



**Global challenges
need smart solutions.**

NEWSLETTER **March 2015**



Different viewpoints on electric vehicles can change the game.

Is multidisciplinary approach the key to promote electric mobility?



Photo: Pexels CC0 License

Even though electric mobility is deemed to have a great potential to increase quality of life in cities, the benefits of embracing electric vehicles do not seem to be compelling enough.

The business sector has been the first to appreciate the reduced running costs and greenhouse gas emissions, also attracted by the advantageous financial incentives and regulatory support offered to electric vehicles in most countries.

But the wide public is still reluctant to engage. High purchase prices, a scarce charging network and attitudinal aspects continue to be a main barrier.

How can we engage people with electric cars successfully and promote lasting behaviour change?

A successful approach requires a multidisciplinary effort involving sciences like social psychology, communication and marketing.

Market segmentation techniques have proved to be an effective tool. A relevant example is the EU-Segment project, which targeted people undergoing life change moments to persuade them to adopt energy-efficient transport practices.

The eBRIDGE project markets electric mobility as the smart solution to the transport challenge. Its pilot sites are drivers of change towards green mobility with electric fleets as its main driver. This is the main message of the [project flyer](#) and [video](#).

Telling inspiring real life stories is an engaging way of building confidence on new technologies, as shown in the [Caruso video](#).

Workshops and information events are a good opportunity to attract new stakeholders. Cardiff University and CarPlus held a successful [workshop on Shared e-Mobility](#) which attracted mobility practitioners from Wales and the rest of the UK.

There are many more interesting activities for the promotion of electric mobility going on in the eBRIDGE pilot sites. Stay updated by visiting us regularly at www.ebridge-project.eu. You can also follow us on Facebook and Twitter!

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The plant's output converted into battery systems has a revenue capacity of up to \$250-\$550 million.

<http://insideevs.com/electrovaya-targets-battery-gigafactory/>

eBRIDGE “Drivers of change”. Promoting electric car sharing in Milan: the partnership ATM/GuidaMi-IKEA.

Two questions to the Project Advisor.



All the IKEA-Card holders and employees enjoy a 50% discount on the annual GuidaMi subscription fee. In addition, those who decide to sign up as e-drivers will be granted a first trip with an electric car for free.

A cardboard cut-out of an electric car invites the IKEA e-drivers to take a picture and to post it on social networks. Further incentives, such as a free ticket to the EXPO Milan 2015 and the invitation to a party in the IKEA store will be given to those people with more pictures on social networks, showing they went shopping to IKEA with the GuidaMi electric car.

IKEA will send a questionnaire to its customers to gain insights into the general knowledge of the e-drivers about electric cars and get feedback on the customer's experience.

*ATM is a public transport company in Milan. The ATM car sharing fleet is called GuidaMi.

The Italian pilot was initially targeted to a group of test-drivers participating in a “step by step” implementation of innovative ATM*/GuidaMi car sharing features and tools. The drivers shared their travel experience in real time, contributing to service customization and providing insights about barriers and potentials of e-car sharing in the congestion charge zone of Milan city centre.

In the last year, six new car sharing operators entered the market in Milan, forcing ATM to redefine its strategy and territorial target. The development of the GuidaMi offer and its promotion slowed down.

To cope with this challenge, new promotion measures were set in motion. The partnership GuidaMi - IKEA was officially launched in January 2015, with the goal of engaging people with the use of four e-cars among the 120 vehicles of the ATM/GuidaMi fleet.



Olav Luyckx.
Photo: EASME Agency.

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eBRIDGE Project will end in March 2016. Any interesting results?

Although it is too early to draw conclusions, it produced already some interesting deliverables such as the country reports on the potential for EV car-sharing services. I also look forward to the outcomes of the pilots that take place in several EU countries, looking at different target groups and user profiles for eCar-sharing. A project app and website are key sources of information for those interested in the project outcomes.

What have successful EU Projects in common?

They start from well-defined market needs relevant to their target groups, and have a clear vision on how the project results will live on after the end of the project lifetime.

New EU Directive set up a common framework of measures for the deployment of alternative fuels infrastructure in the Union.

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