Global challenges need smart solutions.

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.
**AUSTRIA**

How to persuade people living in sparsely populated areas to shift from individual mobility to car-sharing? Carpooling peer-to-peer car-sharing was developed to face this challenge. In cooperation with OBFI-ANALIT, Austrian case study is helping address the current lack of concepts.

**AUSTRIA**

How to drive more different electric vehicles on the same “green road”? CEAGA, the Galician Automotive Cluster, is bringing electric vehicles closer to the citizens with its initiative “E-Carsharing Business Car Sharing”. On a one-month trial period, a group of 30 companies, with different features and mobility requirements, will have the opportunity to test electric vehicles for their business mobility requirements. The first companies have already tested the vehicles and the employees and managers are positively surprised.

**GALICIA**

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**GALICIA**

How could the City help the commuters and citizens of Milan, facing daily traffic congestion and air pollution? The decision was to create a car sharing charge zone, the so-called “Area C” in the city center, limited vehicle access to the city center. ATM saw the challenge as an opportunity to offer the Milanese an emissions free transport solution, accessible throughout the city. The first companies with an electric car sharing fleet are located in the city center, in collaboration with the City of Legambiente, the case study began with an interactive user survey that will provide insights about barriers and potentials of the car sharing systems. A deeper assessment will reveal whether and how the new legislation change has an influence mobility behaviour and in general mobility management.

**MILAN**

Can car sharing address the mobility needs of professionals, citizens or tourists? E-CarSharing started in 2011 as the first electric car sharing in Spain. Operated by ATM sharing services, the car sharing fleet are located in the Cerchia dei Bastioni, limited vehicle access to the charge zone, the so-called “Area C” in the city center. How to persuade people living in sparsely populated areas to shift from individual mobility to car-sharing? Carpooling peer-to-peer car-sharing was developed to face this challenge. In cooperation with OBFI-ANALIT, Austrian case study is helping address the current lack of concepts.

**LISBON**

How can municipalities face the challenge of greening their fleets successfully? Carmarthenshire Council in Wales and Lisbon are determined to find the answers to this question. The case study assesses the usage schemes and the potential of electric vehicles in municipal fleets and how this example can boost the market penetration.