

EVUE

Frankfurt

September 2011



electric vehicles
in urban europe

URBACT II



Connecting cities
Building successes



EVUE @Frankfurt 2011

- **URBACT**
- **EVUE**
- **Transnational Exchange and Learning**



URBACT is about...



- **Transnational exchange and learning**
benefiting from peers' experience and knowledge

- **Capitalisation & dissemination**
*drawing lessons from the exchange and sharing
identifying and transferring good practices
improving local policies and practices*

- **Fostering Integrated sustainable urban development**
 - **Local Action Plans**
 - **URBACT Local Support Groups**
 - **Managing Authorities**

EVUE: Key facts

- November 2009-
January 2013
- 10 cities
- Thematic Network
- European Regional
Development Fund
- 770K Euros



EVUE: Key facts



- Themes:
- Business Models
- Infrastructure
- Procurement, and
- Awareness Raising.

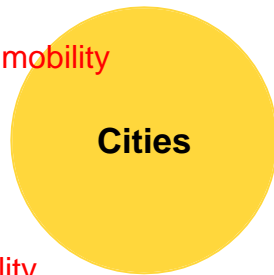
European policy context

- EU Climate and Energy Targets
 - 20-20-20
- White Paper on Transport
 - No conventionally fuelled cars in cities by 2050
- EU Car Fleet CO₂ targets
- Covenant of Mayors

EVUE: Stakeholder Perspectives

- Multi-modal strategies
- Marketing & Incentives
- Infrastructure support
- Policy environment

- Suited to urban mobility patterns
- Reduce noise
- Improve air quality
- Decrease Co2 emissions
- Harness renewable



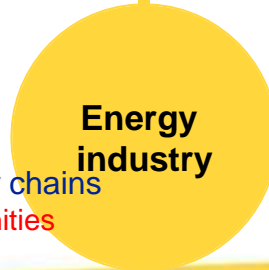
Cities



**Vehicle
Manufacturers**

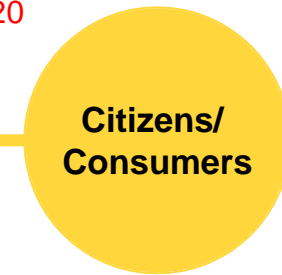


**EVs
Environmental
Economic
Regulatory**



**Energy
industry**

- R & D – batteries, technology
- Commercialisation of green tech
- Fleet targets- range of models
- Joint ventures
- EU CO2 fleet targets
- Economic incentives
- Forecast: 10% global market by 2020



**Citizens/
Consumers**

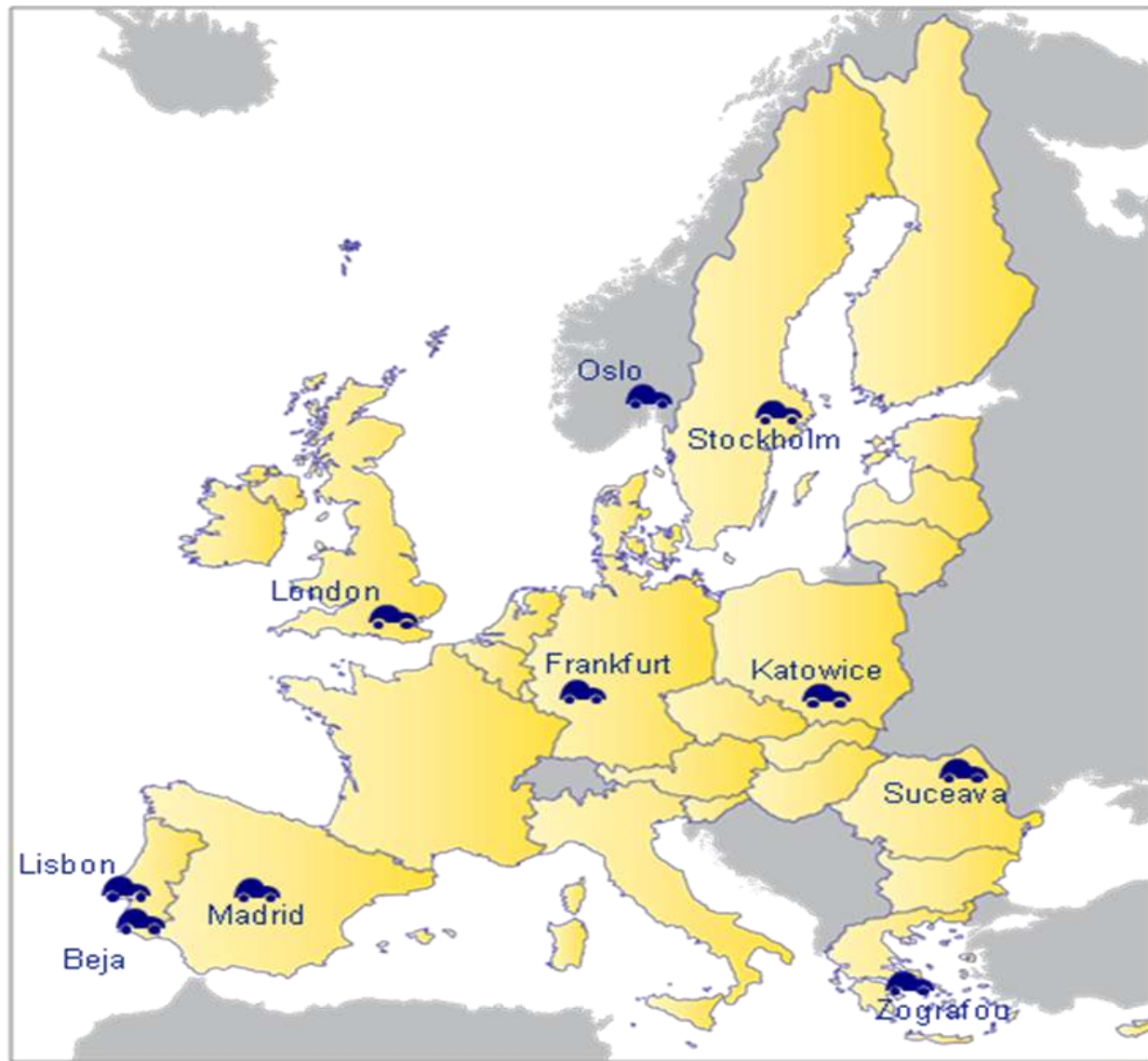
- Address barriers
- Performance and design
- Cost, availability
- Confidence, security
- Purchasing, leasing, procurement
- Individuals and fleets

- Pilots/ Trials
- Smart grids
- Partnerships/supply chains
- New market opportunities

- Repair and renewal
- Clean and green energy

Stakeholders

- Car manufacturers
- Energy companies
- National/regional government
- Universities/research institutes
- Civil society
- NGOs

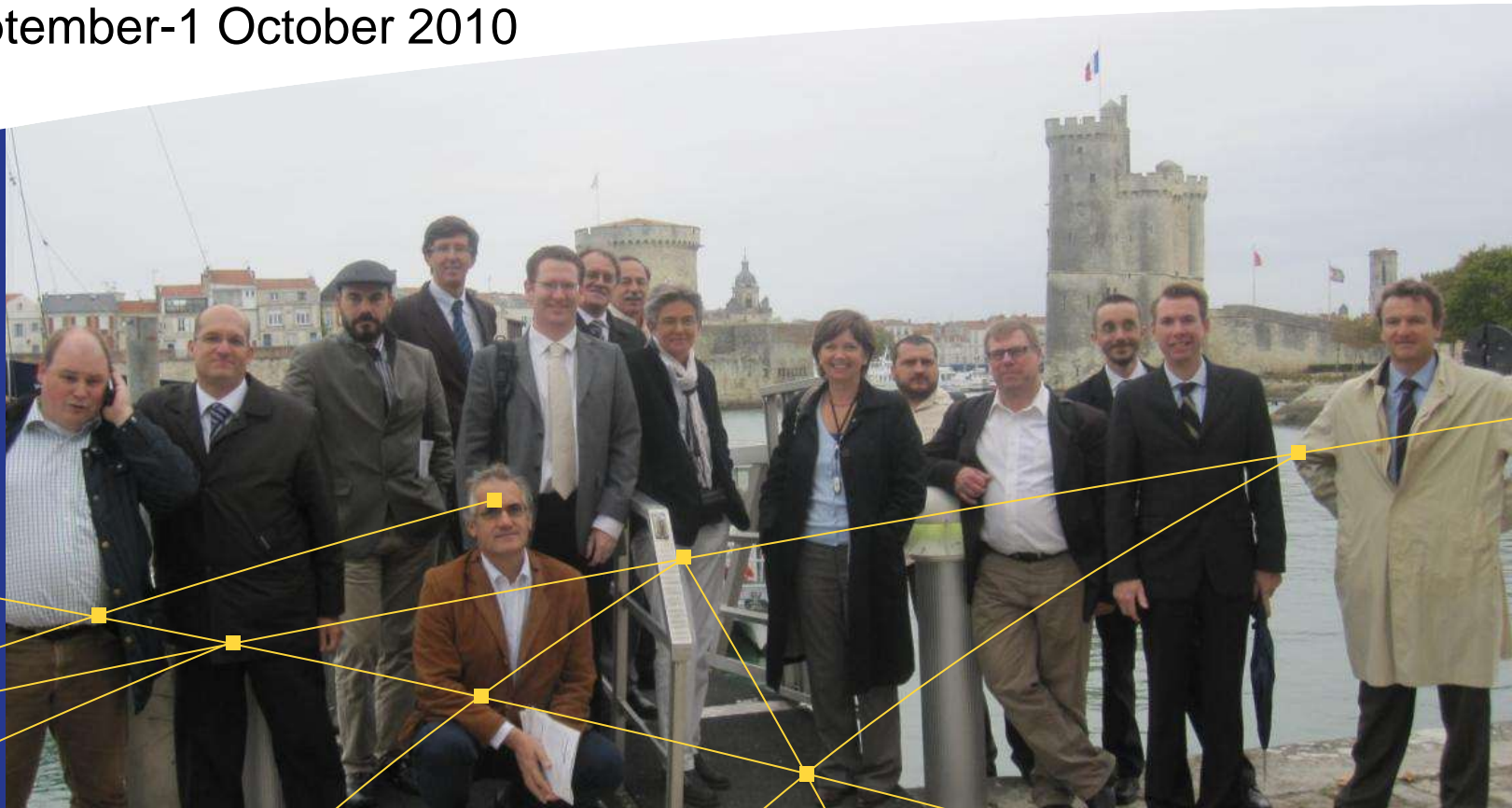




EVUE in La Rochelle

30 September-1 October 2010

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ELECTRIC CAR SHARING (« LISELEC/YELOMOBILE ») from 1999

Activity

Self-service round the clock, 7 days a week
7 stations - 50 vehicles (25 Peugeot 106 ; 25 Citroën)
A useful link with the public transport network

Addressing specific needs

Temporary use,
1st/2nd car ownership, even as a company fleet

How does it work?

A simple Procedure :

- One contract, One pass



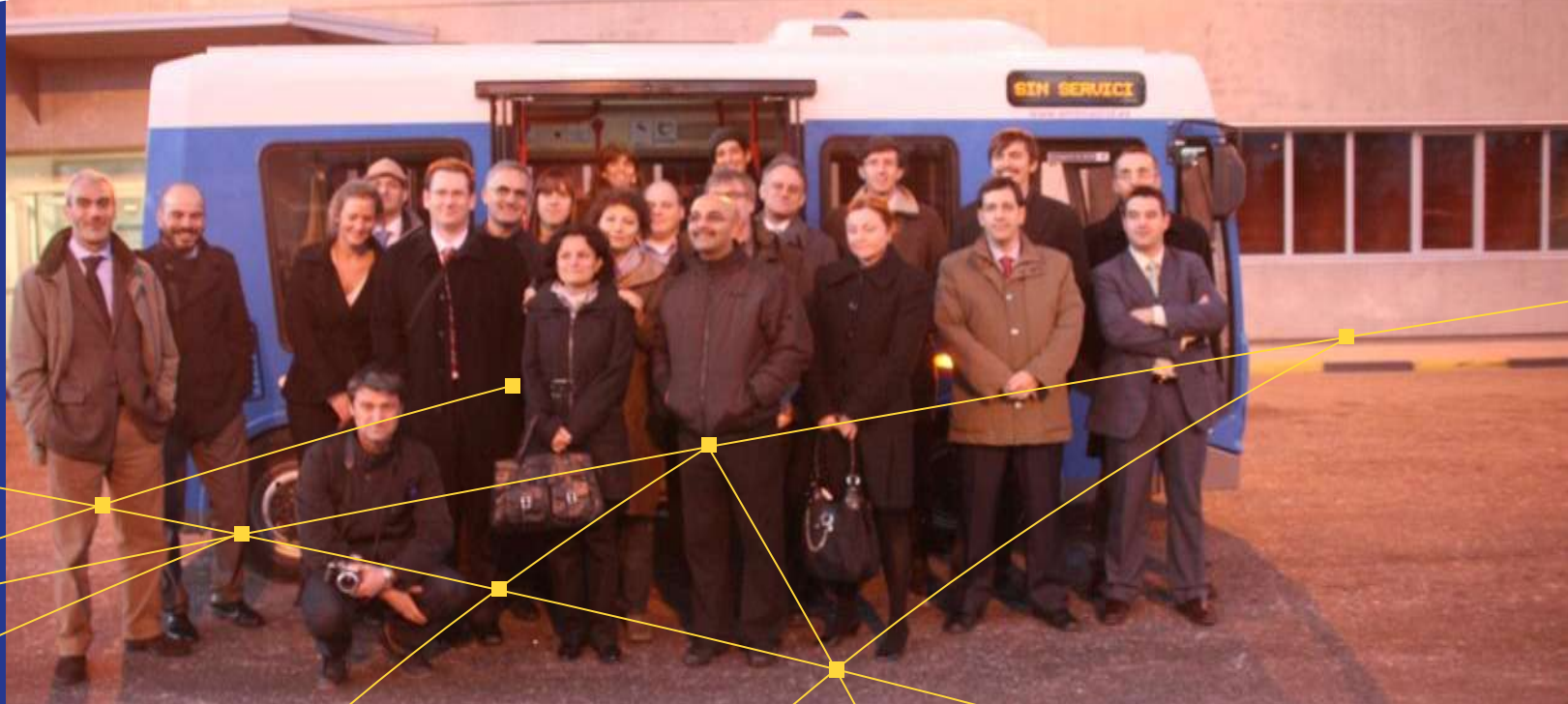
Critical Success Factors in La Rochelle

- Long term strategy
- Integration of all mobility services in a user friendly card system
- Political commitment
- The 'Yelo' concept and branding

EVUE in Madrid

November 2010

AN URBACT II PROJECT



Madrid : Business models

- There is no business model yet. E-mobility and sustainable mobility require investments. EV is not going to be a ‘good business’ in the short term. Market development may take the form of ‘bundling’ and packages which could potentially incorporate mobility services, energy, market research data.
- We still talk mainly of infrastructure. We are waiting for the cars and consumers.

Madrid : Business models

- EVs push other forms of transport to be low emission.
- *“Cities can be used as living labs for e-mobility. We must take advantage of this”*
- Lighthouse projects like EV taxis, provide high visibility and good Public Relations.
- Private Public Partnership schemes are needed to avoid huge public investments

EVUE in Lisbon and Beja



June 2011

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Connecting cities
Building successes



Memorandum of Understanding

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Lisbon/Beja : Awareness raising



- E-mobility needs to be visible in cities. We must involve young people. We are too biased in favor of cars; it's enough to start with pedelecs/E scooters.
- EV activities in schools
- Social media pages eg Facebook
- Piggyback events, such as World Environment Day, Mobility Week
- EV testing during European Mobility week

Portugal: MOBI.E

- MOBI E is above all an integrator. It is a smart platform for all these players to work together in order to provide sustainable mobility with parking, charging, shared services (cars and bikes) and public transport.
- The MOBI.E business model works to maintain competition between suppliers.
- Multi- stakeholder teams to manage installation of charging point



EVUE in Convergence cities



EVUE Convergence cities

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Convergence cities

- Learning about market development
- Publicity, awareness – raising
- Low cost first steps



EVUE Convergence cities

- The city of Suceava, Romania, used the Expert Seminar as a hook to educate and inform local stakeholders about EVS

Katowice: e-mobility communication and awareness raising activities

	2010	2011	2012
what we have achieved	 <p>GreenPower team competing in Corporate Challenge 2010 (UK)</p>	 <p>Co-financing EVSE & Green Street project</p>	 <p>Cities in urban bike sharing system</p>
what we do	 <p>Dragon winning the newspaper competition driving City in Katowice</p>	 <p>Planning the communication activities with USG</p>	 <p>City and charging infrastructure demonstrations</p>

EVUE Mid Term

No 'one size fits all'

Challenges:

Business models, investment

Infrastructure: what, where, when, how

Procurement

Awareness raising

Huge benefits in sharing knowledge

Successes and mistakes

We now need to start seeing results

EVUE in future

- Frankfurt
- London 2011
- Oslo/Stockholm 2012
- London finale 2012

- Reports and guides on EVs in cities

EVUE

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Grazie Thanks
Danke **Merci** Gracias
Ευχαριστώ multumesc
Takk dziękuję dakujem hvala
Obrigado dziękować
tänan kiitos köszönöm aciu
Tack děkuji paldies
nížžik ħajr dank u wel