

# ELE.C.TRA. ELEctric City TRAnsport

## Strategic objectives and targets

*... to “e” or not to “e”? ... that is the question of (e)mobility ...*

# Background

- European regions are characterized by high values of **air pollution** due to private road traffic. In many countries, road transport is the first producer of pollutants (CO<sub>2</sub>, nitrogen oxides, particulate PM<sub>10</sub>, ...) dangerous for human health.



# Background

- Urban congestion and shortage of car parking lead to an **increase of scooters modal share** and this process is greater in cities with mild climate.



# The ELE.C.TRA. project

- Focus on electric light vehicles mobility
- The main project objective is to create and improve the conditions for the **development of the market** through the application of a model:
  - self-sustainable under the economic point of view,
  - replicable in other contexts.
- One of key-point is the development of initiatives aimed to **make supply** (both in terms of vehicles and infrastructure) **and demand** (citizens, business, tourists, ...) **meet together**, also by information, communication and networking actions.
- Pilot actions in european cities where the modal share of 2-wheels is particularly important.

# The ELE.C.TRA. project

- 11 partners from 8 countries in Southern Europe
- 3 pilot cities and 7 non-pilot
- 30 months duration (July 2013 – December 2015)
- Project coordinator: Municipality of Genova
- Co-financed under the IEE programme



# The ELE.C.TRA. project



# Strategic objectives

**TO DEFINE AND TEST AN  
INNOVATIVE MODEL ...**

... for sustainable mobility, in order to give solutions to citizens' needs, by the involvement of all stakeholders

**TO MAKE AWARE PUBLIC  
BODIES AND PRIVATE  
STAKEHOLDERS ...**

... enhancing cultural change and more aware behaviours

**TO PROMOTE  
SUSTAINABLE AND USER-  
FRIENDLY ACTIVITIES ...**

... for the improvement of low impact mobility modalities

**TO DEVELOP A SELF-  
FINANCING PROJECT ...**

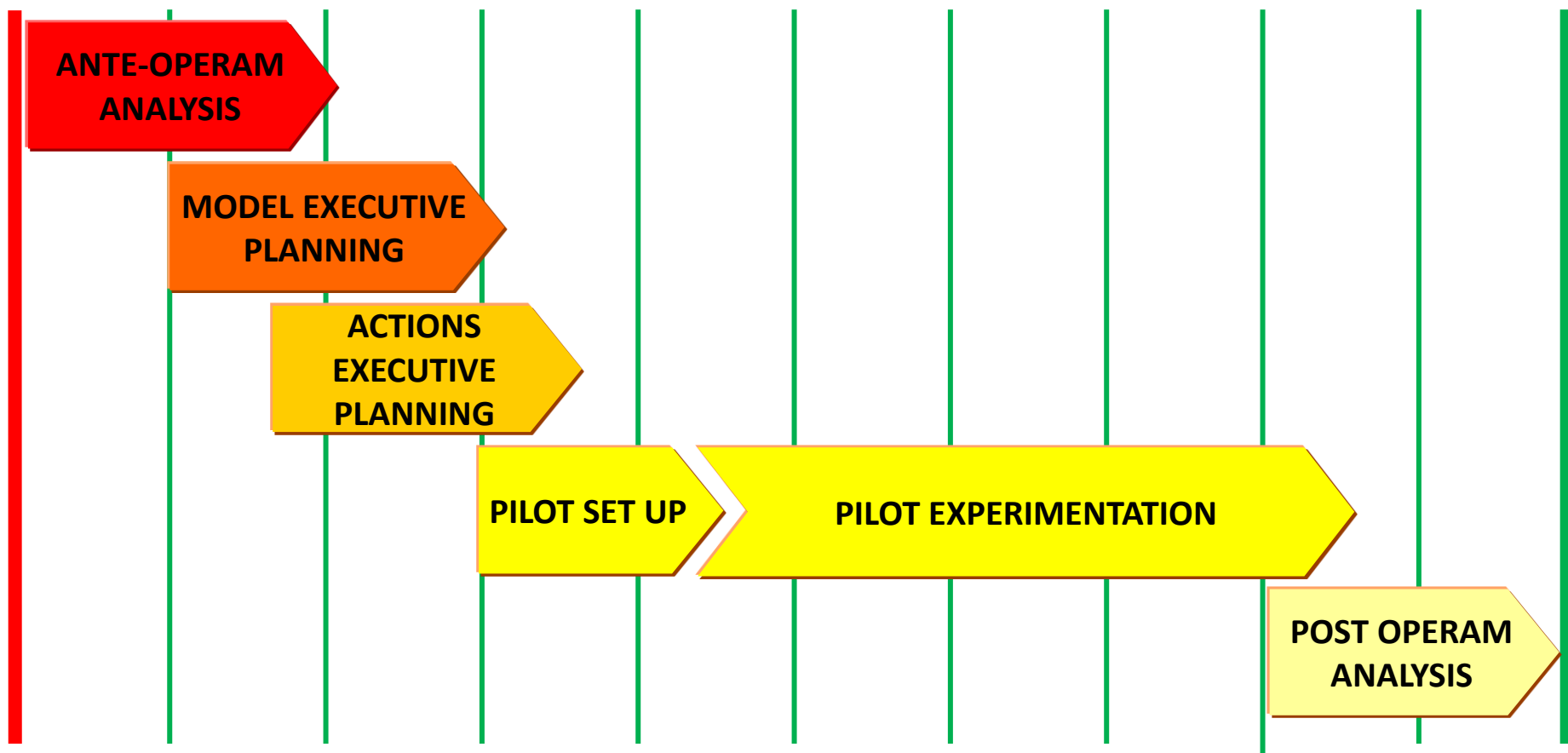
... in order to assure the economic sustainability of the systems also after the project lifetime and to allow the replicability of the model

# Project targets

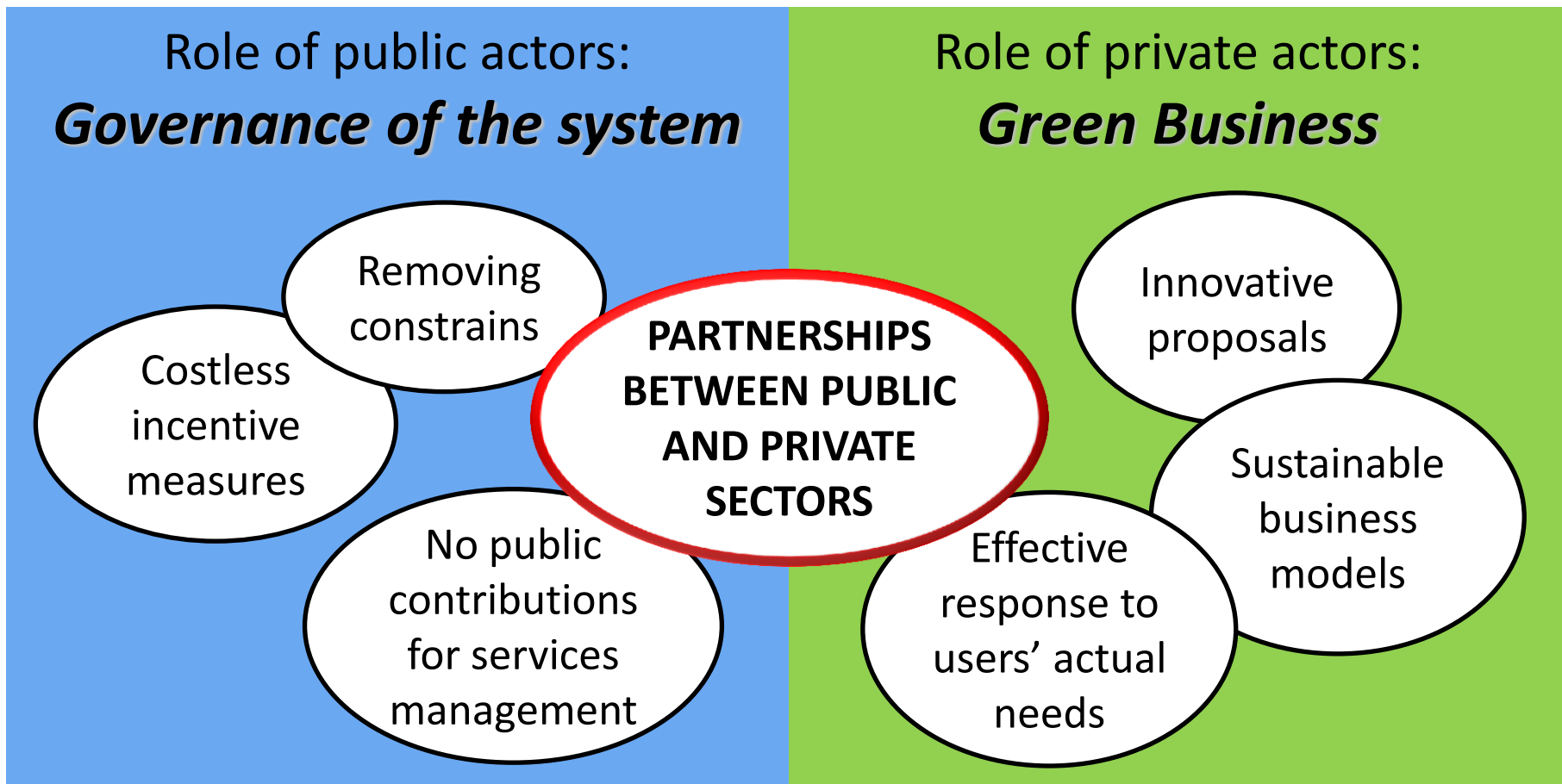
- Definition and signature of MoU (“agreements”) with stakeholders
  - e-light-vehicles suppliers
  - infrastructure suppliers
  - demand generators
  - communication operators
- Increased number of:
  - circulating e-vehicles
  - available charging points
  - facilitations and incentives
- Publications, events, communication, networking
- Transferability of the model



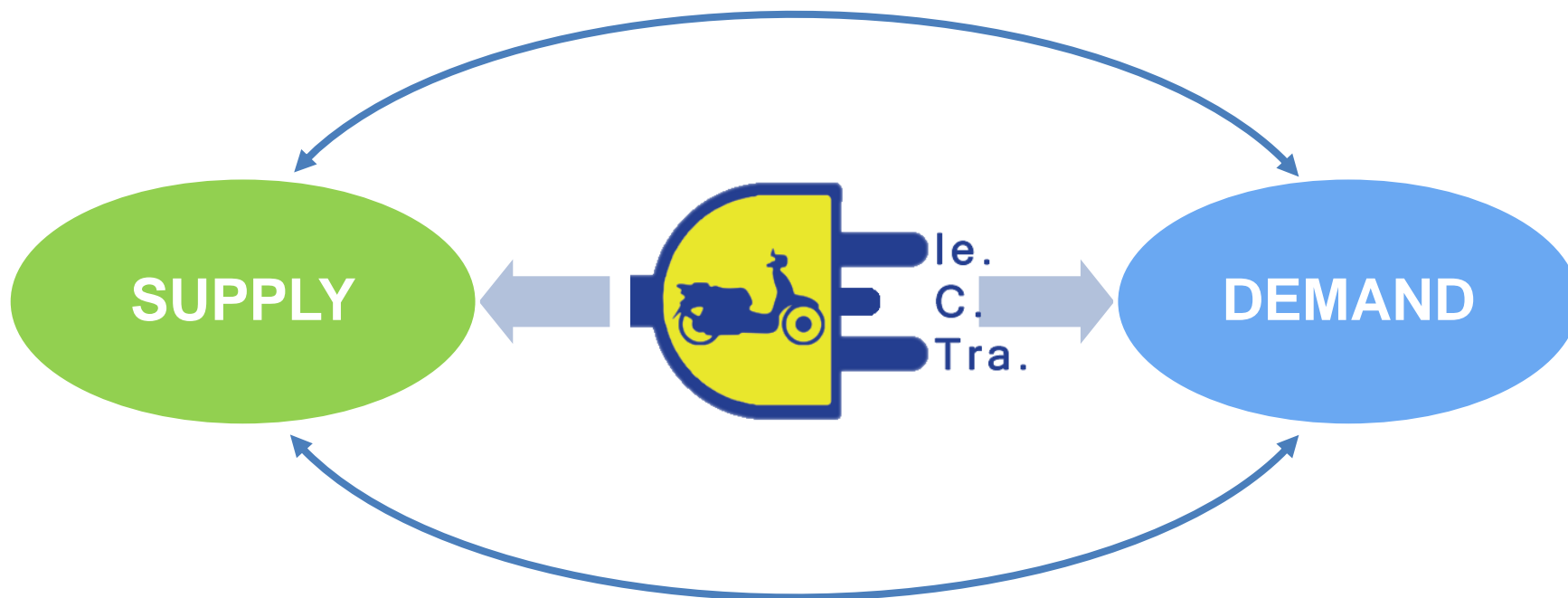
# Project technical activities at a glance



# The approach followed



# The action plan



# The action plan – Diversifying the supply and enabling infrastructures

## E-VEHICLES PROVIDERS

- Manufacturers
- Retailers
- Service providers
- ...

## SERVICES

- Purchase
- Long/short term rent
- Sharing
- After Sale Services
- ...

## INFRASTRUCTURE SUPPLIERS

- Energy providers
- Companies headquarters
- Attraction points
- Local Administrations
- ...

## SOLUTIONS

- Technology options
- Integrated public / private charging points networks
- Reserved parkings
- New charging services
- ...

# The action plan – Boosting the demand

## USERS

- Citizens (workers, students, ...)
- Company fleets
- Tourists / Tour operators
- .....

## ACTIONS

- Free tests
- Incentive actions
- Tailored offers
- Marketing
- Information and awareness raising campaigns
- ...





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mobility  
new job opportunities  
*smartcity*  
networking  
eco business  
**ELE.C.TRA.**  
sustainability  
environment  
enterprise  
future  
innovation  
recharge points  
*transports*  
electric  
scooters  
ELEctric City TRAnsport





Thank you for your attention !

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