Global challenges need smart solutions.
The eBRIDGE project has a holistic approach with a clear vision: moving towards a zero-carbon transport system. It can be part of the solution helping European cities to achieve the 2020 climate and energy targets, tackling pollution and traffic congestion and so increasing urban quality of life.

The eBRIDGE project has a holistic approach with a clear vision: moving towards a zero-carbon transport system. It can be part of the solution helping European cities to achieve the 2020 climate and energy targets, tackling pollution and traffic congestion and so increasing urban quality of life. eBRIDGE will show that the integration of electric vehicles in urban fleets can make a difference, and not only for fleet managers and users: through innovative solutions to optimise fleet performance, reduction of costs and emissions, improved operational skills and attitudes, increasing user acceptance and confidence, and raised awareness of new technologies.

Changing attitudes and consolidated behaviours is a challenging task, which does not benefit from additional market barriers such as the higher purchase costs of electric vehicles and the still lacking charging stations. That’s why seven pioneering cities, so-called Drivers of Change, will be testing innovative solutions to make electric mobility a main part of their urban transport systems. Their heterogeneous starting conditions will provide a broad-spectrum outcome. Discover them in the following pages.
DRIVER OF CHANGE

AUSTRIA

How to persuade people living in sparsely populated areas to use car sharing from individual mobility to car sharing? Case study peer-to-peer car sharing to approach this challenge.

In cooperation with ZF-AMOA, the Austrian case study will help address the current lack of concepts and tools for car sharing services.

VALENCIA

car sharing services. Vehicles and increase the use of electric vehicles. Many companies have already introduced electric vehicles for their business travel. The first companies have already achieved significant environmental and cost benefits. The companies will analyse the potential of electric vehicles for business travel as well as its suitability for daily use, etc.

VALENCIA PALMA

car sharing services of DB Fylink/Saras, operating in 2013 in a fleet of 240 vehicles in Berlin, of which 40 are electric. The vehicles are equipped with a RFID-capable on-board unit and are accessible via a customer card. Bookings can be made online, through a Smartphone app or by telephone. Experiences and attitudes towards electric vehicles will be assessed through employee surveys. Operational and economical aspects of fleet management with regards to electric mobility will be evaluated through interviews with the mobility managers of the companies. Based on these results, an engaging marketing concept will be developed to raise awareness and reduce perceptions of electric vehicles.

VIGO

How to drive many different companies to a more sustainable mobility? The case study is based on the e-fleet of the Galician Automotive Cluster in Vigo. The objective is to involve the companies’ employees with its initiative IECA. The case study will be assessed through employee surveys. For a limited period, a selected group of 30 companies will introduce electric vehicle for their business travel. The first companies have already achieved significant environmental and cost benefits. The companies will analyse the potential of electric vehicles for business travel as well as its suitability for daily use, etc.

MIAMI

Vehicles are equipped with a RFID-capable on-board unit and are accessible via a customer card. Bookings can be made online, through a Smartphone app or by telephone. Experiences and attitudes towards electric vehicles will be assessed through employee surveys.

The case study has started with an interactive campaign and the creation of a e-sharing website with the ambition of bringing electric mobility closer to their employees with its initiative CEAGA. The campaign will involve the local companies’ employees with its initiative CEAGA. The campaign will involve the local companies.

LISBON

How can municipalities take the challenge of growing their fleets successfully? Câmara de Lisboa and Límc are determined to find the best opportunities and potential for the fleet management of such technology. The current fleet composition and performance will be evaluated and optimise the e-sharing business model. Customer satisfaction surveys and stakeholder interviews will be conducted to assess the impact of the electric vehicles.

CARMARTHEN

The municipality will also develop a communication strategy to promote the new technology to the same “green road”? CEAGA, Assisted by Cardiff University, Carmarthenshire CC will encourage the new technology to be evaluated and optimise the e-sharing business model.

models by introducing tools, features and information materials to facilitate car sharing, assure smooth running and support the users to adapt to and feel confident with the new mobility option. As peer-to-peer car sharing, municipal fleets will test electric peer-to-peer car sharing for both business and private purposes. Besides this, the municipality will develop a communication strategy to promote the new technology to the same “green road”? CEAGA, Assisted by Cardiff University, Carmarthenshire CC will encourage a communication strategy to promote the new technology.

How to make your employees enthusiastic about and committed with electric vehicles? Câmara de Lisboa, Lisbon City Council and Dusk are determined to find the best opportunities and potential for the fleet management of such technology. The current fleet composition and performance will be evaluated and optimised the e-sharing business model. Customer satisfaction surveys and stakeholder interviews will be conducted to assess the impact of the electric vehicles.

How can municipalities take the challenge of growing their fleets successfully? Câmara de Lisboa and Límc are determined to find the best opportunities and potential for the fleet management of such technology. The current fleet composition and performance will be evaluated and optimise the e-sharing business model. Customer satisfaction surveys and stakeholder interviews will be conducted to assess the impact of the electric vehicles.

The case study has started with an interactive campaign and the creation of a e-sharing website with the ambition of bringing electric mobility closer to their employees with its initiative CEAGA. The campaign will involve the local companies’ employees with its initiative CEAGA. The campaign will involve the local companies.

The municipality will also develop a communication strategy to promote the new technology to the same “green road”? CEAGA, Assisted by Cardiff University, Carmarthenshire CC will encourage a communication strategy to promote the new technology.

models by introducing tools, features and information materials to facilitate car sharing, assure smooth running and support the users to adapt to and feel confident with the new mobility option. As peer-to-peer car sharing, municipal fleets will test electric peer-to-peer car sharing for both business and private purposes. Besides this, the municipality will develop a communication strategy to promote the new technology to the same “green road”? CEAGA, Assisted by Cardiff University, Carmarthenshire CC will encourage a communication strategy to promote the new technology. The municipality will also develop a communication strategy to promote the new technology to the same “green road”? CEAGA, Assisted by Cardiff University, Carmarthenshire CC will encourage a communication strategy to promote the new technology.

The municipality will also develop a communication strategy to promote the new technology to the same “green road”? CEAGA, Assisted by Cardiff University, Carmarthenshire CC will encourage a communication strategy to promote the new technology.

models by introducing tools, features and information materials to facilitate car sharing, assure smooth running and support the users to adapt to and feel confident with the new mobility option. As peer-to-peer car sharing, municipal fleets will test electric peer-to-peer car sharing for both business and private purposes. Besides this, the municipality will develop a communication strategy to promote the new technology to the same “green road”? CEAGA, Assisted by Cardiff University, Carmarthenshire CC will encourage a communication strategy to promote the new technology.

The municipality will also develop a communication strategy to promote the new technology to the same “green road”? CEAGA, Assisted by Cardiff University, Carmarthenshire CC will encourage a communication strategy to promote the new technology.

models by introducing tools, features and information materials to facilitate car sharing, assure smooth running and support the users to adapt to and feel confident with the new mobility option. As peer-to-peer car sharing, municipal fleets will test electric peer-to-peer car sharing for both business and private purposes. Besides this, the municipality will develop a communication strategy to promote the new technology to the same “green road”? CEAGA, Assisted by Cardiff University, Carmarthenshire CC will encourage a communication strategy to promote the new technology.

The municipality will also develop a communication strategy to promote the new technology to the same “green road”? CEAGA, Assisted by Cardiff University, Carmarthenshire CC will encourage a communication strategy to promote the new technology.

models by introducing tools, features and information materials to facilitate car sharing, assure smooth running and support the users to adapt to and feel confident with the new mobility option. As peer-to-peer car sharing, municipal fleets will test electric peer-to-peer car sharing for both business and private purposes. Besides this, the municipality will develop a communication strategy to promote the new technology to the same “green road”? CEAGA, Assisted by Cardiff University, Carmarthenshire CC will encourage a communication strategy to promote the new technology.

The municipality will also develop a communication strategy to promote the new technology to the same “green road”? CEAGA, Assisted by Cardiff University, Carmarthenshire CC will encourage a communication strategy to promote the new technology.
CONTACTS

Aida Abdulah
abdulah@choice.de

Marco Menichetti
m.menichetti@legambiente.org

© eBRIDGE Consortium

Co-funded by the Intelligent Energy Europe Programme of the European Union

Follow us