



Global challenges
need smart solutions.

NEWSLETTER March 2016



The eBRIDGE Toolkit and the eBRIDGE Guidelines.

Three years of work in seven pioneering cities of Europe, one legacy.



The eBRIDGE project brought together 7 pioneering cities pursuing a common vision: a zero-carbon urban mobility where technology - electric vehicles and smart infrastructure - supports people to make sustainable travel choices.

In such vision, mobility performs instantaneously, on-demand, enabled by a multimodal transport system integrated in an interoperable, seamless mobility fabric. Journey planners and mobility apps provide realtime information allowing online booking and billing, thus enabling efficient door-to-door trips.

We call this **Urban eMobility 2020**.

To make this happen, a holistic approach including energy generation, charging infrastructure, integrated urban development and citizen engagement is vital. Most importantly, electric mobility will require a radical change of mindsets about the way we travel. Its success relies in a paradigm shift and the role of traditional means of transport like the private car, or even the need of private car ownership.

Our contribution to this vision is the **eBRIDGE Start Up Kit** which consolidates the project knowledge in two publications, the **eBRIDGE Toolkit** and the **eBRIDGE Guidelines**, with the aim of providing an unbiased view of the potential of electric fleets for daily travel.

The **eBRIDGE Toolkit** is a condensed volume of practical recommendations for the successful operation

and promotion of electric fleets.

The eBRIDGE Guidelines

are a comprehensive summary of the project key findings and including an overview of the electric mobility market in the eBRIDGE countries, the description of the pilots and overall key findings on policy, business models, emissions scenarios, and recommendations to improve fleet performance and the effective marketing of e-fleets.

The eBRIDGE Toolkit and Guidelines are available to read and download in English, German, Italian, Portuguese and Spanish [here](#).

9,7%

In 2016 the share of electric vehicles in Japan production will amount to around 9,7%.

<http://www.statista.com/statistics/244309/forecast-of-electric-car-production/>



eBRIDGE “Drivers of change”. The growing appeal of e-car sharing in Valencia.



Shutterstock.com

mobility and the use of car sharing fleets. Doing business and encouraging a more sustainable mobility is possible.”

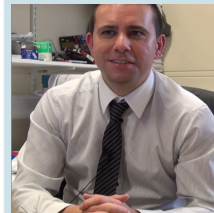
Manuel Pérez Bosch, Head of Section at the Hospital Home Care Unit (Virgen de los Lirios Hospital, Alcoy) talks about the E:Sharing service in the Hospital. “Since the unit’s creation, home visits have been made with the employees’ private cars. Even though they received payment for mileage, sometimes this situation created certain uneasiness, especially in case of accident. E: Sharing helped improve our mobility in a sustainable way and gave other advantages such as a greater confidence in EV use, parking facilities, comfortable driving and the pride of using a non polluting vehicle. Because the vehicles are charged during the night, doctors do not have to refuel them. The official logo on the fleet has increased the visibility of the service and has eliminated undue parking fines. The staff has quickly adapted to and enjoy the service.”

E:Sharing in Valencia is a commercial ecar sharing offer, operated by MOVUS. It is designed to meet the mobility needs of companies and private users. During the pilot the number of cars and users has increased. Currently, the fleet has 9 BEVs (Think City, Renault Fluence and Peugeot iOn) shared among 62 users.

The problems and the opportunities that E:Sharing had to face are described by **Mauro Fiore, CEO of MOVUS**. “Our commitment to sustainable mobility -in particular electric mobility and car sharing- has been a founding principle of our company. We dealt with multiple factors, from the lack of an applicable regulatory framework to the general lack of awareness about e-mobility and car sharing. Thanks to projects like eBRIDGE this situation is quickly changing and new market opportunities arise. We have made great effort to disseminate the benefits of electric

On 17th March Valencia will host the eBRIDGE Stakeholders Workshop on Shared eMobility that concludes three years of project work.

Two questions to Neil Thomas, Carmarthen.



Neil Thomas
Photo: CCC

Two questions to Neil Thomas about the integration of electric vehicles in the Carmarthenshire County Council’s car fleet.

What are the main benefits of the integration of electric vehicles in a local authorities fleet?

Tangible benefits are that a large group of employees have experienced this alternative technology, whilst proving with their day-to-day experience that they are practical and can be successfully incorporated as part of a carpooling scheme in a semi urban/rural area.

What is the most valuable lesson learnt?

Education and familiarisation of potential users help to manage negative views on electric vehicles and to change the users’ perceptions. Also, it is essential to have a decent and organised booking facility, parking set up and recharging facilities in place.

CONTACTS

Aida Abdulah
abdulah@choice.de

Marco Menichetti
m.menichetti@legambiente.org
ebridge-project.eu

