

Commercial in confidence

This Citroen Berlingo is
among Ile de France's
fleet of Light Commercial
Electric Vehicles



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With the financial support of the Ile-de-France region and the national agency for environment and energy (ADEME), the City of Paris launched the VULe project in January 2017. The project implements an innovative electric van-sharing scheme for professionals in the French Capital. **Françoise Guaspere** and **Thomas Mourey** take up the story

In order to foster innovative mobility solutions in the Ile-de-France region, in 2015 the French regional authority launched an open call for innovative mobility projects. Through this open call, the region expected to select

projects able to develop new logistics systems, to create new partnerships and funding models and to change the users' behavior in the field of urban transport.

The objective was clearly to test and deploy innovative solutions

that are accessible to all and which contribute to the energy transition. The Ile-de-France region received a large number of applications and selected six projects to be funded, including VULe (Véhicules Utilitaires Légers Électriques, or Light Electric

Commercial Vehicles), an electric van-sharing scheme for local craftsmen and shopkeepers in Paris.

A RESPONSE TO A NEW LEGAL FRAMEWORK

The concept of the project responds to the results of a study carried out by the Paris Economic Chamber that shows that 47 per cent of companies in Paris use a vehicle to deliver goods in the city. This represents approximately 45,000 vehicles.

Due to the new French law on the Energy transition, 9 per cent of these freight vehicles (3,900) – those registered before 2001 – will not be allowed to circulate in the city of Paris after July 2017 as the municipality of Paris recently introduced new regulations limiting the traffic of polluting vehicles in the city with restriction levels increasing over time. In the study carried out by the Paris Economic Chamber, half of the companies’ directors interviewed said that sustainable vehicles would be better

adapted to their delivering activities and admitted that the price of such vehicles is the main obstacle for the acquisition of an electric (or equivalent) vehicle.

Moreover, freight vehicles in urban areas are used for short distance journey and are responsible for 30 to 50 per cent of urban transport related pollutants (PM, NOx, PM) emissions as well as for ambient noise. They are therefore good candidates for electrification.

In this context, the Ile-de-France region decided to financially support the City of Paris for the implementation of the e-van sharing scheme for local craftsmen and shopkeepers in the framework of the VULe project.

VULE IN ACTION

The electric van-sharing scheme – managed by Clem’ - proposes a total of 10 zero-emission vehicles for sharing in five stations located in the very centre of Paris (2nd and 3rd arrondissements). Eight of the

vehicles are electric vans supplied by PSA-Citroën. The fleet is completed with a refrigerated electric Renault Kangoo van and a hydrogen vehicle provided by the company SymbioFCcell.

To use the scheme, professionals must register online, via a dedicated platform on which they can choose their type of subscription and book a vehicle any time they need to use one. The online pre-booking system gives users the certainty of finding a vehicle at a pre-defined station at a certain hour, therefore reducing the anxiety related to the fact of sharing a vehicle.

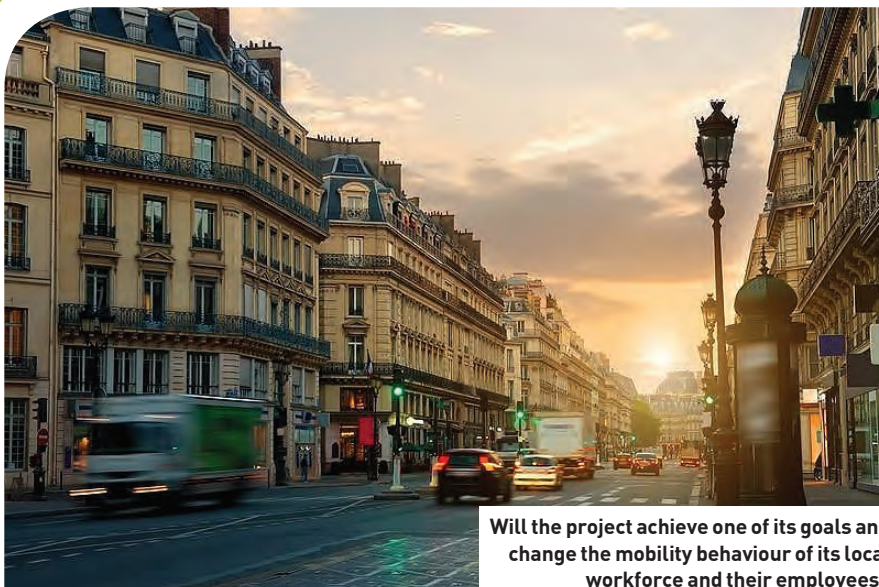
The payment is made via the same platform, on a pay-as-you-go basis at a rate ranging from 3 /hour to 11 /hour depending on the hour (peak hour or off-peak hour) and the type of subscription.

EXPECTED RESULTS AND NEXT STEPS

The test phase started in April 2017 and runs until the end of the year.



The City of Paris received financial support from the Ile de France region for the VULe project



Will the project achieve one of its goals and change the mobility behaviour of its local workforce and their employees?

During this period, the objective of the Ile-de-France region, the City of Paris and their partners will be to change the behaviour of the local craftsmen and shopkeepers by showing them the possible economic benefits of using the electric van-sharing system.

The idea of the City of Paris is to give to small companies the opportunity to respect the environmental norms without major investment. Christophe Najdovski, the Deputy Mayor in charge of transport explains that this scheme is a practical response both to the needs of the craftsmen and shopkeepers in Paris and to the repetition of pollution peaks.

The advantages for the professionals are numerous: using the zero-emission shared vans enables them to drive in Paris without any restriction related to the environmental performance of their vehicles.

The cost of the vehicle per hour is limited and the overall cost of using the sharing scheme is much lower than the purchase cost of a corresponding diesel (or clean) delivery van. Finally, thanks to the 12 parking places reserved for the vehicles of the sharing scheme, the costs and time usually related to parking are no longer supported

by the users. The same applies to time and money invested in maintenance. One of the users, the manager of a wine bar in the centre of Paris, estimates that using VULe vehicles will cost around 800 per month, compared to the approximately 2,000 their current diesel vehicle costs.

During the test phase of the VULe project, the partners look into the business case and expansion possibilities. The partners estimate that to be economically profitable, the electric van-sharing scheme must propose one vehicle for at least 20 users. Prior to the launch of the project, the Paris Economic Chamber identified approximately 70 companies that were interested in testing the VULe concept and to take part in the pilot phase.


THREE STEP PROGRAMME

A group of 15 users has been selected to evaluate the concept and give feedback on the services and indicate their suggestions. This analysis work will be made following a three-step approach. The first phase has started with the identification of the users' needs regarding the delivering activities (frequency, duration and trips time slots) and

the reasons for using VULe prior to the test period.

The idea is to compare the information collected at the start of the pilot project with the effective use of the service. In a second phase, the VULe partners will interview different types of users in order to understand why they are using the service frequently or not. This task will also allow the identification of the companies that regularly use the service and the companies that use the service more randomly and see if there is a correlation between the type of use and the type of delivery activities of the company.

Finally, after the demonstration test, users will be asked whether they are ready to use permanently the new service or not and how much they would be willing to pay for it.

If the pilot project proves to be successful and if the results of the analysis are encouraging, the City of Paris will be considering making the electric van sharing scheme permanent and to expand it all over the city in order to increase the environmental impact of zero-electric deliveries in the city. 

FYI

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