



REGIONE AUTÒNOMA DE SARDIGNA  
REGIONE AUTONOMA DELLA SARDEGNA



ITALIAN TRADE AGENCY



# GLOBAL **MBLTY** CALL

SARDINIA DELEGATION AT  
GLOBAL MOBILITY CALL 2023





REGIONE AUTÓNOMA DE SARDIGNA  
REGIONE AUTONOMA DELLA SARDEGNA

# SARDEGNA

The Autonomous Region of Sardinia is leading the way in innovative mobility solutions and policy implementation.

The delegation from Sardinia will be visiting the Global Mobility call in Madrid for several compelling reasons

1. **Networking Opportunities:** The event in Madrid offers a platform for networking and collaboration with other regions, cities, and industry leaders in the mobility sector. Sardinian officials and stakeholders can forge valuable partnerships, exchange ideas, and explore potential collaborations to further enhance their mobility initiatives.
2. **Learning from Global Trends:** Attending the Global Mobility call provides Sardinia with the opportunity to learn from global mobility trends and best practices. This knowledge can be invaluable in refining existing mobility strategies and developing new ones to meet the evolving needs of the region's residents and visitors.
3. **International Visibility:** Participation in a global event like this can significantly enhance Sardinia's international visibility. It allows the region to position itself as a thought leader in sustainable and autonomous mobility, attracting attention from potential investors, tourists, and experts in the field.
4. **Policy Advocacy:** By participating in global mobility discussions, Sardinia can advocate for policies and regulations that support its innovative mobility solutions. This can include advocating for favorable regulatory frameworks for autonomous vehicles and sustainable transportation.
5. **Inspiration and Insights:** Exposure to diverse perspectives and experiences at the Global Mobility call can inspire Sardinian officials and stakeholders to think creatively and plan for the future of mobility in the region.

Attending the Global Mobility call in Madrid would allow the Autonomous Region of Sardinia to highlight its innovative mobility initiatives, foster collaborations, gain global insights, and position itself as a leader in sustainable and autonomous transportation—all of which can contribute to the region's long-term success and growth.



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<https://abinsula.com/>

**Abinsula S.r.l.**

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ITALIA Tel. +39 079  
097.63.44

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08014, Barcelona,  
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**Company**

Founded in 2012, Abinsula is one of the main Italian players in Embedded, IoT, Web and Mobile solutions. Its core business is represented by automotive, where it has managed to establish itself as a provider of innovative ICT solutions worldwide thanks to a very high specialization. The rapid growth of the company has been supported by the development of ABILITY, a Linux distribution foreembedded systems, which over time has found application in various fields, as well as being a central product for automotive solutions.

**Activity**

We created customized ICT Solutions. Nonetheless, we take care of choosing the right device for your work until the prototyping of the final product (IoT, Mobile, Web, Cyber Security, Embedded, Automotive, Cloud, Nearshore).



# GreenShare

[www.greenshare.it](http://www.greenshare.it)

## **GreenShare S.r.l.**

Open Campus Coworking  
S.S. 195 Km 2.300  
Località Sa Illetta  
09123 – Cagliari, ITALIA  
info@green-share.it

## **Company**

GreenShare was founded in May 2013 as a spin-off from the University of Cagliari thanks to the skills of a team of professionals in the ICT sector (Information Communication Technology). In these years we have continued designing, developing and managing systems and applications from different industries, always paying great attention to technologies in infomobility, mobile ticketing and mobile payment fields.

## **Activity**

- **INFOMOBILITY:** we offer advanced solutions to design and develop complete extensive infomobility systems.
- **MOBILE PAYMENT:** with our consulting services in software design, management and integration between heterogeneous systems, we offer direct and structured solutions for every mobile payment requirement.
- **MOBILE APPLICATIONS:** we take care of the entire process of creating mobile applications: concept, design, development, maintenance and evolution.



[www.handyoursolution.com](http://www.handyoursolution.com)

[info@handysoftware.it](mailto:info@handysoftware.it)

### **Company**

Handy is a startup determined to revolutionize the way we work. With our passion for innovation, we create cutting-edge software to simplify business operations and maximize company potentials.

Our software is designed to adapt perfectly to your needs, turning challenges into opportunities.

We digitise your ideas.

### **Activity**

- HandyRent: The cutting-edge management software, created especially for rentals. Simple, intuitive and efficient, it offers all features necessary to optimally manage your rental vehicle business.
- HandyHub: the customisable management software created specifically for your needs.
- Websites & SEO: we create dynamic, modern and functional websites, offering a comprehensive approach to SEO management to ensure maximum online visibility for our customers.
- Customised Apps: we turn your vision into reality with customised mobile solutions designed to meet the needs of your business.
- Backend Api: we offer a robust and scalable technology solution that allows you to connect your applications, websites or services easily and efficiently.



<https://healthyvirtuoso.com>

**Healthy Virtuoso S.r.l.**

Piazza Deffenu 9  
09125, Cagliari, ITALIA  
info@healthyvirtuoso.com

**Company**

Virtuoso helps companies and public administrations to improve customer acquisition, economic value, and retention through a gamification platform that creates memorable experiences by incentivizing and rewarding sustainable and virtuous behaviors. The platform is available via white label in 15 different languages and can also be easily integrated via API/SDK into any web portal or mobile app.

Today, Virtuoso collaborates with and provides engagement and promotion solutions for virtuous/sustainable behavior to numerous companies, including American Express, Intesa Sanpaolo, KPMG, Prysmian, Whirlpool, Autostrade per l'Italia, and many others.

Some of the available features enable the customer of our partners to

- Redeem vouchers, discounts, and dedicated rewards from more than 50 international partners through a personalized loyalty catalog accessible to various levels of users (prospects, customers, premium customers, etc.).
  - Enable users to earn daily credits through:
    - Daily use of sustainable transportation
    - Walking or bike riding
    - Educate and create awareness about sustainability actions and customer values by participating in quizzes or educational games.
    - Activate or adopt correlated services that the company wants to incentivize.
    - Purchase sustainable products and services.
    - Complete their profiles.
    - Participate in dedicated events.
    - Participate in surveys.
    - And take any other actions that the company is willing to incentivize.
  - Help users to track daily achievements and progress.
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[www.mlab-srl.com](http://www.mlab-srl.com)

**MLAB S.r.l.**

Via Malta, 25  
09124 Cagliari, ITALIA  
info@mlab-srl.com

**Company**

MLab is an engineering company specialized in transport planning, interaction between land-use and transport system, economic-financial feasibility study of traditional and innovative transport systems, design of public transport networks . It advises public administrations in the evaluation of transport strategies and in the search for solutions for sustainable mobility.

**Activity**

- Transport plans for the mobility of people and goods in urban and suburban areas.
- Planning and design of public collective transport services.
- Mathematical simulation models of transport systems.
- Cycling mobility networks.
- Foot mobility solutions.
- Intermodality and logistics.
- Innovative transport systems.





[www.playcar.net/](http://www.playcar.net/)

**Playcar Srl**

Piazza Papa Giovanni XXIII, 36  
09128 – Cagliari, ITALIA  
supporto@playcar.net

**Company**

Playcar was founded in 2014 with the aim of testing an experimental car sharing service in Cagliari (Sardinia - Italy). Over time, Playcar started to grow and evolve, transforming from a simple car sharing operator to a player in the mobility sector. In 2018, it launched Playmoove, its own smart mobility software platform, on the market. Playmoove has been adopted by mobility operators in several countries, including Italy, Portugal, Luxembourg, USA, Estonia, United Arab Emirates and Austria.

**Activity**

The Playmoove platform started to attract international attention, participating in several trade fairs and technology conferences around the world, such as the Web Summit in Lisbon, CLIX in Abu Dhabi, Autonomy Paris, Move London, Sinnova in Cagliari, CES in Las Vegas and many others.

The company demonstrated the functionality and potential of its platform, attracting the interest of mobility operators and public administrations interested in improving transport services in their cities.



**REGIONE AUTÒNOMA  
DE SARDIGNA  
REGIONE AUTONOMA  
DELLA SARDEGNA**

**DIREZIONE GENERALE DELL'INDUSTRIA**

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