

The eBRIDGE Project

eBRIDGE Urban eMobility 2020

Public Workshop Milan

Aida Abdulah

eBRIDGE Coordinator

choice GmbH

13 November 2015, Spazio Ex-Ansaldo Milan



ebridge-project.eu Follow us:



Cofunded by the Intelligent Energy Europe Programme of the European Union





milano(è)in

MILANO SHARING CITY

LA CITTÀ IN CONDIVISIONE

13 - 14 Novembre 2015 | Base Milano Spazio Ex-Ansaldo | Via Bergognone 34

OUTLINE

1. Vision
2. Goal & Focus
3. Target Groups
4. Activities
5. Key Findings
6. Lessons Learned
7. Legacy

1. eBRIDGE VISION

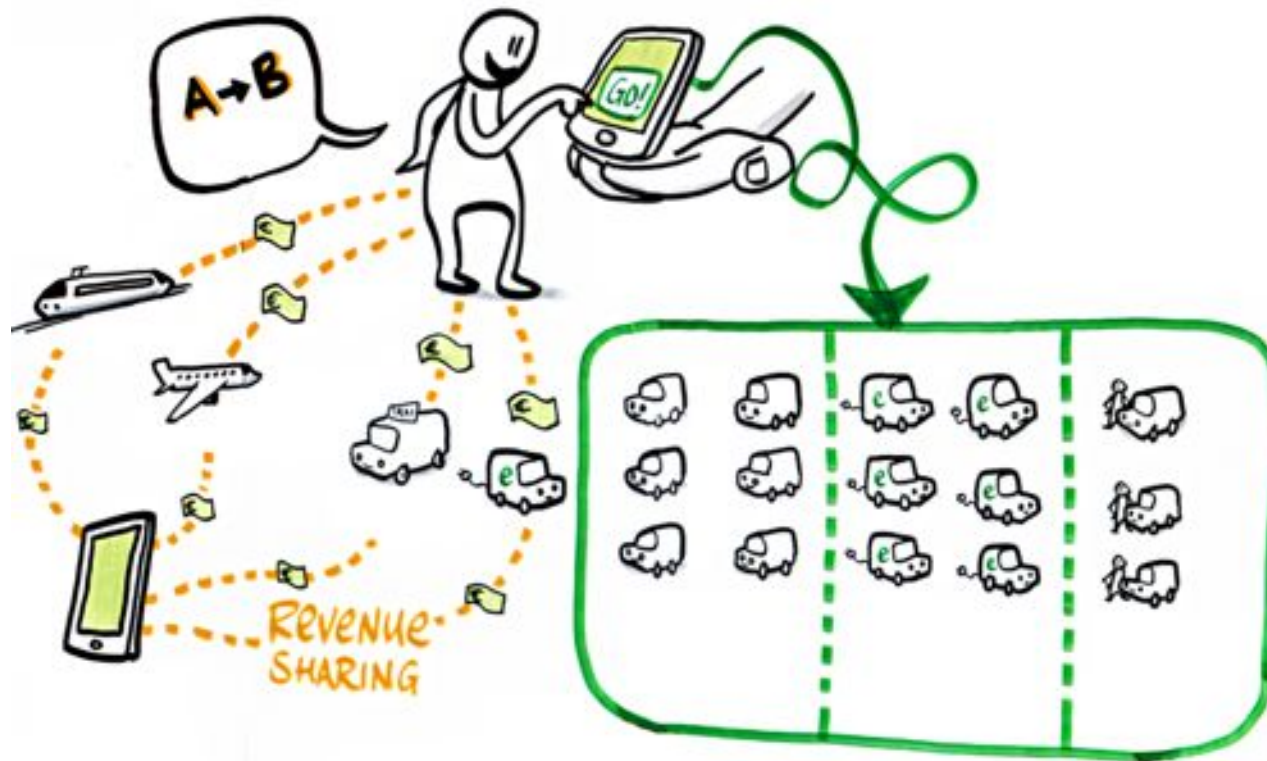
eBRIDGE Urban eMobility 2020



1. eBRIDGE VISION



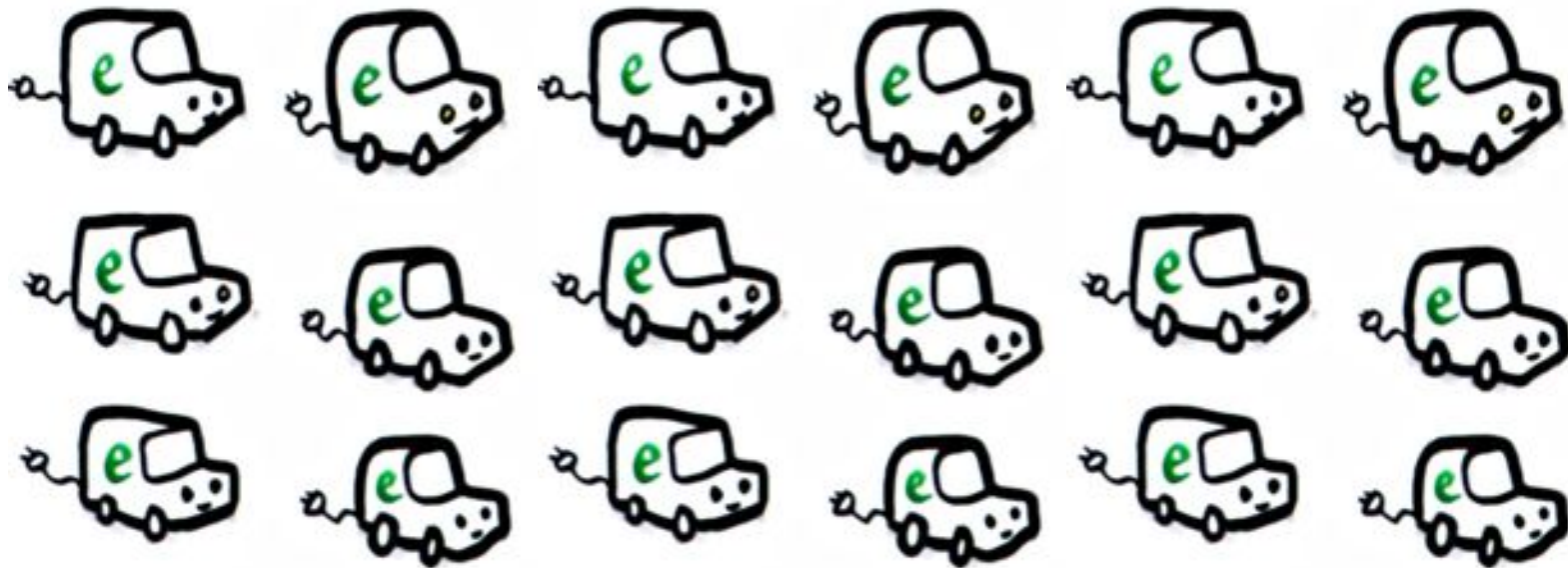
1. eBRIDGE VISION



1. eBRIDGE VISION



2. FOCUS



3. TARGET GROUPS

- **Fleet managers** of companies, local authorities, institutions, car sharing operators, public transport operators
- **Car users**, both regular and occasional

4. ACTIVITIES

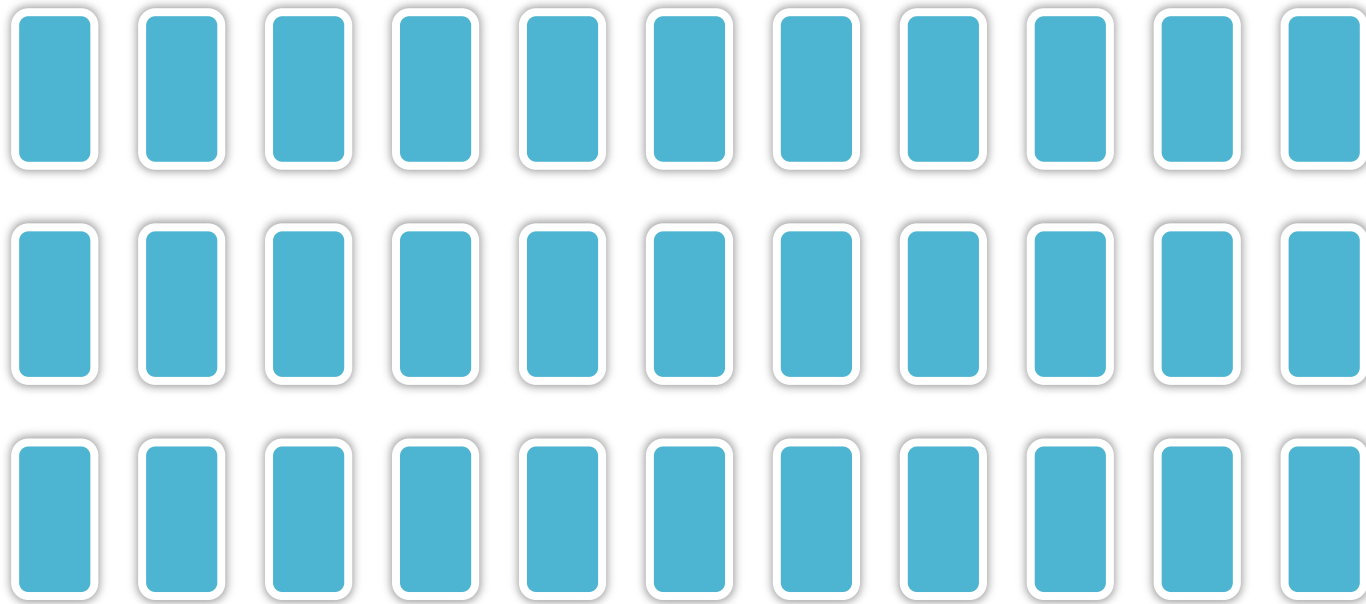


4. ACTIVITIES



Optimisation of **operational performance** of e-fleets

4. ACTIVITIES



Solutions to **increase the usage degree** of e-fleets

4. ACTIVITIES



Awareness raising on e-fleets through marketing and promotional activities

4. ACTIVITIES



Contribution to a broader **understanding** on urban e-fleets
and **knowledge transfer**

5. KEY FINDINGS

150 EVs and +1,800 users

- EVs meet **travel needs** of the majority of users
- **Cost reduction** of mileage claims and fuel costs
- Reduced **environmental impacts** of travel
- **Driving experience and user attitudes** largely positive
- **Range anxiety** decreases with the regular use

5. KEY FINDINGS

In summary:

Electric mobility is a sound way to **reduce local emissions and improve quality of life**

BUT

EVs alone will not work: **integrated policies!**

6. LESSONS LEARNED

- **Political will and commitment** to long-term sustainability are fundamental
- Policy can induce **sustainable fields of application**
- **Monetary incentives** greatly influence decision-making towards EVs adoption
- **Non-monetary incentives** should seek long-term effects
- EVs have big **potential** and as such, certain **constraints** to cope with.



6. LESSONS LEARNED

- EVs enjoyed greater **user acceptance**
- Maintenance costs, **repair workshops** limited
- Car sharing market presents **fierce competition**
- e-CS operators carry **higher costs**
- The feature “**electric**” is not a **USP** in car sharing
- Availability of **interoperable CI** is key
- **Adaptation and resilience** are crucial



6. LESSONS LEARNED

- EVs can cover short-distance and short-term **business travels**
- e-Fleets help users **get familiarised** and **build confidence**
- Lack of knowledge creates **artificial barriers**
- Targeted **driving trainings** for business and private users
- **Spillover** from business to private use not evident



7. LEGACY

- **Reports and factsheets** on barriers, potentials and perspectives of urban electric fleets for urban transport
- **Scenarios** for up-scaled impacts of electric fleets
- **Social networks:** follow us on facebook, twitter!
- **eBRIDGE Start Up Kit**



www.ebridge-project.eu

7. LEGACY

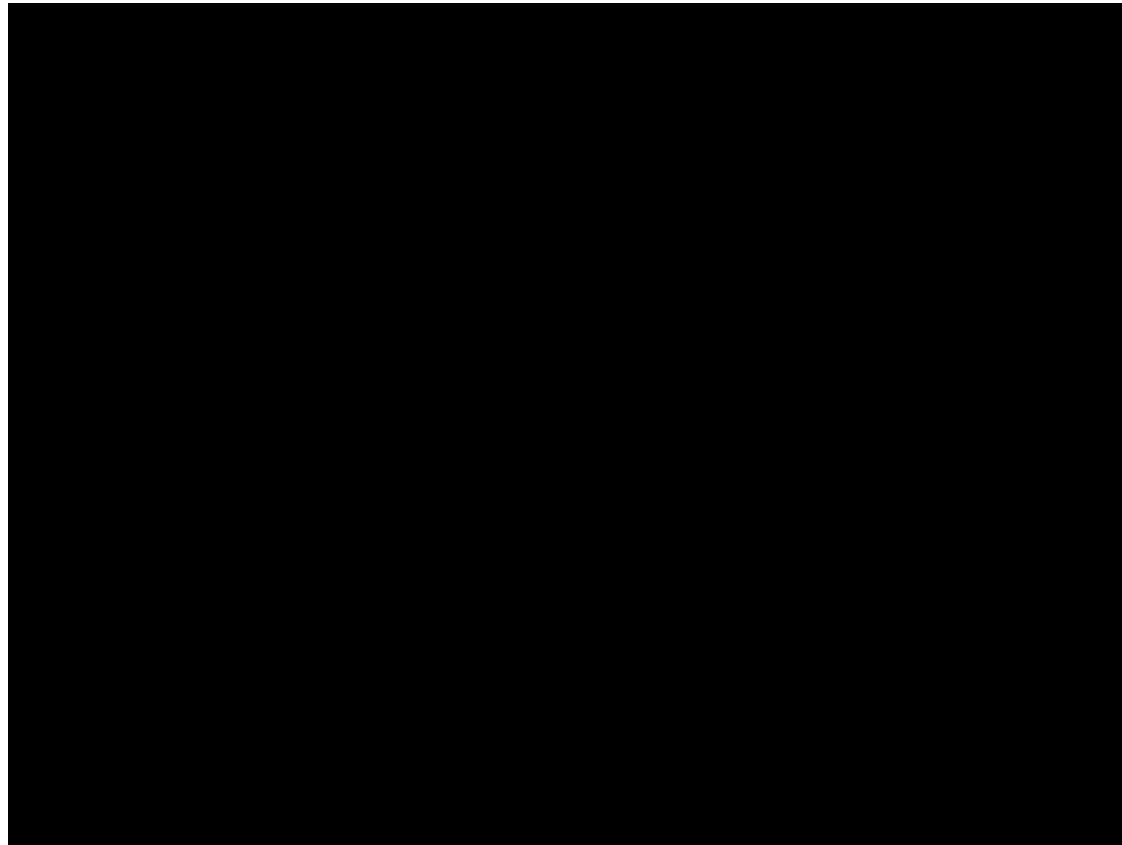
eBRIDGE Toolkit

- **Practical tips** for the operation and promotion of electric fleets
- **Available!**

www.ebridge-project.eu



THE eBRIDGE PROJECT



Thank You!

The sole responsibility for the content of this presentation lies with the authors. It does not necessarily reflect the opinion of the European Union. Neither the EASME nor the European Commission are responsible for any use that may be made of the information contained therein.



milano.e.in

MILANO SHARING CITY
LA CITTÀ IN CONDIVISIONE

13-14 Novembre 2015 | Base Milano Spazio Ex-Ansaldo | Via Bergognone 34

ebridge-project.eu

Follow us on:



Cofunded by the Intelligent Energy Europe Programme of the European Union

