

ANCONA MOLE Auditorium 18 giugno 2019



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SCHEDE GIURIA

Università - corso di laurea - insegnamento - docente *University - degree - subject - teacher*

University of Macerata
 LM-78 Philosophical Sciences - LM-89 Cultural Heritage Management
 Metodi e tecniche di analisi dello sviluppo umano - Gestione e organizzazione delle aziende culturali
 Prof. Paola Nicolini - Prof. Mara Cerquetti

Nome progetto *Project name*

The project's name is Jimob. It was born from merging two words in two different languages, thus representing the dimension both local and international of our idea: "Jlmo" that is "let's go" in the dialect of Macerata and "MOBility". Indeed the project aims at encouraging mobility inside the regional territory, above all in the hinterland. So Jimob means "let's experience mobility in Marche"



Squadra *Team*

The team is made up of students of University of Macerata with a background in cultural heritage and in philosophical sciences. We made use of our university background to elaborate some smart strategies to promote and valorize the territory and its cultural heritage (art, landscape, traditional food and folklore) and to promote new ways of development in steps with the modern trends.

The team's members are Sara Bassano, Marta Campanelli, Caterina Ciccotti, Mara Cipriano, Anna Latella, Agustina Micaela Medrano, Alice Percossi, Kevin Scicolone.

Idea *Idea*

JiMob is an e-car and e-bike sharing service open to all people in Macerata, especially tourists and university students who are two categories of people spending their time in Macerata often without having their own mean of transport. JiMob vehicles can be booked by our customers through JiMob app or web site and used to move inside the territory. Our e-bikes are available in the town of Macerata, so they are very advantageous to reach squares, theatres, university departments and shops every day; instead our e-cars can be driven in the territory of Macerata, thus allowing our customers getting the interesting towns and sightseeing places of the province. Our e-cars can be booked for different time slots (6, 12 or 24 hours), among which the customer must choose. So, the e-bikes are the useful solution for our customers' daily routine, while the e-cars are ideal for their trips in the week-end or on public holidays (you can book them all the days nevertheless).

In order to spur our customers to discover the inner areas, we propose them some itineraries (three ones for every time slot, respectively devoted to culture, trekking and nature, food and wine). If the customers give their GPS position in JiMob app after reaching the places suggested, they gain some special discounts for the next time; this is a device to get their fidelity. They get discounts also by using JiMob e-bikes: the more they ride them, the more prizes they gain for our e-cars to move around the town. In this way using the e-bikes for their daily business makes our customers want to discover also the electric cars for their free time. Moreover, JiMob includes a social community where the customers can post their pictures and thoughts about the places they have visited and agree to book together an e-car.

Therefore, the three key words of JiMob are discovery, ecomobility and sharing.



Problema e soluzione *Problem and solution*

The problem JiMob tries to solve is getting the inner areas of the province of Macerata. There are some public means to get there (trains and buses), however they are thought above all for school pupils. If you want to reach these places from Macerata, you often take much time, even more if a change (train-bus, bus-bus) is necessary; on Sundays and on public holidays you even do not have any solution. Therefore, moving in the province of Macerata and in its amazing towns is nearly impossible for them having no own vehicle: tourists and university students far from home are among these.

JiMob offers them the perfect solution: you have an e-car to move inside this territory, so you discover both the province of Macerata and the new frontier of the ecomobility. Furthermore, JiMob includes an e-bike sharing service thanks to which you can join these values during your days.

Booking our e-cars and e-bikes is very simple and friendly also for people who do not like car and bike rentals because it just takes a smartphone and a free app.

Obiettivi *Objectives*

Through JiMob we pursue two objectives: on the one hand, offering tourists and above all students of Macerata a simple solution to move inside the town and in its hinterland in a free way in order to enjoy its rich and interesting cultural heritage; on the other hand, helping the hinterland of Macerata, hardly stricken by the 2016-2017 earthquakes, becoming again a place where people go discovering nature, art, history and traditions. We may add another objective to these: making sure that people do this without contributing to the environmental pollution any more thanks to our electric vehicles.

Impatto *Impact*

Through JiMob we want to make people to be confident that the hinterland is a very amazing territory whose treasures are waiting for being discovered, although they have been seriously damaged by the last earthquakes. We also want to make people more and more used to the electric means as they are the direction towards we are going at an international level. In short, we imagine that the towns and places of our territory can be connected in a harmonious and ecologically sustainable way which respects the needs both of men and nature.

Sviluppi futuri *Future Plans*

JiMob starts with 3 e-cars and 16 e-bikes. We have chosen these small numbers to start (Macerata has about 40.000 inhabitants and many thousands of tourists and students every year), however we plan on increasing them in 3-4 years as and when JiMob will spread out in Macerata. Changing our discounts and suggestions of itineraries will be fundamental to keep our customers.