

# EVUE

CONAMA 10  
November 2010



Connecting cities  
Building successes





# EVUE @ CONAMA 2010

URBACT II

- **URBACT**
- **EVUE**
- **EVUE Partner Cities**
- **Transnational Learning Programme**



# URBACT is about...



URBACT II

- **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**

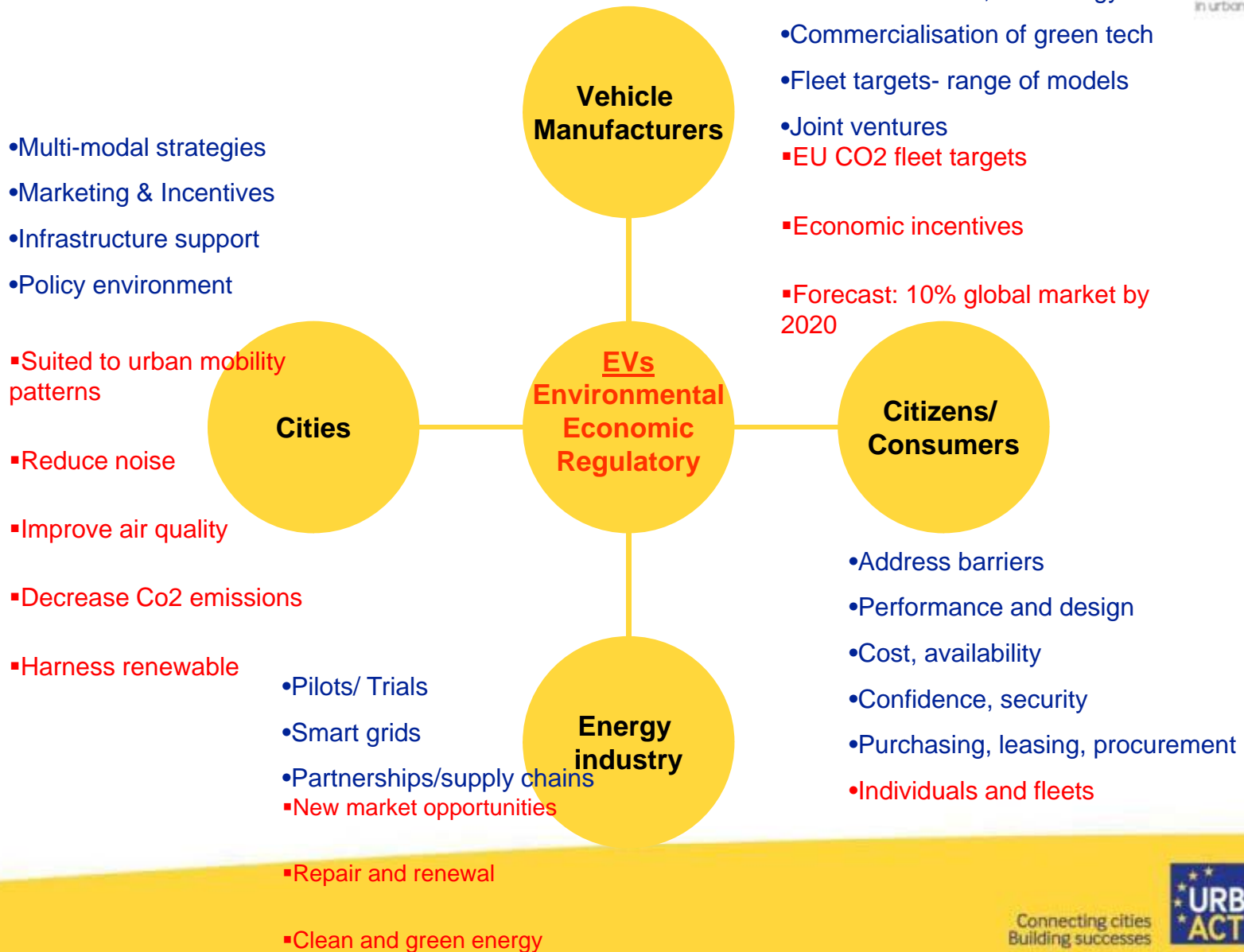
→ **Managing Authorities**



## EVUE

- November 2009-  
January 2013
- 10 cities
- Thematic Network
- ERDF
- 770K Euros
- Business Models
- Infrastructure
- Procurement, and
- Awareness Raising.

# EVUE: Stakeholder Perspectives





# Lisbon

URBACT II

## Electric Mobility Plan for Lisbon

687 EV charging points within the city of Lisbon.



In June 4th the final plan was delivered to the city Mayor and included in the National Program

## National Program

The aim is to establish 1.300 charging points by the end of 2011



National Program for Electric Mobility





# Lisbon

URBACT II



PM and Lisbon's Mayor arriving in a EV



PM trying to charge the EV

# Lisbon

URBACT II



EMEL board members “looking around” the newest EV charging point in town...

22 September 2010:

Lisbon installed the first EV charging point cluster

- all 24 remaining cities involved in the national program launched their 1st point

# Lisbon

EMEL is looking for a partnership to develop the Electric Mobility business



To improve sustainable energy production

To become a national operator in EV charging

To find complementary business in Electric Mobility

# Lisbon

EMEL is developing a study for a  
EV Carsharing scheme for Lisbon



How can a city profit from the infrastructure installed ?

A fully electric carsharing scheme makes it possible for the general public to easily get in touch with the reality of EVs



Oslo kommune  
Trafikketaten

# Oslo

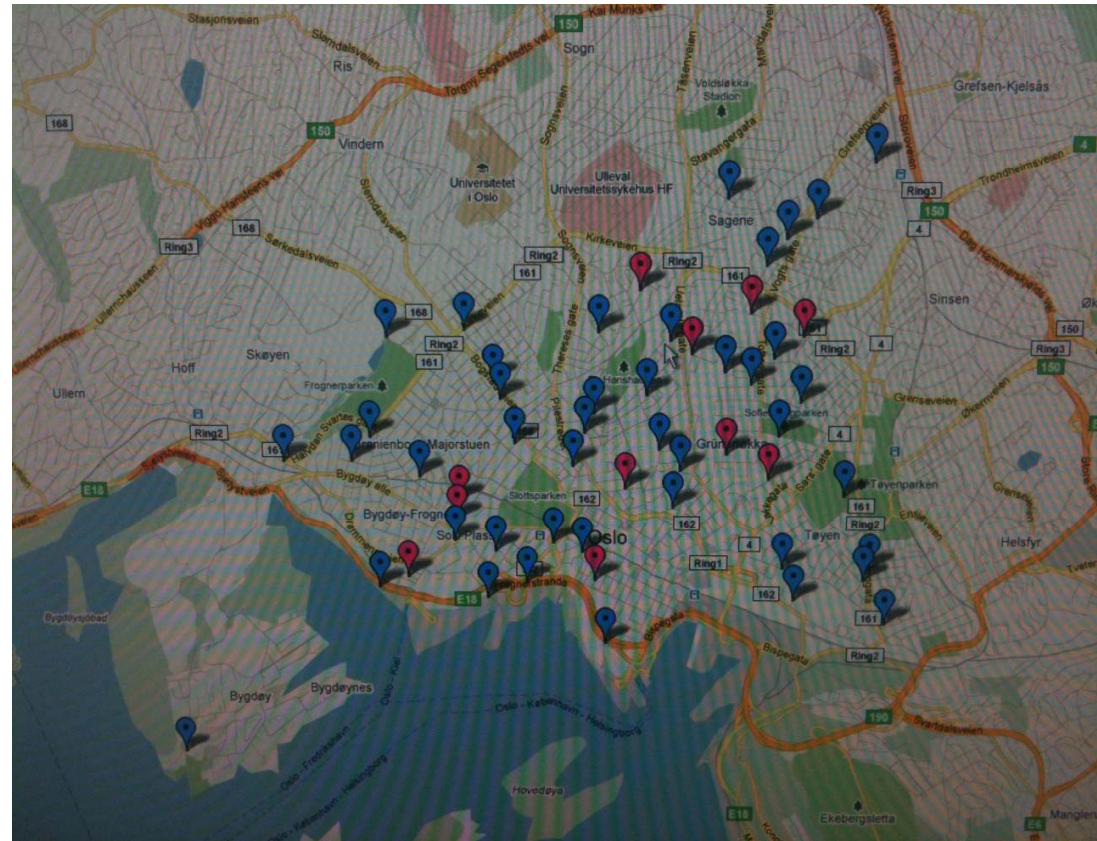


# Oslo



# Oslo

- Highest number of
- Evs per citizen
- 252 Public charging points
- 35 Charging points planned
- Target this year is 287 charging points



# Oslo

The world's largest EV parking lot "Akerbrygge" with 50 charging points was opened June 2010 by the Norwegian Minister of Transport and Communications: Magnild M. Kleppa





# Beja

URBACT II



London Electric Vehicle Partnership  
Infrastructure Location Strategy

# Turning London Electric



# Mayor's May 2009 EV Delivery Plan

## Infrastructure

- Target of 25,000 charging points by 2015
- Majority in workplaces, but about 2,500 in publicly accessible car parks and on-street
- 20% of car parking spaces in new developments must be equipped with charging facilities

## Vehicles

- Target of 100,000 electric vehicles (5%) “as soon as possible”
- Commitment to 1,000 EVs in the London government fleet by 2015
- Support adoption by councils, businesses, car clubs and Londoners

## Marketing and incentives

- Commitment to maintain Congestion Charge exemption
- Parking and other incentives harmonised across London
- EV brand will help to identify points
- Communication strategy aimed at likely early adopters and businesses

# London's EV Delivery Plan



Vehicles

Charging Infrastructure

Marketing and  
Incentives

## 25,000 charging points across London by 2015

- 22,500 workplace charging points
- 2,000 off-street publicly-accessible charging points
- 500 on-street charging points
- 1 in 5 new development parking spaces to have an EV charging point



Trafikketaten

# EVUE Convergence cities

- Expert seminars
- EV Readiness Index

Benefits	# Respondents	Score	Average	Standard Deviation	Rank
Less local air pollution	10	36	3.6	1.65	1
Less noise	10	29	2.9	1.60	4
CO2-reductions to avoid climate changes	10	29	2.9	1.97	4
Preservation of old heritage buildings	10	36	3.6	1.65	1
Higher energy efficiency	10	29	2.9	1.60	4
	10	29	2.9	1.97	4
Use of renewable energies and independence of fossil energy					
Potentially lower operating costs for EVs	10	36	3.6	1.65	1
Local business opportunities and jobs	10	29	2.9	1.60	4

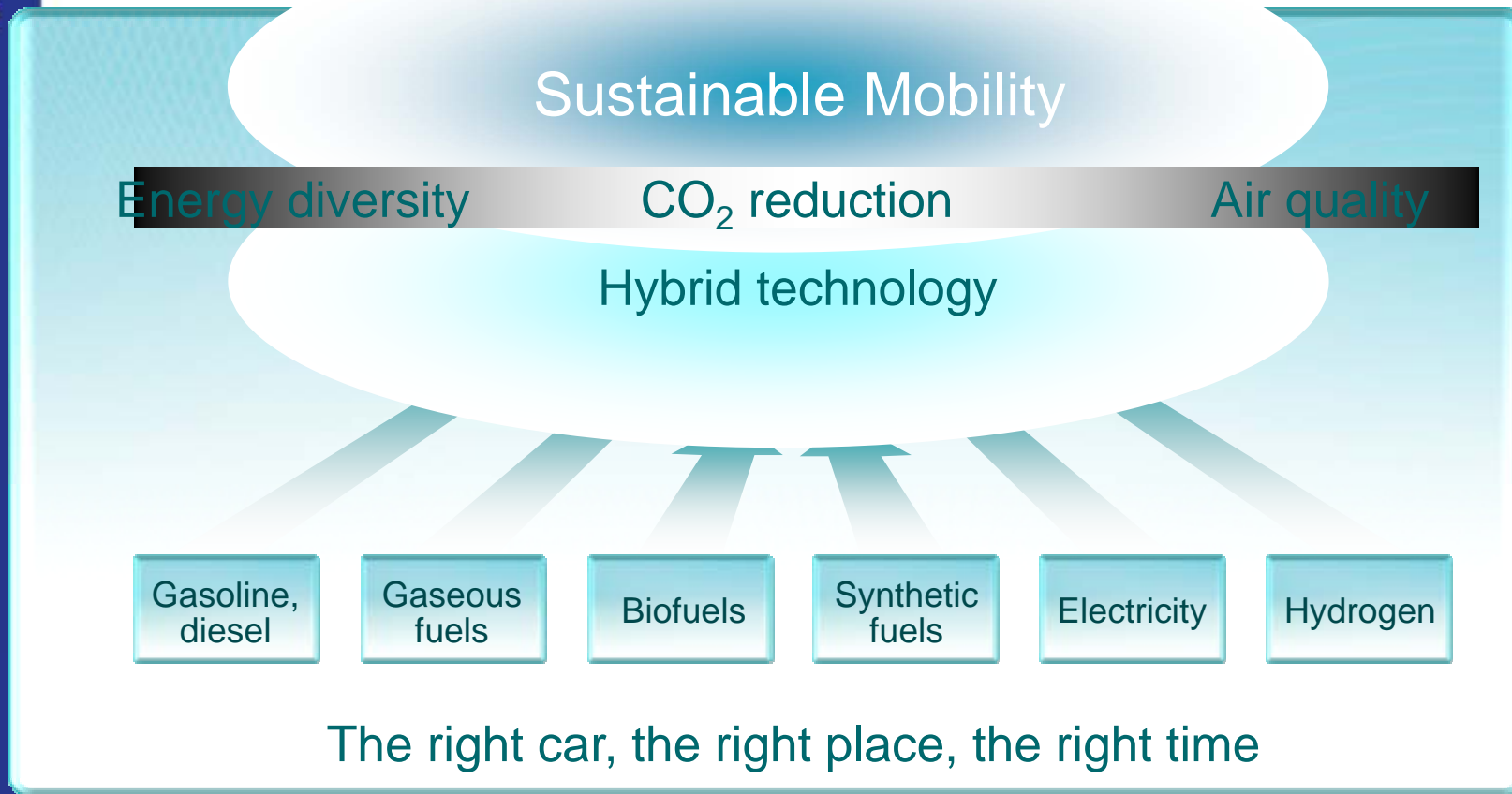
Challenges	# Respondents	Score	Average	Standard Deviation	Rank
	10	29	2.9	1.97	3
The public sector's ability and resources to invest in the market	10	36	3.6	1.65	1
Political will to create incentives and practical advantages					
Consumer's purchasing power	10	29	2.9	1.60	3
Demographics as traffic patterns, topography and climate suitable for EVs	10	29	2.9	1.97	3
Higher purchasing costs for EVs	10	36	3.6	1.65	1
The possibilities to charge at home, work, in the city etc (charging infrastructure)	10	29	2.9	1.60	3
	10	29	2.9	1.97	3
Appearance of EV distribution and after market services					

# Stakeholders

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

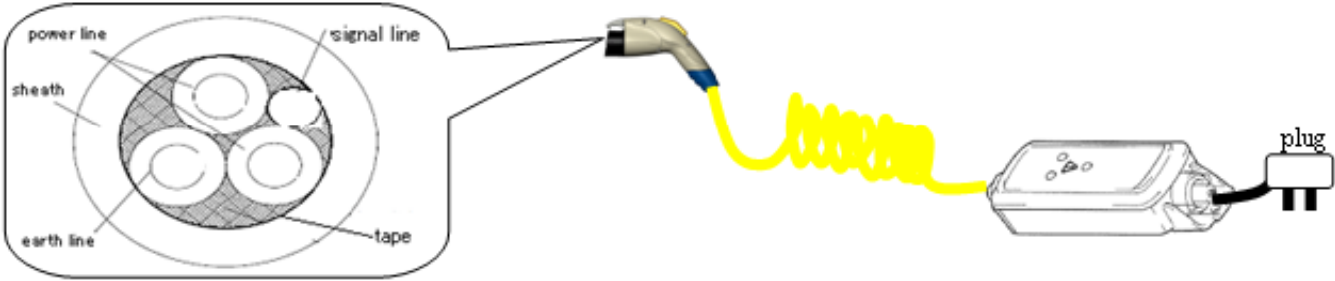
# TOYOTA Our approach towards Sustainable Mobility

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# Challenges: Standards, cables, plugs....



# EVUE Knowledge Exchange

	1 June-Dec 2010	2 Jan-June 2011	3 July – Dec 2011	4 Jan – June 2012	5 July – Dec 2012
Exchange Activities	<p><u>September – La Rochelle (FR)</u> Network Meeting, Focus: Planning/ ULSG/LAP 1 Day site visit</p> <p><u>October – Suceava (RO)</u> Expert Seminar</p> <p><u>November – Madrid (ES)</u> Network Meeting (International Mobility Congress) Focus : Business Models</p>	<p><u>April – Zografou (GR)</u> Expert Seminar</p> <p><u>May – Oslo (NO)</u> Network Meeting and Mayors Summit Focus: Awareness Raising and Communication</p> <p><u>June – London (UK)</u> Expert Exchange Focus: Education tools (PIMMS conference)</p>	<p><u>September – Frankfurt (DE)</u> Network Meeting Focus: Infrastructure (Frankfurt Motor Show)</p> <p><u>October – Katowice (PL)</u> Expert Seminar</p> <p><u>November – Brussels (BE)</u> Managing Authority Meeting Focus: Electric vehicles and Structural Funds</p>	<p><u>February - Lisbon/Beja (PO)</u> Network Meeting Focus: Business models update</p> <p><u>June – Stockholm (SE)</u> Network Meeting Focus: Procurement</p>	<p><u>November – London (UK)</u> Final Conference, (open) Focus: Sharing results</p>
Dissemination	<ul style="list-style-type: none"> <li>▪ Eurocities Mobility Forum, Denmark, June</li> <li>▪ European Mobility Week, City PR</li> <li>▪ International Mobility Congress, Madrid, November</li> <li>▪ URBACT Annual Conference, Liege, December</li> </ul>	<ul style="list-style-type: none"> <li>▪ ECOMM conference, Toulouse, May</li> <li>▪ Meeting Active Travel URBACT network</li> </ul>	<ul style="list-style-type: none"> <li>▪ European Mobility Week, City PR</li> <li>▪ Frankfurt Motor Show</li> <li>▪ URBACT Annual Conference, Dec</li> </ul>	<ul style="list-style-type: none"> <li>▪ EPOMM conference</li> <li>▪ Motorshow</li> <li>▪ International Conference on Land Use, Accessibility and Mobility, Beja, April</li> </ul>	<ul style="list-style-type: none"> <li>▪ European Mobility Week, City PR</li> <li>▪ URBACT Annual Conference, Dec</li> </ul>

# EVUE in La Rochelle



30 September-1 October 2010



# La Voiture / the car... differently!

## 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 Saxo)  
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

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

# NAIGT Technology Roadmap

