

Global challenges
need smart solutions.

NEWSLETTER September 2015



New vision and approach of the sharing and technological generation.

Are “Millennials” interested in cars as their parents did when they were young?



Photo: Pexels CC0 License

Nowadays teenagers are called “Millennials”.

They are quite different from previous generations, because they live in a world that is changing faster than in the past and affects their behaviours, dreams, attitudes and everyday life. They are not dreaming of owning a car as their parents did when they were teenagers.

The car is not a symbol of freedom and emancipation neither signifies the transition from youth to adulthood.⁽¹⁾

They can live without a car, but NOT without a smartphone.

As Nielsen research says, referring to the US Millennials: “...in the second-quarter 2014, 85% of Millennials aged 18-24, and 86% aged 25-34 own mobile devices.”⁽²⁾ They are connected night and day and use smartphone for studying, shopping, finding information, buying tickets, sharing everything.

The report “*Millennials in Motion – Changing Travel Habits of Young Americans*

and the Implications for Public Policy”⁽³⁾ by US PIRG shows interesting findings about Millennials and cars. Millennials consistently report greater attraction to less driving-intensive lifestyles.”

The report confirms that attracting and keeping young residents and talented workers requires investment in a comprehensive transportation system that offers a wide range of options for walking, biking, transit and getting around by vehicle,” said James Corless, Executive Director of

Transportation for America.⁽⁴⁾ European Countries are also reflecting on mobility policies and the importance of promoting a multi modal mobility.

1) Wells, P. E. and Xenias, D. (2015). From 'freedom of the open road' to 'cocooning': Understanding resistance to change in personal private automobility. *Environmental Innovation and Societal Transitions* (10.1016/j.eist.2015.02.001)

2) <http://www.nielsen.com/us/en/insights/news/2014/mobile-millennials-over-85-percent-of-generation-y-owns-smartphones.html>

3) <http://uspig.org/reports/usp/millennials-motion>

4) <http://www.commondreams.org/newswire/2014/10/14/new-report-shows-mounting-evidence-millennials-shift-away-driving>

77

77% of Millennials travel by car, compared with 92% of generation Xers and 90% of Baby Boomers.

Millennials in motion-U.S.Pirg Education Fund – Frontier Group

eBRIDGE “Drivers of change”. A pioneering experience: electric vehicles in Câmara Municipal de Lisboa fleet.



The Municipality of Lisbon has one of the largest electric vehicles (EVs) fleets in the country, being a pioneer at national level.

For over 18 months, municipal employees have been using the vehicles for their professional activities and so far the experience has been very positive. At the moment, the fleet of Lisbon municipality comprises 832 vehicles, which include 57 passenger electric vehicles.

Electric vehicles have approximately a 13% share of the fleet, which include another 45 vehicles as light duty and quadricycles. The city council also has 3 hybrid plug-in vehicles and 1 heavy vehicle since January 2015.

So far, considering the results from the surveys implemented in 2014 and 2015, it is evident that the employees experience on driving the electric vehicles has been very encouraging: the majority is not afraid of running out of power, is willing to use these vehicles again and can even consider acquiring an electric vehicle for personal use.

Regarding its operational performance, the autonomy of the electric vehicles has posed a problem for some of the municipality services where the vehicles need to work continuously.

In order to overcome this limitation, 1 fast-charging point was installed in the municipality facilities, reducing the charging time to 30 minutes. The acquisition of the 3 plug-in hybrids allocated to these services, helped overcome this barrier, thus maintaining the strategy of alternative and more efficient vehicles for the fleet.

The municipality has a very proactive attitude and is not deterred by difficulties encountered along the way.

Overall, the goal of this project is to facilitate decision-making towards electric vehicles, based on the operational and behavioral aspects, to better understand the highest potential of electric vehicles for municipal operations and to promote electric vehicles in future decision-making.

Two questions to an expert on electric mobility.



Eva Stadtschreiber

Eva Stadtschreiber works at [Graz Energy Agency](#).

What are the main benefit for municipalities

and what are the drivers to integrate electric vehicles in municipal fleets?

From our experience, particularly from the project EMOBILITY WORKS, there are 4 main benefits: improvement of the local quality of life due to a reduction of emissions and noise, improved image, less maintenance costs, being a starting point for the elaboration of multimodal local transport systems. Also, when e-mobility is considered for urban development, new traffic concepts etc., new possibilities for local partnerships open up.

What are the main barriers for municipalities to acquire EVs?

To us, it seems that the acquisition price and the limited range are the main barriers. Also, due to a lack of familiarity, municipalities are often skeptical regarding handling of EVs.

**On 11-13 November 2015
Milan will host the eBRIDGE
Meeting: 3 days dedicated
to e-mobility, smart cities,
innovation.**

CONTACTS

Aida Abdulah
abdulah@choice.de

Marco Menichetti
m.menichetti@legambiente.org

ebridge-project.eu