

Concordia Institute for Information Systems Engineering

**THE CONCORDIA INSTITUTE FOR INFORMATION SYSTEMS
ENGINEERING
IS PLEASED TO PRESENT THE FOLLOWING GUEST LECTURE IN
OUR CIISE DISTINGUISHED SEMINAR SERIES**

Mr. Marco Viviani
Communauto Montreal

Sustainable Mobility: Car sharing growth in Quebec

Car sharing, also known as the self-service car, is a mobility service that is complementary to traditional transportation modes. Moreover, a car sharing and public transportation partnership is a very attractive way to compete with car ownership and to promote a more sustainable approach to urban mobility. Communauto, the oldest car sharing service in North America, has spent the last 16 years developing a variety of strategies – including partnerships with transportation companies, implementation of advanced technologies and proportional tariffs, among others – that contribute to fulfilling its social, environmental, and urban-oriented mission. In becoming the 3rd largest car sharing organization in the world, Communauto has faced many development challenges, the most important of which has been maintaining and improving excellent customer service while experiencing and sustaining an exponential growth rate. In 2010, Communauto, among others, has developed and improved various tools in order to better target underserved sectors, evaluate customer satisfaction and keep track of customer needs. The objective of this presentation is to give an overview of the evolution of car sharing and, more specifically, Communauto's past and future growth, from a sustainable development point of view.

Biography: **Marco Viviani** is the development and public relations director of **Communauto**, the oldest car sharing organization in North America and one of the most important services of its kind in the world. After completing his studies in physics at the University of Milan, Mr. Viviani was responsible for activities regarding energy policies in the Milan office of the **World Wide Fund for Nature** (WWF) from 1990 to 1997. He then went on to hold the position of vice-president at the Italian environmental research institute **Eco-institute** between 1997 and 2004. In these roles, he led or participated in several national and European studies regarding the introduction of car sharing and mobility management practices. Since 2003, Mr. Viviani lives in Quebec, where he is an attentive observer of the development of politics in the field of transportation and environment.

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16:00

