

# Beja Sustainability Day

Assisting the transition to sustainable mobility

14 April 2011



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## COMMITTED TO URBAN SUSTAINABLE MOBILITY BEJA ENERGY DAY – 14<sup>th</sup> April 2011

### Summary

Beja's Energy Day was organised on the 14th April 2011 to show, promote, discuss and celebrate new horizons in sustainable urban mobility.

Beja is triply committed to sustainable electric mobility: at the European level, the city participates in the Electric Vehicles for Urban Europe (EVUE) network; at National level Beja is among the forerunners in infrastructure for urban electric mobility and at local level a network of private companies, institutes and the municipality cooperate to stimulate the uptake of electric mobility. The Energy Day event was aimed at sharing this commitment with other European cities and towns.

The event highlighted urban electric mobility and sought to raise general public awareness of the national, European and local commitments.

Beja shares the EVUE project (URBACT II) with London, Oslo, Katowice, Madrid, Frankfurt, Lisbon, Stockholm, Suceava, and Athens (Zografou). Beja paves the way to get other European small-medium size cities on board the urban sustainable electric mobility effort. The event was aimed at increasing the capacity of participants to further expand the implementation of electro-mobility in European cities and towns.

Changing the urban mobility paradigm is required to reduce current European energy consumption and external oil dependence. Electric mobility offers a notable alternative to diversify sources, modes and patterns of urban mobility. The Beja Energy Day gathers frontrunners, European municipalities and general public to build a momentum for new urban mobility paradigms.



### Attracting media attention

Very seldom do communities have such an opportunity. Changing the urban mobility paradigm is an endeavour which affects all the citizens, business and authorities. New horizons created by making urban mobility sustainable, are prime stories to capture media attention.

Beja's Energy Day was a successful opportunity to bring the media's attention to electric mobility solutions and in general to urban mobility sustainability.



## Energising local communities

The success of local energy sustainability is determined by the level of local community commitment. In particular, new mobility solutions success is especially dependent on the local communities' drive and consensus. The testimony of forerunning cities and towns, such as those in EVUE is a valuable asset in energising local communities' involvement, mobilization and commitment.



Beja's Energy Day was an opportunity for participating cities and towns to show their commitment to sustainable mobility.



### **Expanding new electric mobility business**

Urban mobility is a substantial part of the economy. The new business potential for innovative and sustainable mobility solutions is substantial and new electric mobility businesses are starting and expanding all the time.

Beja's Energy Day was an opportunity for newcomers, especially small and medium sized enterprises (SMEs), to get updated on new technologies, actual results and upcoming opportunities to expand business into this field.

### **Setting new directions for urban management**

Mobility is a basic urban service and sustainable mobility is an interdependent goal. It depends on city's planning, will and resources and affects how the city functions as a whole.

Electric mobility makes better use of energy as it offers new alternatives for urban planning, services and life style.

Sharing concrete examples from forerunning cities and towns was a goal of the Beja Energy Day, allowing the public to anticipate results.



### **Attracting investment**

Urban sustainability programmes are often economic drivers for innovation, growth and employment. Investment is doubly favoured as electric mobility combines infrastructure building and equipment modernization with a vision for a more efficient economic environment. New technologies such as those needed to set-up electric mobility, favour the innovation climate which reinforces investment attractiveness and job creation.

The Beja Energy Day focused on electric mobility solutions as a source for new jobs, investments and energy businesses.

### **Who participated?**

Urban mobility is of interest to most citizens and businesses. Building sustainable mobility involves almost all local government stakeholders: municipal officers and politicians, companies, business organisations, the chamber of commerce, educational institutes, consumer associations, NGOs, research bodies and citizens.



In Beja, a local support group was formed last year as part of the URBACT EVUE project to accelerate the development of sustainable electric mobility solutions.

For the Beja Energy Day, the local support group invited similar organizations from other European cities and towns to share local experiences and success. Sharing, both at local or European level, is seen by the organizers as a key mechanism to overcome the barriers being experienced with the development of sustainable urban mobility solutions. To achieve that, the lessons from Beja's partner cities and towns in the EVUE network were also shared to participants along with a number of representatives from the EVUE partners:

- London – Westminster City Council
- Oslo – Traffic Agency, City of Oslo
- Katowice – City Hall of Katowice
- Madrid – Fundacion Movilidad, Madrid City
- Frankfurt - traffiQ
- Lisbon – EMEL Municipal Parking and Mobility Company
- Stockholm – Environment and Health Administration, City of Stockholm
- Suceava – Municipality
- Athens – Municipality of Zografou

Specific representatives from the EVUE project included:

- Mr. Ignacio Ramos, Movilidad Madrid
- Mr Oscar Rodrigues, EMEL, Lisbon
- Ms Celine Cluzel, Element Energy, London
- Dr Cristiano Marantes, UK Power Networks, London
- Mr Matthew Noon, Westminster City Council, London

A wide range of other representatives also attended representing sectors as diverse as local government, private companies, business organisations, educational institutions, consumer associations and private citizens.

The growing public interest in electric mobility, the diversity of initiatives- both National and European- and the emphasis on concrete solutions combined with demonstrations greatly expanded the participants awareness and understanding of this developing field.

### **Conception of the event**

The event was seen as a way to integrate the European Sustainable Energy Week with the local Beja Eco-city annual programme and to highlight the developments resulting from the URBACT EVUE project. The event sought to act as focal point, bringing together those involved in urban sustainable mobility, namely, electric mobility – from the general public to utilities, business to public authorities, and innovative SMEs with infrastructure partnerships.



### **Internal organisation**

The local support group to energy sustainability in charge of promoting the Beja's Energy Day was the same in charge of locally supporting the EVUE project development:

- Municipality of Beja (Project Leaders)
- ACDB - Entrepreneurial Association of Beja's Commerce
- EDP – Portuguese Electric Utility
- IrmãosLuzia – Automotive Equipment Trading
- IPBeja – Polytechnic Institute of Beja
- NERB – Regional Entrepreneurial Association
- RHCastilho – Fuels and gasolines
- Turismo do Alentejo – Regional Public Body for Touristical Promotion
- TREVO

The organisation is professionally ensured by a committee organised as follows:

- INOVOBEJA, Inovobeja - Empresa Municipal de Desenvolvimento EM
- IrRADIARE, Science for evolution

## **Promotion**

The event's promotion was organised on six routes, as follows:

1. Press and media;
2. Web;
3. Social networks;
4. Professional networks and portals;
5. European forum, platforms, programs and projects;
6. Integration in the EUSEW and cooperation with the secretariat.

## **Dissemination**

The events outcomes were disseminated to different groups:

1. potential exhibitors, partners and participating professionals including media partners and associated;
2. target specialized publics and participating organizations;
3. generic public and press.



## **EVENT MODEL AND GUIDE**

The following model was selected to channel the event message communication. The event was organised in order to integrate three initiatives: open-air fair, networking contacts and forum. The event model can be described as follows:

### **Trade fair and congress for sustainable electric mobility**

The electric mobility community – technologists, industry, vehicle manufacturers, city planners, energy service companies, energy utilities, consumer associations, public authorities, other professionals – were invited to exhibit their offer in a creative atmosphere.

For manufacturers of electric mobility solutions, the event was an opportunity for communication, networking and contact, equipment and service though the generic public was the target audience. In parallel, workshops, or public seminars with keynote speeches and discussions on broader topics related to

urban sustainable mobility were organised by the participant entities on the day after the Energy day. Guided tours highlighting the many possibilities on display in the exhibition are provided.

The specialised exhibition provided new electric mobility businesses the opportunity to exhibit and present innovative products and services. The exhibition was open to the public and the schools, highlighting in an interactive way the change in urban mobility paradigm. The exhibition and fringe events enabled heightened access to the wider public (from stakeholders, to citizens, public authorities, pupils and teachers) with the attendance of prominent speakers.

## Presentation of the local energy and environmental plan

Beja's Sustainable Energy Action Plan basis was presented in a concluding forum where members of the URBACT local support group presented their views and contributions to meet the 2020 local targets. During the forum on-going energy sustainability projects in Beja were presented.

## Beja's calendar on eco-sustainability

A number of initiatives are promoted during 2011 and 2012 to emphasise, promote and witness the municipality's commitment to the environment, climate and sustainability.

The programme covers a number of different publics, sectors and targets.



The key-mission is to engage the following publics to the municipal commitment to sustainability, as follows:

People	In adopting best practices and a rational use of energy resources.
Business	To adopt best practices and a rational use of energy resources, namely accordingly to the local commitments, supporting the municipality sustainable energy plan under the Covenant of Mayors' scope.
Schools	To educate for the rational use of energy.
Knowledge	To value the research and science to provide technology alternatives for new energy sustainability paradigms.
Society	To support public authorities on the implementation of sustainable energy plans and strategies
Mobility	To adopt new and more efficient urban mobility patterns and modes, namely exploiting the new alternatives available because of electric mobility
Rurality	To combine energy, climate and environment sustainability on an integrated approach for the sustainable development of rural world
Innovation	To direct public and private investment on innovative solutions for the cities, the business, the industry and the public.
Urban management	To share, promote and implement Beja's Sustainable Energy Plan according to the Covenant of Mayors 2020 targets.

## **Covenant of Mayors**

Beja signed the Covenant of Mayor in April 2010. The SEAP – Sustainable Energy Action Plan, was presented during the event. This act inaugurates Beja's local support group commitment to share with the Municipality the goals, targets and efforts to join the European 2020 strategy.

## **For more information about the Beja Sustainability Day please contact**

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## **About URBACT**

**URBACT** is a European exchange and learning programme promoting sustainable urban development.

It enables cities to work together to develop solutions to major urban challenges, reaffirming the key role they play in facing increasingly complex societal challenges. It helps them to develop pragmatic solutions that are new and sustainable, and that integrate economic, social and environmental dimensions. It enables cities to share good practices and lessons learned with all professionals involved in urban policy throughout Europe. URBACT is 181 cities, 29 countries, and 5,000 active participants

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