

ELE.C.TRA. ELEctric City TRAnsport

Strategic objectives and targets

... to “e” or not to “e”? ... that is the question of (e)mobility ...

Background

- European regions are characterized by high values of **air pollution** due to private road traffic. In many countries, road transport is the first producer of pollutants (CO₂, nitrogen oxides, particulate PM₁₀, ...) dangerous for human health.



Background

- Urban congestion and shortage of car parking lead to an **increase of scooters modal share** and this process is greater in cities with mild climate.



The ELE.C.TRA. project

- Focus on electric light vehicles mobility
- The main project objective is to create and improve the conditions for the **development of the market** through the application of a model:
 - self-sustainable under the economic point of view,
 - replicable in other contexts.
- One of key-point is the development of initiatives aimed to **make supply** (both in terms of vehicles and infrastructure) **and demand** (citizens, business, tourists, ...) **meet together**, also by information, communication and networking actions.
- Pilot actions in european cities where the modal share of 2-wheels is particularly important.

The ELE.C.TRA. project

- 11 partners from 8 countries in Southern Europe
- 3 pilot cities and 7 non-pilot
- 30 months duration (July 2013 – December 2015)
- Project coordinator: Municipality of Genova
- Co-financed under the IEE programme

The ELE.C.TRA. project



Strategic objectives

**TO DEFINE AND TEST AN
INNOVATIVE MODEL ...**

... for sustainable mobility, in order to give solutions to citizens' needs, by the involvement of all stakeholders

**TO MAKE AWARE PUBLIC
BODIES AND PRIVATE
STAKEHOLDERS ...**

... enhancing cultural change and more aware behaviours

**TO PROMOTE
SUSTAINABLE AND USER-
FRIENDLY ACTIVITIES ...**

... for the improvement of low impact mobility modalities

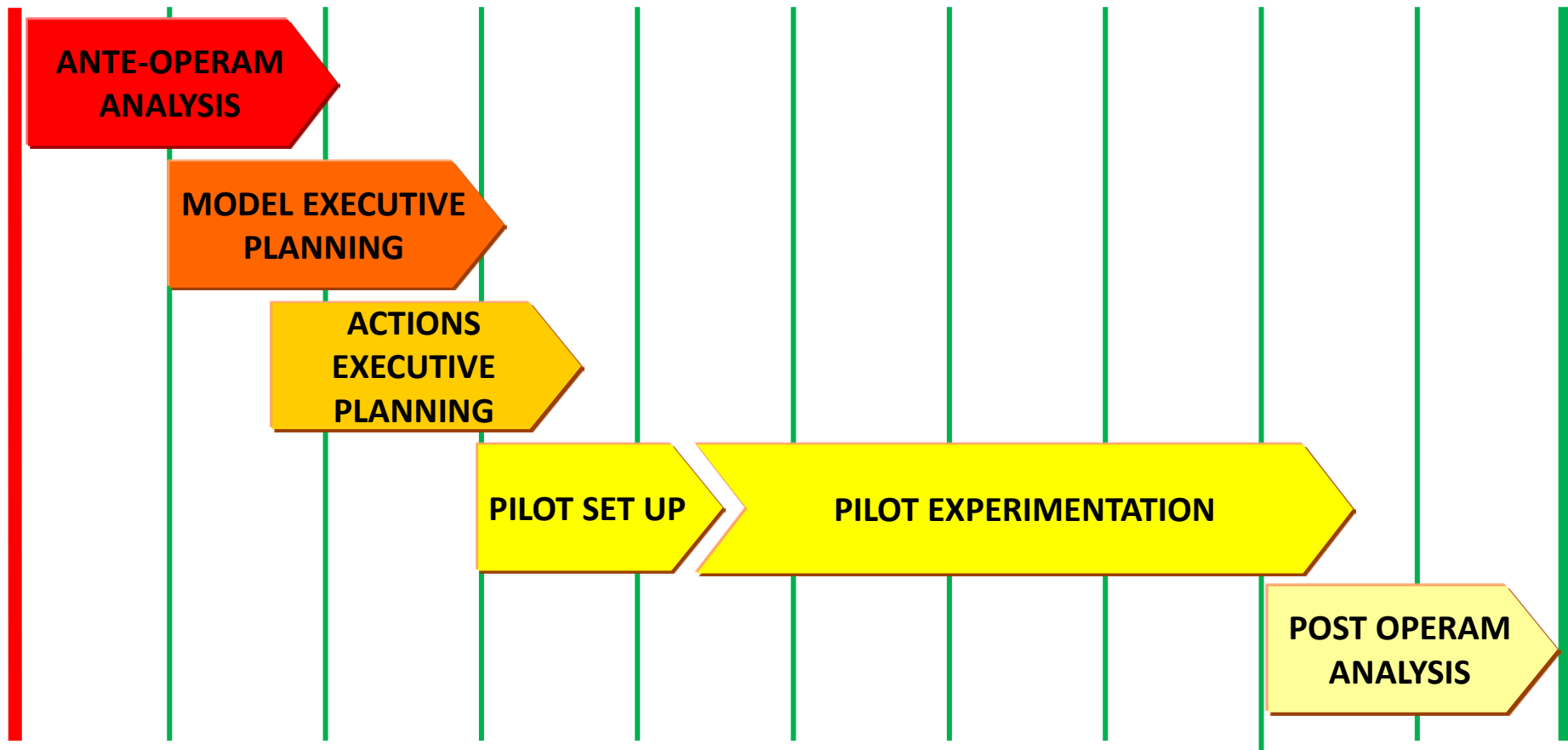
**TO DEVELOP A SELF-
FINANCING PROJECT ...**

... in order to assure the economic sustainability of the systems also after the project lifetime and to allow the replicability of the model

Project targets

- Definition and signature of MoU (“agreements”) with stakeholders
 - e-light-vehicles suppliers
 - infrastructure suppliers
 - demand generators
 - communication operators
- Increased number of:
 - circulating e-vehicles
 - available charging points
 - facilitations and incentives
- Publications, events, communication, networking
- Transferability of the model

Project technical activities at a glance



The approach followed

Role of public actors:
Governance of the system

Role of private actors:
Green Business

**PARTNERSHIPS
BETWEEN PUBLIC
AND PRIVATE
SECTORS**

Removing
constrains

Costless
incentive
measures

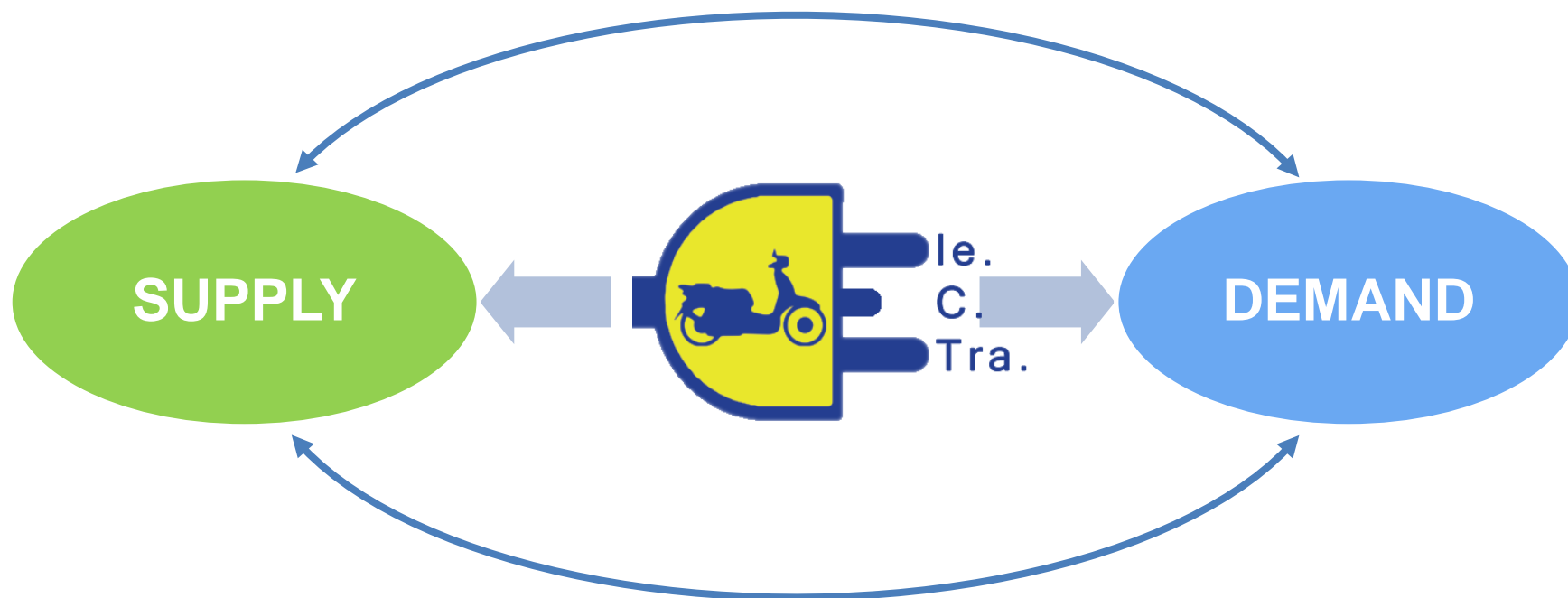
No public
contributions
for services
management

Innovative
proposals

Sustainable
business
models

Effective
response to
users' actual
needs

The action plan



The action plan – Diversifying the supply and enabling infrastructures

E-VEHICLES PROVIDERS

- Manufacturers
- Retailers
- Service providers
- ...

SERVICES

- Purchase
- Long/short term rent
- Sharing
- After Sale Services
- ...

INFRASTRUCTURE SUPPLIERS

- Energy providers
- Companies headquarters
- Attraction points
- Local Administrations
- ...

SOLUTIONS

- Technology options
- Integrated public / private charging points networks
- Reserved parkings
- New charging services
- ...

The action plan – Boosting the demand

USERS

- Citizens (workers, students, ...)
- Company fleets
- Tourists / Tour operators
-

ACTIONS

- Free tests
- Incentive actions
- Tailored offers
- Marketing
- Information and awareness raising campaigns
- ...





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mobility
new job opportunities
smartcity
networking
innovation
eco business
ELE.C.TRA.
recharge points
ELEctric City TRAnsport
electric
scooters
sustainability
environment
enterprise
transports

Thank you for your attention !

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Comune di Genova / Direzione Mobilità



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zaštitu okoliša i održivi razvoj



Wmap
GIS
Spatial Intelligence

EXACTO

