



Grad Zagreb  
Gradski ured za energetiku,  
zaštitu okoliša i održivi razvoj



Ele.C.Tra - IEE/12/041/SI2.644730  
01 July 2013 – 31 December 2015

# E-Mobility National Initiative

*Miljenko Kovačević*

The idea of supporting electro mobility as a new concept of urban mobility in Croatia emerged in mid 2010 when national integrated E-mobility Initiative was launched by Energy Institute Hrvoje Pozar (EIHP).

The given initiative was the basis for setting up a partnership among all relevant participants. Via Information portal, the initiative comes closer to the wide public: the concept of E-Mobility, its advantages, capabilities and challenges we are soon to meet. This will encourage the electric vehicles market development, and the supporting infrastructure in Croatia, as well.

Besides the Institute, the participants in the initiative are the city of Zagreb and the following companies: Ericsson Nikola Tesla, Toyota Hrvatska, Dalekovod and Dok-ing.

As modern country which is facing accession to European Union, Croatia has for the very first time unique opportunity to ride the wave of positive changes, when it comes to development of framework for sustainable urban areas.

EIHP also drafted a bulk of measures (mainly financial and fiscal), designed to facilitate EV market entry. Additionally, first two smart charging stations have been commissioned in City of Zagreb and soon afterwards in Zadar in 2011.



**1st charging station in Zagreb in front of EIHP building, Zagreb, August, 2011.**



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Notwithstanding the media attention, the usage of electric vehicles in Croatia has not spread beyond a few individual enthusiasts and there are very few businesses involved in related production.



**Zagreb, 4th of August, 2011. Three homemade electric car owners came to "fill" their cars on EIHP charging station + Citroën C-Zero**

Started in mid-2011, in partner coalition with Citroën Croatia, EIHP present on Croatian market electric car C- Zero .



**Presenting Citroën C-Zero on the Festival of sustainable living (ZeGeVege) on the main Zagreb square. Citizens had a chance to sign up for a test drive.**

Year and a half later significant achievements have been recorded, especially in public awareness, but series of challenges still remain in order to create the environment suitable for the larger boost of electric vehicles in the market place.



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In order to investigate market research in potential pilot region, EIHP issued the questionnaire which enabled to obtain feedback standpoints and expectations of the public related to given concept of e- mobility. The results of research was the basis for a proposal of *Strategy for the development of energy infrastructure for charging electric vehicles in the City of Zagreb*. In the first stage Strategy application we will be oriented on activities that relate to replacing the existing cars owned by the City (550 passenger cars) with EVs, and the construction of charging points in the premises owned by the City (including public garages). Considering the benefits arising from the use of electric vehicles, at the initial phase of projects, service of charging electric vehicles in public charging stations is advised to be free, with the aim of supporting the penetration of electric vehicles and associated infrastructure in the market.

At the same time HEP, national company registered for electricity, heat and gas supply, is encouraging development of electric vehicles and car charging infrastructure within the ELEN e-MOBILITY project. City of Zagreb and HEP signed an agreement to build the first two pilot charging stations with solar field, so called ELEN stations. Pilot charging stations will be built during this year. While designing the ELEN station, designers have paid special attention to usage, functionality and unique form which enables it to be assembled simply and fast on any location. This will enable future installation of ELEN stations not only along the roads, but also in shopping malls, next to office buildings and alike.



Visualization of future ELEN station