



**Global challenges
need smart solutions.**

NEWSLETTER **October 2013**



Towards a zero-carbon transport system: the clear vision of a smart project

eBRIDGE Project drives the change in European mobility system, starting from 7 pioneering cities.



Mobility is a universal need and a driver of economic development. Traffic jams, air pollution, noisy environments and constant delays are part of the routines of the urban dwellers, clearly reducing quality of life and increasing costs.

But is there any solution to provide for citizens' mobility need and to enhance their quality of life? Part of it could arrive from **eBRIDGE, a co-funded EU project lasting from April 2013 to March 2016**, with a clear vision: a zero-carbon transport system.

As part of this vision number of electric vehicles is broadly expanded in cities and towns, their usage is combined with other modes of transport (e.g. public transport and bicycles) and new mobility services such as car sharing and car pooling are integrated.

The eBRIDGE approach starts from existing car fleets, aiming at converting them to electric, encouraging their usage by improving the services provided, making the recharging network more

available and focusing on targeted marketing and promotions among users.

But it is difficult to change old attitudes and behaviours and to overtake significant barriers such as low users' acceptance and higher purchase costs compared to conventional cars.

That's why for the eBRIDGE project, **seven pioneering cities were chosen for testing innovative solutions** to make electric mobility a main part of their urban transport system.

These cities, so called Drivers of Change, are Berlin, some Austrian municipalities, Vigo, Valencia-Palma, Milan, Lisbon and Carmarthen. **Their heterogeneous starting conditions will provide a broad-spectrum outcome.**

Depending on their starting points and needs, the eBRIDGE cities are applying actions to optimise operational fleet performance, test and launch solutions to increase the convenience and ease of use of car sharing offers, and raise awareness on the suitability of electric mobility for urban transport and commuting.

Behind eBRIDGE there is a team of 13 partners from Germany, Austria, Spain, Italy, Portugal and United Kingdom. Among them are technical experts, academics, associations, public administrations, mobility providers and public transport and car sharing operators.

100.000

In 2012 world electric vehicle sales exceeded 100.000 units.

From Global EV Outlook - April 2013

Discover one of the seven eBRIDGE "Drivers of change": Berlin and its case study *Flinkster* car sharing.



Berlin, the capital of Germany, is a transforming metropolis where innovation and sustainability shape the urban mobility landscape. A solid public transport network, healthy mobility patterns with many bikes and low car ownership, together with a booming car sharing scene – over 8.000 vehicles, of which 500 electric – represent an ideal backdrop for the Berlin pilot.

The Berlin case study focuses on 8 electric vehicles of the *e-Flinkster* fleet provided for business use on the EUREF campus, a business&research cluster with more than 40 companies and 2.000 employees. *Flinkster* is the car sharing system of *DB FuhrparkService*, operating a total fleet of 240 vehicles in Berlin, of which 40 electric. The vehicles are equipped with a RFID-capable on-board unit and are accessed via a customer card. Bookings can be made online, through

a smartphone app or via telephone.

Along eBRIDGE, the partners *DB FuhrparkService* and *choice* (1) will apply a multidimensional process to assess the needs, potentials and barriers of electric car sharing for business mobility. The behavioural aspects of the usage, experienced pros&cons and user attitudes towards electric vehicles will be assessed via surveys to the employees. In parallel, operational and economical aspects of fleet management with regards to electric mobility will be evaluated

through personal interviews with the mobility managers of the companies on the campus.

Based on these results, **an engaging marketing concept will be developed to raise the level of awareness and the use of electric car sharing offers** with the overall goal of putting electric car sharing at the heart of business mobility management plans.

(1) choice GmbH is the leading organisation of eBRIDGE.

From 2-4 October Vigo hosted the eBRIDGE "Market Analysis" workshop.

First results will be soon available on the eBRIDGE website.

Working step by step, the electric car will have a bright future!



Pietro Menga

CIVES is the Italian branch of the European Association for Battery, Hybrid and Fuel Cell Electric Vehicles. eBRIDGE has interviewed the CIVES

President, Mr.

Pietro Menga. Here below some of his answers:

How would you describe the electric car situation?

At the international level - just look at Japan - the industry is showing great interest.

In France and Germany the rush is driven by domestic car manufacturers. Italy is a case apart: Fiat's interest in the electric car waned and this absence leads to the fact that the national policy does not progress in this direction.

What do you think of the eBRIDGE idea of pushing for the introduction of electric cars in car fleets?

It is important to start with the most feasible initiatives, and to focus on fleets is a good idea.

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