electric Vehicle Sharing Services for Smarter Cities
The Green Move project for Milan: from service design to technology deployment
Bignami, D.F.; Colorni Vitale, A.; Lue, A.; Nocerino, R.; Rossi, M.; Savaresi, S.M. (Eds.)
2017, X, 282 p. 111 illus., 98 illus. in color., Hardcover
ISBN: 978-3-319-61963-7