

Electric Vehicles in Urban Europe

POLIS Annual Conference 2012

Perugia, Italy



URBACT II



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Connecting cities
Building successes



Electric Vehicles in Urban Europe (2010-2012)

- **URBACT program**
- **European Territorial Cooperation**
- **Cohesion Policy (European Regional Development Fund and European Social Fund)**
- **Transnational Exchange and Learning**
- **Capitalisation & dissemination**
- **Integrated sustainable urban development**
- **[EVUE-URBACT cut 5.wmv](#)**

Electric Vehicles in Urban Europe

■ **Methodology:**

■ **Baseline report**

■ **Local support groups in each city**



■ **Study visits, expert seminars**

■ **Local action plans**

■ **Final report**

■ City

■ Region

■ Energy companies

■ Grid operators

■ Carmakers/OEMs

■ Businesses

■ NGOs

■ Universities/knowledge institutions

FULL RESULTS: www.urbact.eu/evue

Knowledge transfer begins



URBACT method: Study and Site Visits

URBACT II



Knowledge exchange, peer review, expert city building, The



What can cities do to boost e-mobility?



AWARENESS



INFRASTRUCTURE



**BUSINESS
MODELS**



PROCUREMENT



- Calibrate the installation of charging points with market development and consumer uptake
- Locate charging infrastructure where cars park regularly, especially at origin or at destination
- Harness renewable energy. Work with the grid operators and energy companies to manage future load and develop smart grids
- Facilitate private sector partnerships in infrastructure development.



- Facilitate bulk or group procurement (in public, private sectors and joint ventures) to attract the market and create efficiencies.
- Use public procurement to make fleets cleaner.
- Include clauses relating to CO₂/NO_x levels to encourage suppliers to increase cleaner vehicles in fleets





- Be open to new partnerships, new ways of working, a new mobility
- Be a reliable partner for the private sector by creating stable regulation
- Include EVs in the move towards mobility services, car and bike-renting/sharing, integration of public transport systems
- Encourage new business start-ups/growth in electric mobility



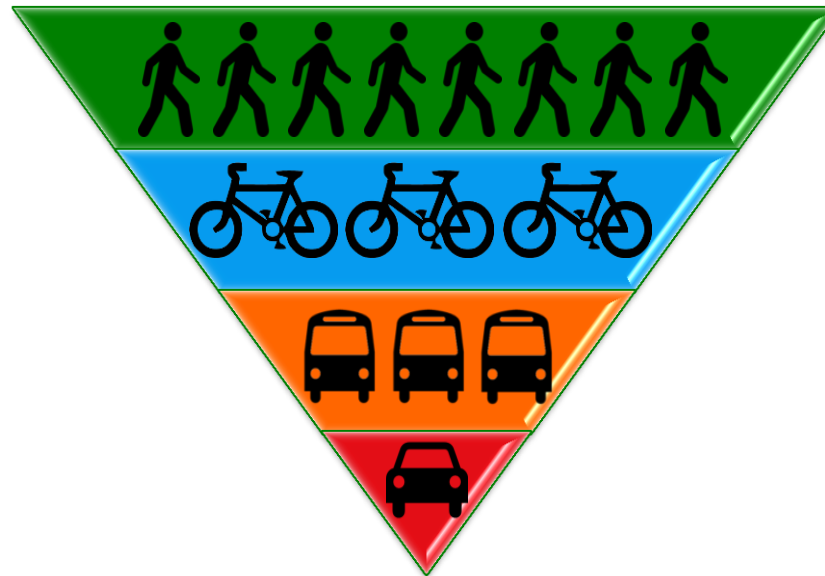
- Lead by example!
- Create high visibility for EVs
- Make use of branding, celebrity endorsement and lighthouse projects
- Get people to touch, feel, try out, to see how great EVs are



City policies need:

- Long-term vision for the marathon to a low carbon economy
- Stable conditions to encourage the market

Respect the hierarchies!



- Sustainable mobility
- Parking and land use
- Avoid negative modal shift

Warning!

- One EV should be replacing many conventional vehicles - not one for one
- The EU target is for “no conventionally fuelled cars in cities by 2050”

City policy toolkit

- Zero emission zones
- Incentives for early adopters (i.e. use of bus lanes, free parking and charging, etc. Every city must apply specific solutions-carefully managed)
- Procurement processes (fleet renewal)
- Promotion (awareness raising, supply chain, lighthouse projects)
- Building regulations
- PPP and multi stakeholders involvement
- *All to be well monitored, communicated, especially transition measures that will be phased out as EV volumes grow*

The Future: FREVUE – FP7



- Freight Electric Vehicles in Urban Europe
- 30 partners led by Westminster City Council (London, Oslo, Stockholm, Lisbon, Milan, Madrid, Amsterdam and Rotterdam)
- €13.8 M over 4.5 years



Grazie Thanks
Danke **Merci** Gracias
Ευχαριστώ multumesc
Takk dziękuję dakujem hvala
Obrigado dziękować
tänan kiitos köszönöm aciu
Tack děkuji paldies
nížžik ħajr dank u wel