



# Ile-de-France Smart Region Regional policy for the development of Alternative Fuels Vehicles

Nathalie Granes, Région Île-de-France

ELECTRIC VEHICLES  
Session 1B

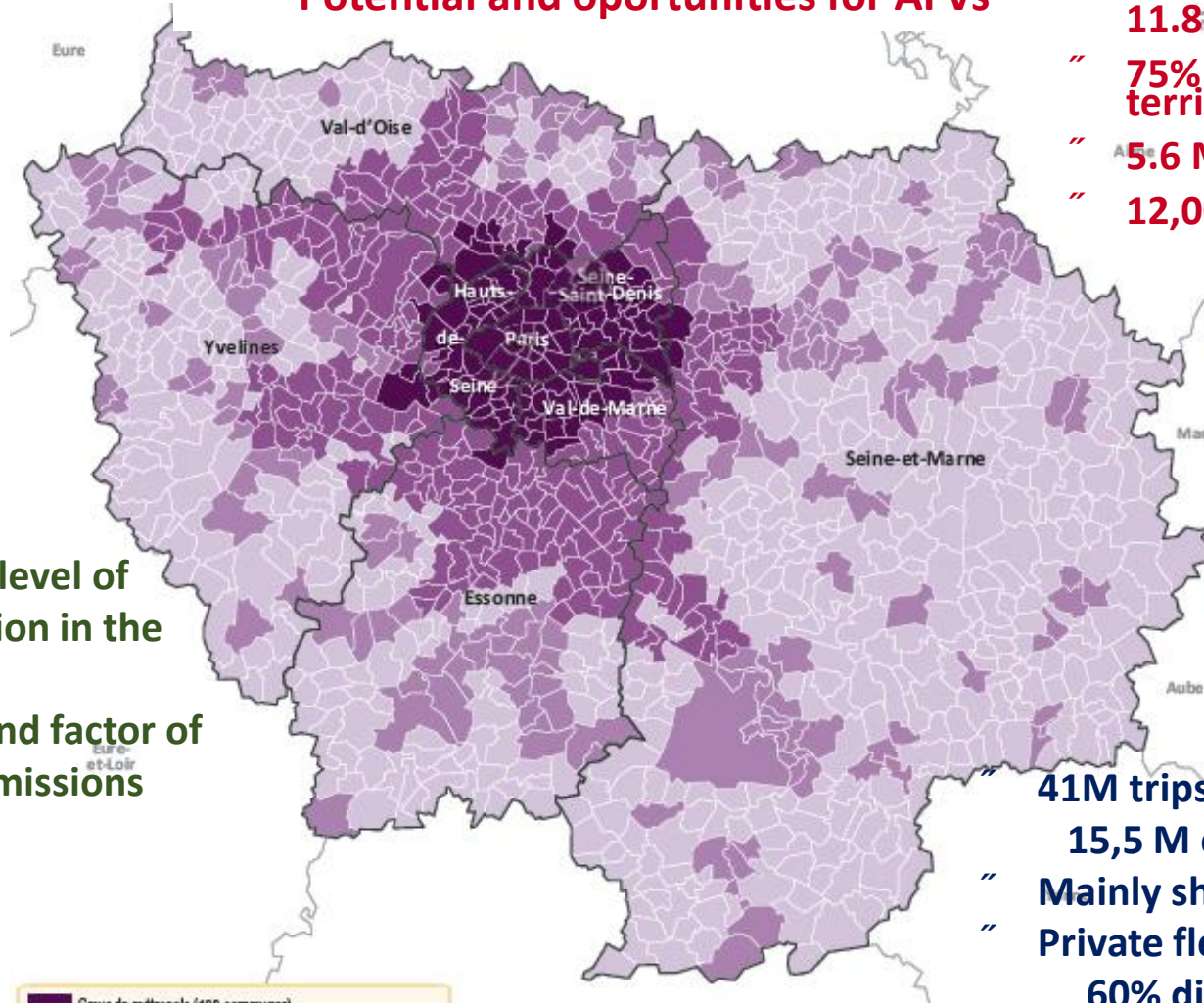


[www.polisnetwork.eu/2014conference](http://www.polisnetwork.eu/2014conference)

#polis14



Potential and oportunities for AFVs



11.8 M inhabitants

75% population on 20% territory

5.6 M jobs

12,000 km<sup>2</sup>

Air quality : high level of particulate pollution in the urban core

Transport is the 2nd factor of GreenHouseGas emissions

41M trips / day

15,5 M car trips /day

Mainly short distances ( av 10km)

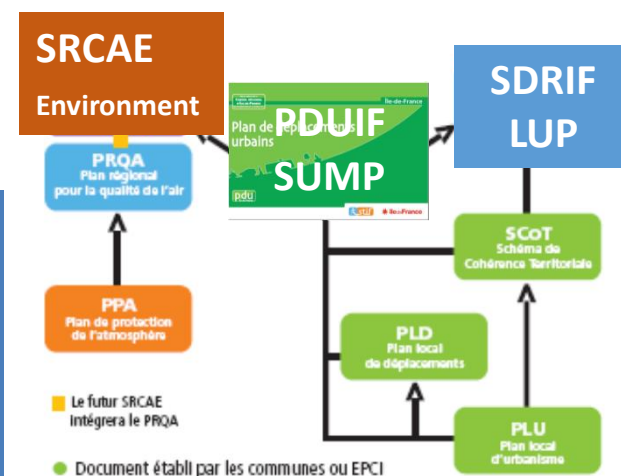
Private fleet 4,8 M vehicles

60% diesel cars

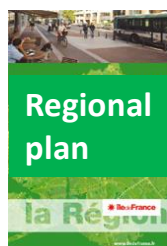
## A new strategic framework

- ❑ Approval of 3 main master plans covering land-use planning, mobility and environmental issues

Mandatory compatibility links to guarantee coordination and coherence between the 3 planning documents



- ❑ A more comprehensive approach of mobility through the new SUMP
  - combining infrastructure projects and mobility management
  - with specific objectives for AFVs : 16 000 public charging points and 400 000 AFV



- ❑ An operational framework with 13 renewed policies to match SUMP's objectives and impulse a new dynamic

### ❑ A dedicated policy to encourage the use of AFVs and achieve SUMP's targets, with a funding system in 3 points :

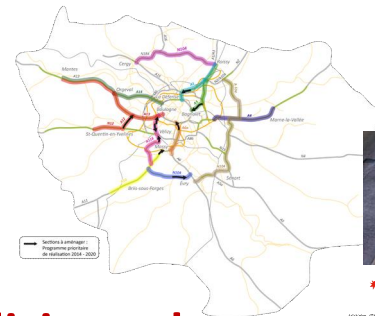
- “ creation of a network of charging points
- “ Development of gas compression stations
- “ Development of shared services with AFVs



(monautopartage.fr station Coriolis Marne-la-Vallée)

### ❑ An implementation strategy :

- “ Promoting AFVs on priority segments
- “ Organising a regional partnership
- “ Integrating AFVS in local transport policies to better organise inter- and multi-modality : Park and Ride, dedicated lanes for HOV, car sharing, carpooling, pricing advantages, company travel plan, innovative actions...





## Existing and current projects

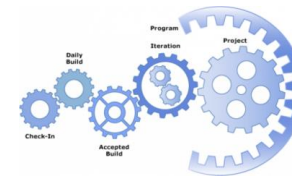
**EPAMSA**  
400 000 inhabitants  
100 charging points  
Total cost : 870 K€ /  
RIF 's aid (180 K€)

**AUTOLIB**  
> 4 M inhabitants  
2500 vehicles, 5 000 CP  
1000 public CP  
Co Funded by RIF (4M€)

**EPAMARNE**  
320 000 inhabitants  
256 CP + ecomobility  
platform  
Total cost 3,3 M€ / RIF's  
aid : 750 K€

**PARIS**  
2 M inhabitants  
900 CP  
Total cost 9,5M€  
/RiF'aid 1,2 M€

❑ A complex juridical and institutionnal context : lots of stakeholders, no regional legal competencies,



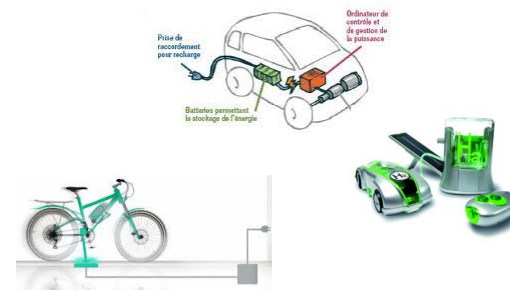
❑ A large range of territories : from very high density centers to rural spaces

❑ Expensive projects : need time and public aids



❑ A lack of expertise among local authorities, and a lack of operators

❑ A real challenge to promote existing technologies (mainly electric vehicles) while being alert to new technologies in progress in order to promote all kind of AFVs.



- 
- A collage of images illustrating various transportation modes and infrastructure. It includes a bus, a car, a bicycle, a taxi sign, a truck, a carpooling sign, and a port area.



- ❑ **Networking** : for stakeholders, for technical solutions to organise interoperability, for sharing data and set up a regional platform. Need for a regional leadership.

- ❑ **Mix infrastructures with the promotion of shared services to encourage new mobility behavior : to promote not only smart city but also smart citizens.**







EUROPEAN CITIES AND REGIONS NETWORKING  
FOR INNOVATIVE TRANSPORT SOLUTIONS



**molecules**

mobility based on electric connected vehicles in  
urban and interurban smart, clean environments

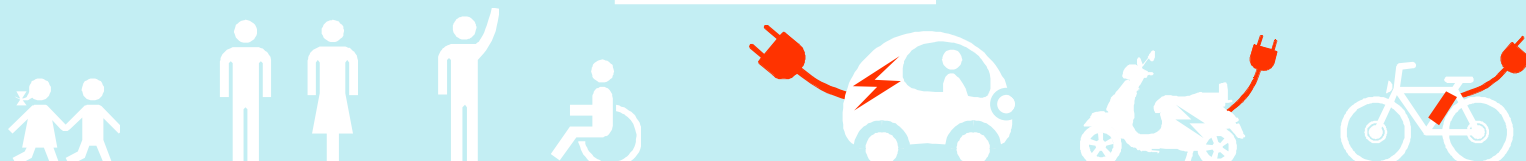
# Grand-Paris Ile de France Innovative ecomobility platform

Madrid, 2014 november the 26th

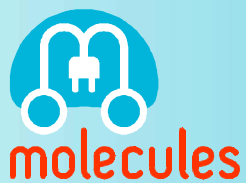
Bruno Flinois  
Ceo  
MOPeasy



Pilot Type B / CIP - ICT - PSP - 2011 - 5  
Objective 1.3: Smart Connected Electro-mobility



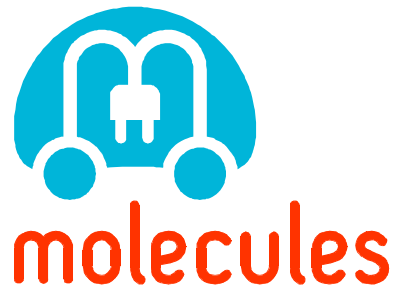




# MOLECULES – European program in major test sites

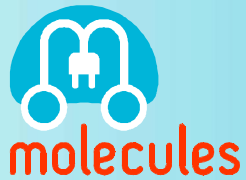


- Smart Connected Electro-mobility solutions in european cities



Ajuntament  
de Barcelona





# MOPeasy- The french partner Car-sharing and carpooling solutions



- french innovative company of Region IDF
- pure player
- car-sharing and carpooling operator
- A a-to- z and local-to-global solution for :

- ✓ Companies
- ✓ Habitat
- ✓ Rurban territories

Lauréat 2013 au Grand Prix de la Région Capital « Smart City »

Lauréat 2014 Prix Qualité de Vie « Best public innovation with Marne la Vallée »

**Lauréat 2014 EV Car sharing solution for french cities over 200 inhabitants**

EDF – Ardennes

The largest private EV car sharing



Résidence Jérôme Bonaldi - Troyes

The first EV car sharing for social habitat



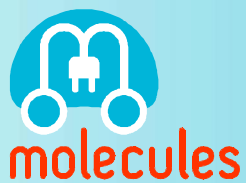
Tinchebray 2610 inhabitants

The smallest public EV car sharing



SYSTEMATIC





# MOLECULES – A major consortium



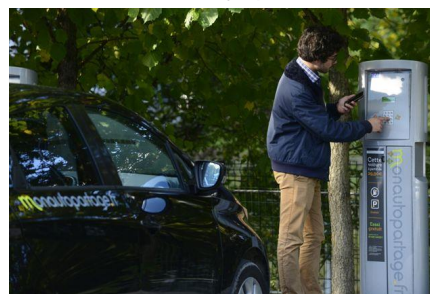
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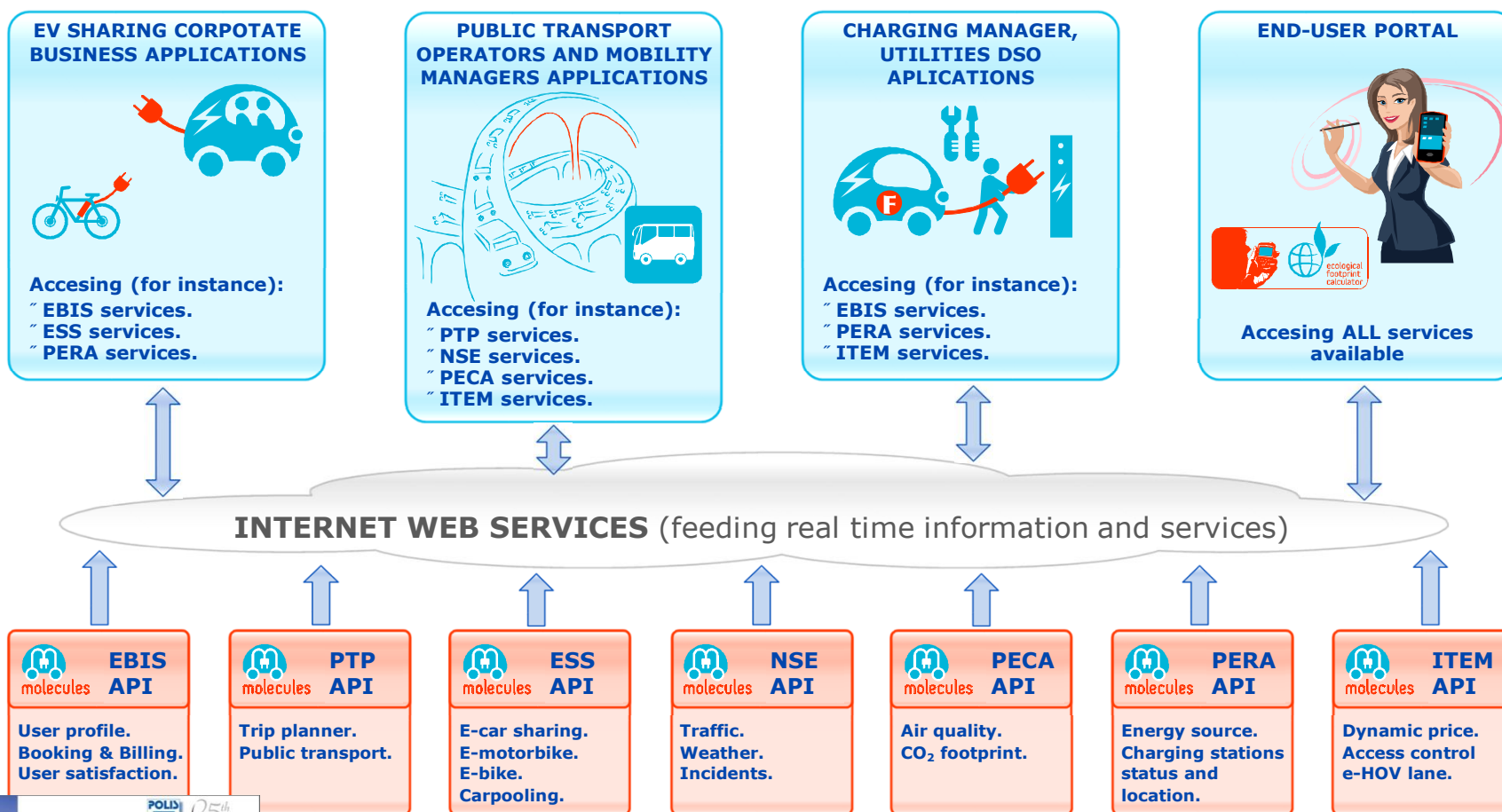


Shared mobility operator

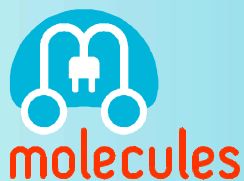


EV Scooter sharing









# MOLECULES - Services



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## PTP · Personal Trip Planner

Multimodal solution integrating electric car sharing and carpooling schemas. Will allow the user to book the electric part of the trip.

## ITEM: Incentives to Electromobility

Will integrate two groups of incentives: (i) those applied to any EV user. (ii) those depending on the user carbon footprint.

## ESS: EV Sharpooling Support

Combines carsharing with carpooling services at better prices.

## PERA: Personal Recharging Advisor

Offers the user advice on the most energy efficient way of recharging according price, origin of electricity, foreseen trips, battery status, etc.

## EBIS: Electromobility Billing Support

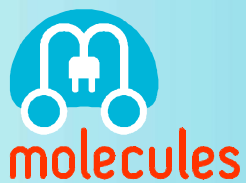
Integrates seamless ticket and billing facilities for electro-mobility.

## NSE: Network Strategies for Electromobility

Based on the real-time carbon emissions registered, applies traffic and public transport strategies in order to balance emissions and recover the acceptable values

## PECA: Personal Carbon Footprint Advisor

Registers the user carbon footprint based on his/her behavior when using MOLECULES, and gives advice to enhance it.



# MOLECULES-Platform



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- [www.moleculesmobility.eu](http://www.moleculesmobility.eu)

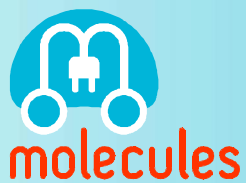


## Bienvenue sur la plateforme Molecules!

Bienvenue sur la plateforme de mobilité Molecules. Cette plateforme permet de localiser les offres d'écomobilité, d'accéder aux services de covoiturage, d'autopartage locaux, en complément des transports en commun, de calculer le bilan carbone de ses déplacements avant départ et à posteriori et de profiter d'informations pour le voyageur.

A travers un accès unique, vous profiterez d'une palette d'informations et de services pour optimiser vos déplacements. Inscrivez-vous ! Plus d'informations sur le projet MOLECULES sur [www.molecules-project.eu](http://www.molecules-project.eu)





# Molecules - Plateform



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- [www.moleculesmobility.eu](http://www.moleculesmobility.eu)

The screenshot shows the Molecules Platform website. At the top, there is a navigation bar with the Molecules logo, a user profile (bruno.flinois@mopeasy.fr), and a 'Déconnexion' button. Below the navigation bar is a header with icons for various transport modes: a person on a bicycle, a car, a scooter, and a person walking. The main content area is titled 'Services in Grand Paris' and contains a paragraph about the platform's goal to integrate public transport with local car-sharing and intermodal experiences. Below this, there are four service tiles: 1. 'Planificateur de trajet (PTP)' with a map icon and links to 'Planifiez votre trajet' and 'Visualisez votre trajet'. 2. 'Planificateur pour la recharge (PERA)' with a car and charging station icon and a link to 'Plan des stations de recharge'. 3. 'Calculateur d'empreinte carbone (PECA)' with a CO2 icon and a link to 'Calculez le bilan carbone de vos trajets en fonction des options choisies'. 4. 'Incentives pour l'électromobilité (ITEM)' with a car and coins icon and a link to 'Découvrez les avantages accordés localement pour le véhicule électrique'.

**Services in Grand Paris**

Dans le **Grand Paris** Molecules démontrera qu'il est possible d'intégrer et de compléter localement le transport public d'une région métropolitaine élargie. Cette intégration doit se faire en ajoutant une valeur environnementale avec des solutions de covoiturage local, d'auto-partage et des expériences intermodales, notamment à Marne la Vallée, cluster de la ville durable du Grand Paris.

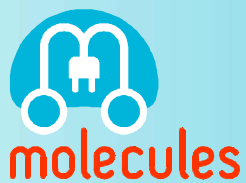
**Planificateur de trajet (PTP)**  
[Planifiez votre trajet](#)  
[Visualisez votre trajet](#)

**Planificateur pour la recharge (PERA)**  
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**Incentives pour l'électromobilité (ITEM)**  
[Découvrez les avantages accordés localement pour le véhicule électrique](#)





# MOLECULES - Platform



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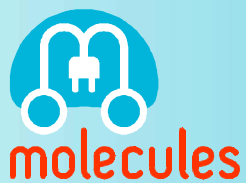


- [www.moleculesmobility.eu](http://www.moleculesmobility.eu)

The screenshot displays the 'molecules platform' website interface. At the top, there is a navigation bar with the 'molecules platform' logo, a user profile 'bruno.finois@mopeasy.fr', and a 'Déconnexion' button. Below the navigation bar is a menu with 'ACCUEIL', 'SERVICES DANS VOTRE VILLE', 'CONFIGURATION', and 'INFORMATION'. The main content area is titled 'Planifiez votre trajet [PTP]' and features a map of Paris. On the left, there are input fields for starting point 'A Cathédrale Notre-Dame, 75004 Paris' and destination 'B Boulevard Newton, 77420 Champs-si', along with a 'Réinitialiser' button. The map shows various streets, landmarks, and mobility options marked with icons. A scale bar indicates 'Données cartographiques 900 m'. At the bottom, there is a 'GRAND PARIS' logo and a footer with 'Données cartographiques 900 m', 'Conditions d'utilisation', and 'Signaler une erreur cartographique'.







# MOLECULES - Platform



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- [www.moleculesmobility.eu](http://www.moleculesmobility.eu)

Screenshot of the molecules platform interface showing a route planning tool for Grand Paris.

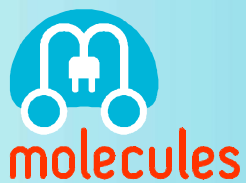
**Planifiez votre trajet [PTP]**

Routes alternatives:

- 43 min. | 20,35 km | 469 g CO2 | 0,00 EUR
- 44 min. | 19,08 km | 495 g CO2 | 0,00 EUR
- 50 min. | 18,96 km | 484 g CO2 | 0,00 EUR
- 52 min. | 20,8 km | 551 g CO2 | 0,20 EUR
- 52 min. | 19,53 km | 576 g CO2 | 0,20 EUR

Grand Paris





# MOLECULES - Plateform



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- [www.moleculesmobility.eu](http://www.moleculesmobility.eu)



## Carte des bornes de recharge [PERA]

PERA (PERsonal RECharge ADvisor) affiche l'emplacement et l'état actuel des bornes de recharge dans votre ville. Utilisez les filtres à gauche pour filtrer par type de prise et mode de la recharge. Cliquez sur un élément dans la liste pour localiser la borne de recharge sur la carte. Vous pouvez également entrer une adresse pour trouver les bornes de recharge les plus proches à cet endroit. En cliquant sur une borne sur la carte, les principales caractéristiques de la borne apparaîtront dans un menu pop-up.

### Une adresse

### Filtrer bornes de recharge

Types de prises de recharge

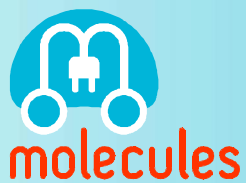
Type 3 A

Modes de recharge

Mode 3 Standard/Rapide

### Bornes de recharge





# MOLECULES - Plateform



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- [www.moleculesmobility.eu](http://www.moleculesmobility.eu)

**Evaluateur d'empreinte Carbone [ PECA ]**

**Résultats pour votre déplacement**

Voici le détail des empreintes carbone (g de CO<sub>2</sub>) pour chacun des modes de transport de votre déplacement, comparées à ce qu'elles auraient été avec une automobile classique moyenne.

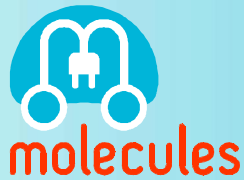
Partie de votre trajet qui sera effectuée dans le mode	(km)	Votre gCO <sub>2</sub>	gCO <sub>2</sub> avec véhicule thermique	Votre économie
Véhicule Electrique	10	200	1780	1580
Voiture thermique classique		0	0	0
Voyage en train	17	391	3026	2635
Voyage en bus		0	0	0
Trajet à vélo		0	0	0
Marche à pieds	1	0	178	178
Le pays où vous voyagez	France			
Total	28	591	4984	4393

**Vous économisez 88.1% de l'empreinte CO<sub>2</sub> que vous auriez avec uniquement un véhicule thermique.**

GRAND PARIS







# MONAUTOPARTAGE - Plateform



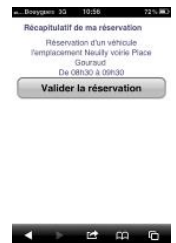
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IDF : Marne la Vallée, Neuilly sur Seine, Plateau de Saclay, Hall de Rungis, Savigny le Temple

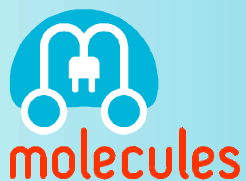
- **A range of sharing services through a unique interface**

1 account for 5 complementary services

+ an experimental Personal Trip Planner







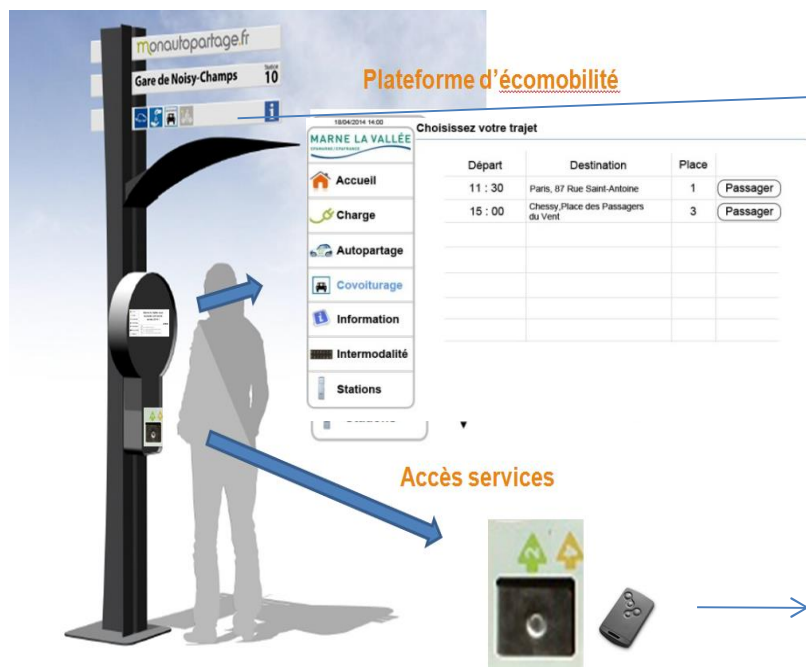
# MONAUTOPARTAGE - Station

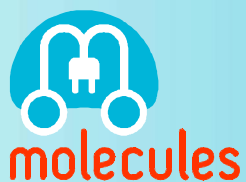


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- **An innovative station**  
**visible – accessible – user friendly – providing high-end services**

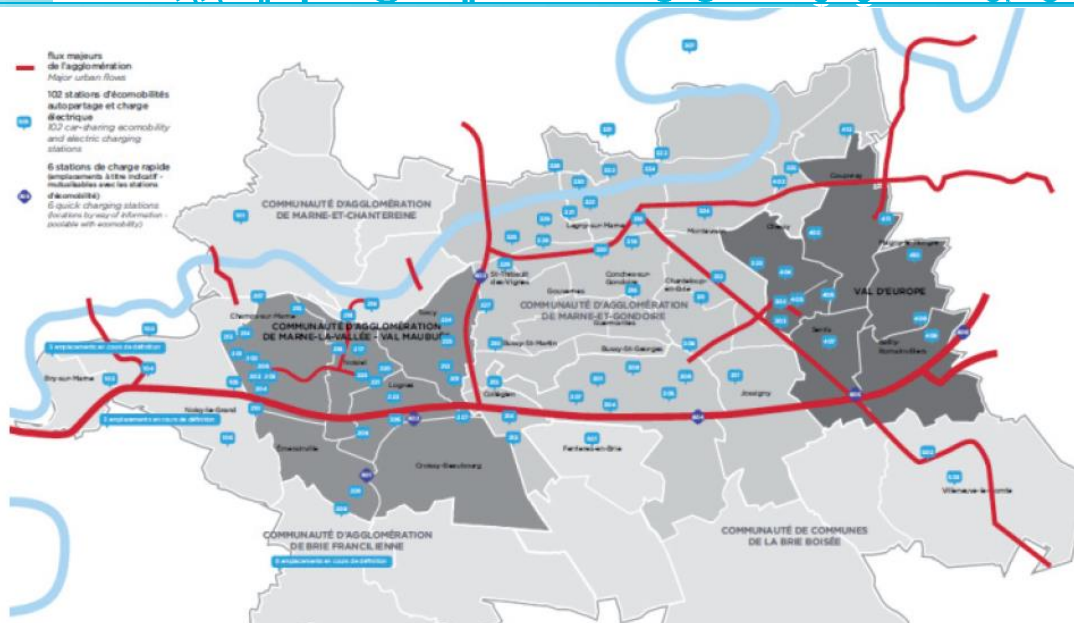


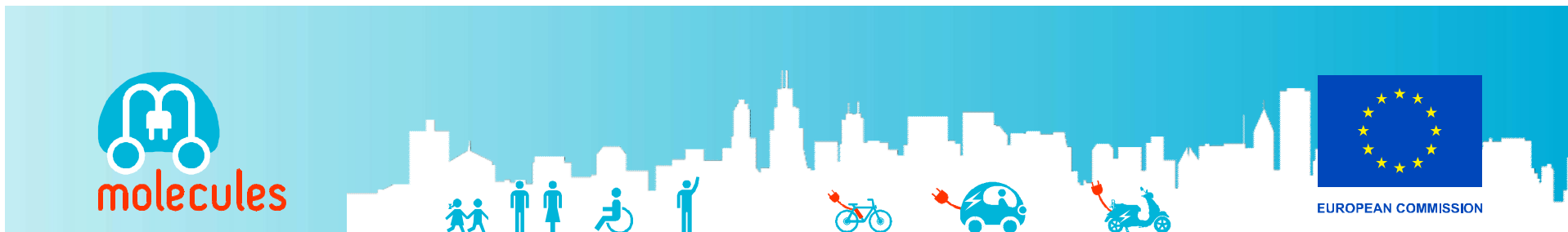


# MONAUTOPARTAGE – Marne la Vallée 100 Stations



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Thank you for your attention.



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