

## TOWARDS A GREEN MOBILITY REVOLUTION

The eBRIDGE target groups play a main role in the transition to more sustainable cities. Fleet operators, mobility providers, private companies, policy makers and car users will engage with electric mobility and its benefits for urban transport. One of the main outputs of the project will be the eBRIDGE Start Up Kit, which includes Guidelines and Toolkits to assist key actors with the integration of electric vehicles in their fleets throughout Europe.

## A SMART PROJECT THAT DRIVES CHANGE

Changing attitudes and consolidated behaviours is a challenging task, which is hampered by additional market barriers such as the higher purchase costs of electric vehicles and the lack of charging stations. This is why seven pioneering cities, so-called Drivers of Change, are testing innovative solutions to make electric mobility a main part of their transport systems. Their heterogeneous starting conditions will provide a broad understanding of how to implement electric vehicle fleets in real-life conditions.

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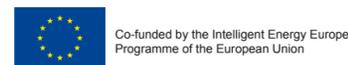
Global challenges  
need smart solutions.

## POWER TO URBAN FLEETS

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 thus improving urban quality of life. eBRIDGE will show that the integration of electric vehicles in urban fleets can make a difference: innovative solutions to optimise fleet performance, reduction of costs and

emissions, improved operational skills and attitudes, increasing user acceptance and confidence, and raised awareness on the new technology.

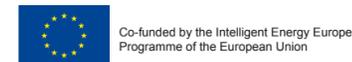
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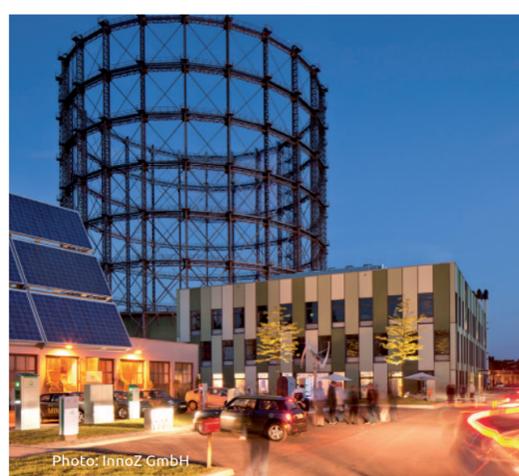
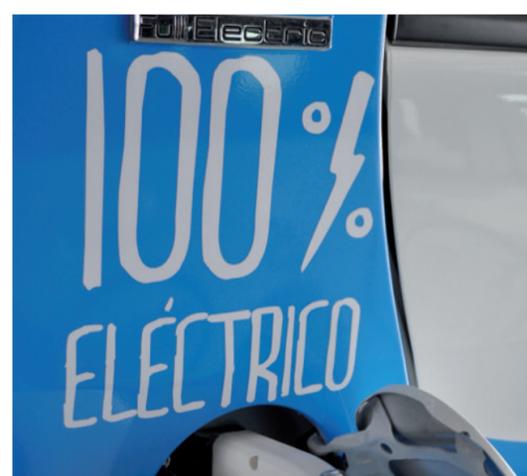


Photo: InnoZ GmbH

## AUSTRIA

How to persuade people living in sparsely populated areas to shift from individual mobility to car sharing? *Caruso* peer-to-peer car sharing was developed to face this challenge.

In cooperation with FGM-AMOR, Austrian case study is helping address the current lack of concepts



## VALENCIA PALMA

Can car sharing address the mobility needs of professionals, citizens and tourists?

*E:Sharing* started in 2011 as the first electric car sharing in Spain. Operated by MOVUS in the metropolitan area of Valencia, *E:Sharing* is integrated with the public transport and the bike



Photo: wolffango.it

## LISBON

How can municipalities face the challenge of greening their fleets successfully? Câmara Municipal de Lisboa and Occam are determined to find the answers to this question. The case study assesses the usage potential of electric vehicles in a municipal fleet and how this example can boost the market penetration



Photo: Dimitrios Xenias

## BERLIN

How can private companies contribute to a more sustainable mobility in a metropolis like Berlin?

DB FuhrparkService and choice will explore the potentials of electric car sharing for urban business mobility.

The case study is based on the *e-Flinkster* fleet located on the EUREF Campus, a business and research cluster with more than 40 companies and around 2,000 employees. *Flinkster* is the car sharing offer of DB FuhrparkService, operating a fleet of 240 vehicles in Berlin, of which 40 are electric (as of 2013). 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 smartphone. Experiences and attitudes towards electric vehicles are being assessed through employee surveys. Operational and economical aspects of fleet management regarding electric mobility are being evaluated through interviews with the mobility managers of the companies. Based on these results, an engaging marketing concept will be developed to raise awareness on electric vehicles and increase the use of electric car sharing services.



Photo: Christian Steger-Vonmetz

and models by introducing tools, features and information materials to facilitate car sharing, assure a smooth running and support users to adapt to and feel confident with the new mobility option. Until the end of the project, 18 companies and municipalities are testing electric peer-to-peer car sharing for both business and private purposes. In addition, regular contact with the users ensures reliable feedback on the driving experience and optimises implementation. A set of promotional materials helps raising the awareness and reducing misperceptions on electric vehicles.

## VIGO

How to drive many different companies to the same "green road"? CEAGA, the Galician Automotive Cluster, is bringing electric mobility closer to their employees with its initiative "CEAGA Business Car Sharing". For a limited period, a group of 35 companies, with different features and mobility requirements, will have the opportunity to test electric vehicles for their business trips. The first companies have already tested the vehicles and the employees are positively surprised. The local partners, CEAGA and INOVA, will analyze the potential of electric vehicles for business mobility. The use of electric vehicles is periodically monitored. Employee surveys help determine the user acceptance and main barriers to vehicle use. Measures and incentives to increase the vehicle usage rates will be developed together with the participating companies. Furthermore, impacts of the use of shared electric vehicles within the company fleets will be assessed.

A final report will illustrate the degree of success and use of electric vehicles, the main barriers and advantages of business travels, as well as its environmental and economical impacts."



sharing services. The case study will validate and optimise the *E:Sharing* business model. Customer satisfaction surveys and stakeholder interviews will assess the service-related impacts and opportunities for transferability. At policy level, the Valencian Institute of Business Competitiveness and the Directorate of Energy and Industry of the Balearic Government will cooperate to create the Electric Car Sharing Committee of the Balearic region, aimed at promoting the creation of policies favouring electric car sharing.

## MILAN

How could the City help the commuters and citizens of Milan, facing daily traffic congestion and air pollution? The introduction of a congestion charge zone, the so-called "Area C" in the Cerchia dei Bastioni, limited vehicle access to the city centre.

ATM saw the challenge as an opportunity to offer the Milanese an emissions-free transport solution, accessible throughout the city: the 100% electric vehicles from the *GuidaMi* car sharing fleet are located in the city centre. In collaboration with Legambiente, the case study began with an interactive user survey that will provide insights about barriers and potentials of the e-car sharing system. A deeper assessment will reveal whether and how the congestion charge zone influences mobility behaviour and in general mobility management. The case study will use digital tools for marketing and awareness raising: the use of blogs, social networks, a web 2.0 campaign and the creation of a e-sharing application to book the vehicles and provide suggestions.



Photo: Armindo Rodrigues / CMLisboa/DMC

of this technology. The current fleet composition and performance will be analyzed: user segmentation, energy consumption and costs are being collected. Different configuration fleet schemes are being evaluated to define the most effective solution (e.g. pool of vehicles vs single user). In addition, behavioural aspects of the fleet usage will be assessed to better understand user attitudes about electric vehicles, purchase intention, suitability for daily use, and so on. The municipality will also develop a communication strategy to raise public awareness for its electric mobility plans.

## CARMARTHEN

How to make your employees enthusiastic about and confident with electric vehicles? Carmarthenshire County Council is the first local authority in Wales to introduce electric vehicles into its fleet and is taking this task very seriously: Carmarthenshire CC is promoting the new technology among its employees.

Assisted by Cardiff University, Carmarthenshire CC will encourage a broader use of the newly introduced electric cars among employees. The case study will also consider the possible behavioural "spill over" from professional to private life. Progress and efficiency of the promotion measures is being monitored via usage data of the electric vehicles. Employee surveys and interviews with fleet managers and users will provide insights on perceived reasons for and against the use of electric vehicles, as well as on barriers and potentials for the integration and expansion of electric vehicles in municipal fleets. In addition, the case study is expected to create wider interest among further Welsh employers who already have, or aspire to establish their own electric vehicle pool.