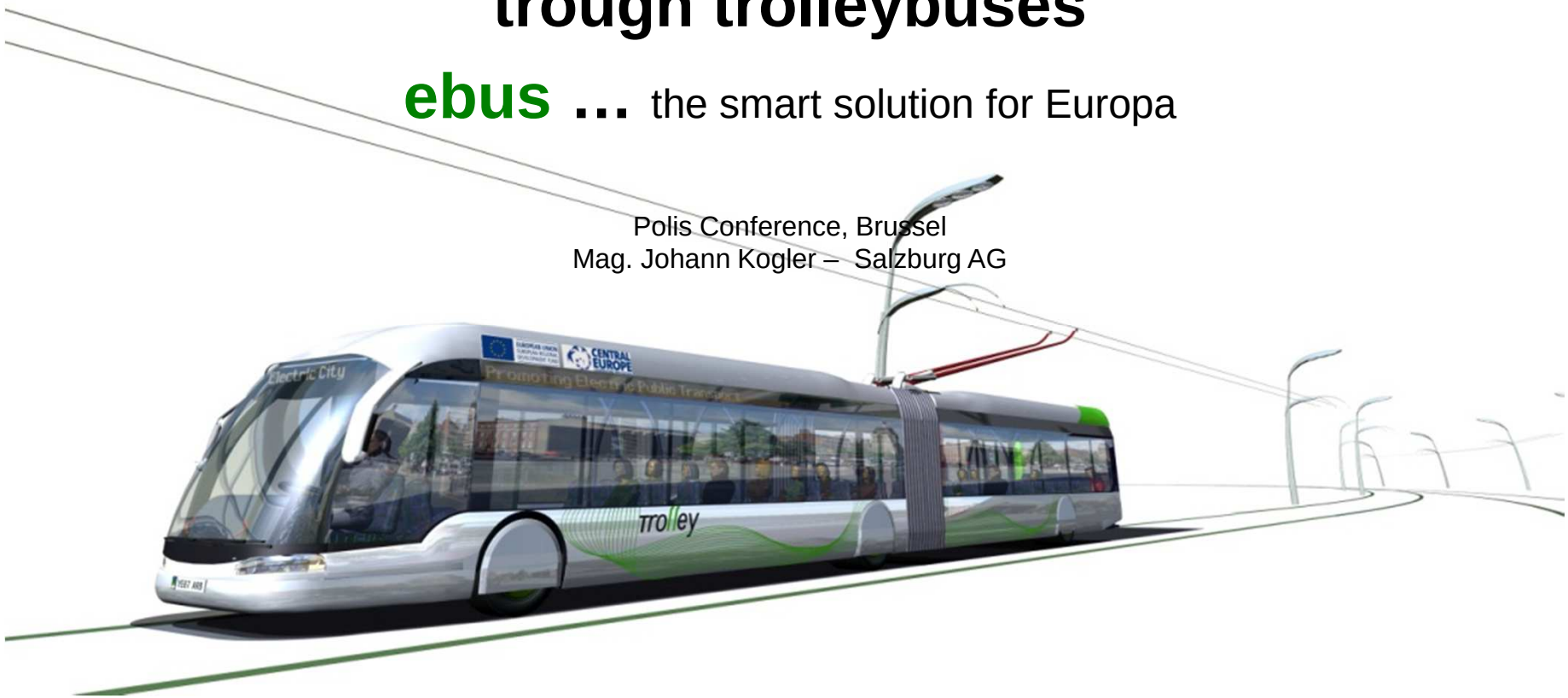
Back to the future – clean urban transport trough trolleybuses

ebus … the smart solution for Europa

Polis Conference, Brussel
Mag. Johann Kogler – Salzburg AG



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Salzburg AG

Structure of Presentation

- Introduction to TROLLEY project
- Reinventing the trolley in the era of electromobility
- Actual image of trolleys – not so bad!
- ebus campaign
- Summary

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Introduction to TROLLEY project

- Implemented through Central Europe Programme in 20010-2013
- Total budget 4,2 mio EUR, partly supported by ERDF money
- Strong partnership of public transport companies, cities and other partners
- Leadership by Salzburg AG
- Focus on practical outputs

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The Trolley consortium

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trolley
Promoting electric public transport

The **TROLLEY** consortium is a **EU funded project** consisting of nine partners located in the EU.

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trolley

Objectives of the TROLLEY consortium

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Objectives

- Optimization the **use of energy**, to increase the **efficiency of public transport** in general.
- **Improvement** of **patronage** and the overall **awareness** of Trolleybuses.
- Delivery of transferable **strategies** and **innovative ways** of promoting Trolleybus systems in Central Europe as **environmentally friendly mode** of transport and appropriate alternative to regular diesel bus or costly tram systems.

CENTRAL EUROPE COOPERATING FOR SUCCESS. This project is implemented through the CENTRAL EUROPE Programme co-financed by the ERDF
EUROPEAN UNION EUROPEAN REGIONAL DEVELOPMENT FUND
trolley Promoting electric public transport

Reinventing the trolley

in the era of electromobility

- Best „ready-to-use” electric mode of transport for med-size cities;
- Different capacity of vehicles (up to 24,5 m long);
- Growing independence of electric network (i.e. batteries);
- Long lifecycle & Lack of local emissions;
- High comfort for passengers and environment;
- Efficiency.
- From small systems (4 vehicles in Landskrona, Sweden, to mega systems like in Moscow – ca. 1500 vehicles)

320 cities in 47 countries operate 40 000 vehicles

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Energy and emissions - Italy

	Trolley	DIESEL		CNG
		Euro 4	Urban fleet	
DIRECT ENERGY (MJ/Km)	*8,6*	*15,0*	*15,9*	*25,4*
DIRECT EMISSION CO_2 (g/Km)	*58*	*1.092*	*1.160*	*1.292*
TOTAL ENERGY (MJ/Km)	*16,4*	*15,8*	*16,7*	*26,3*
TOTAL EMISSION CO_2 (g/Km)	*1.137*	*1.146*	*1.218*	*1.344*

What are citizens thinking about trolleys?

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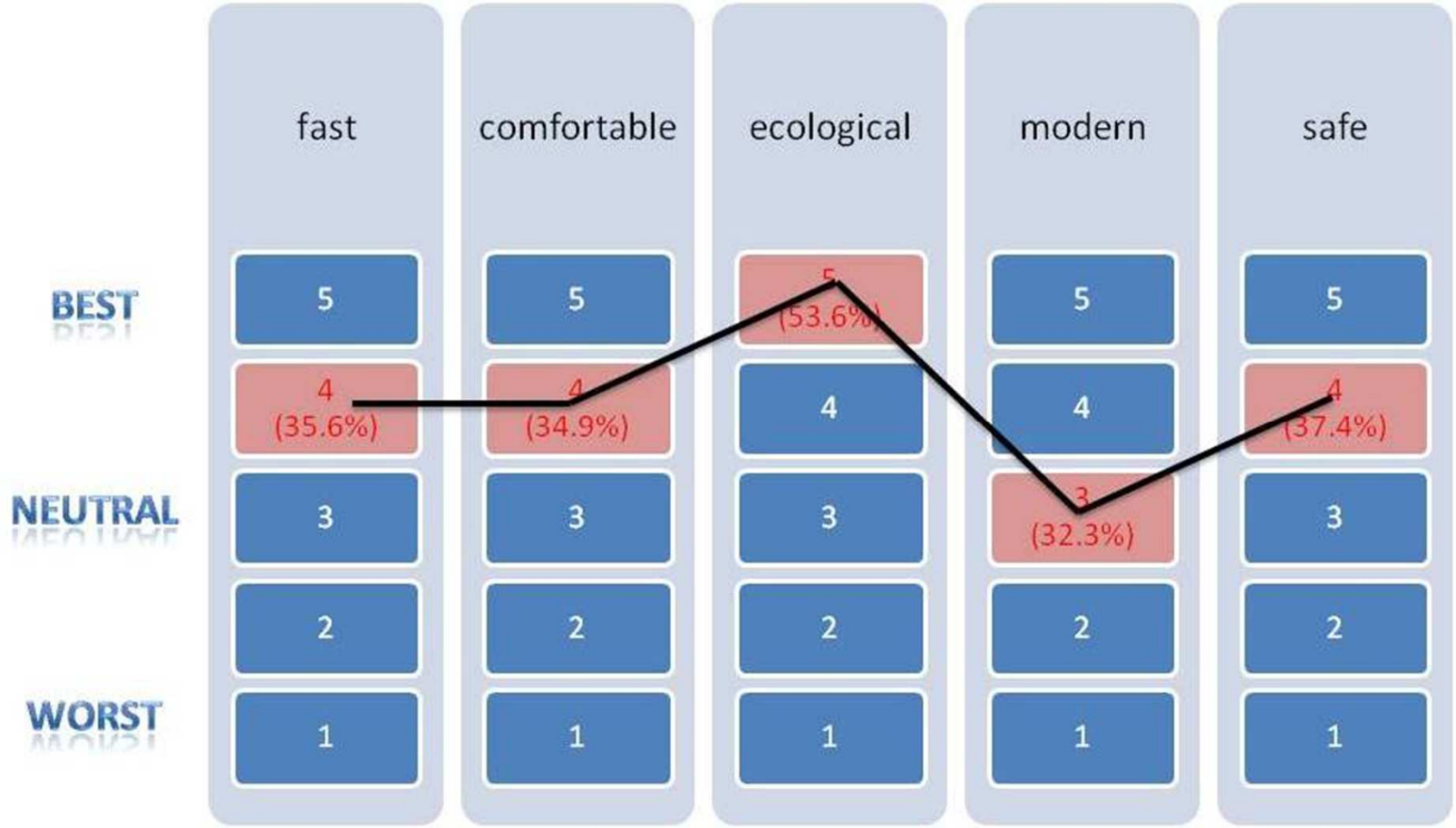
Actual image of trolleybus transport: overall image of TROLLEY Project cities



Source: K. Migdał- Najman, K. Najman, M. Wołek: WP5 of TROLLEY Project: Improved Image and Patronage, Output 5.2.4 Local Trolley Guides. Final Report

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ebus campaign

- The image of trolleys among citizens and passengers is good or very good;
- The problem is how to transfer it onto the platform of decision makers;
- TROLLEY delivers a tool : the ebus campaign;
- Ebus campaign multiplies promotional activities of TROLLEY project.

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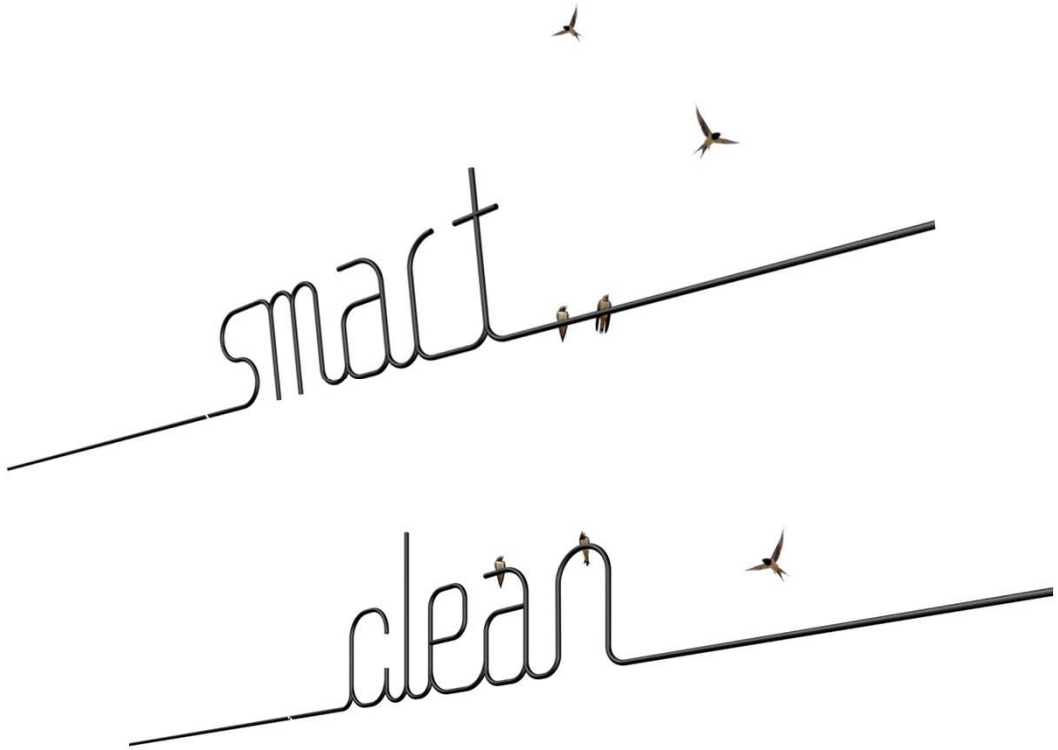

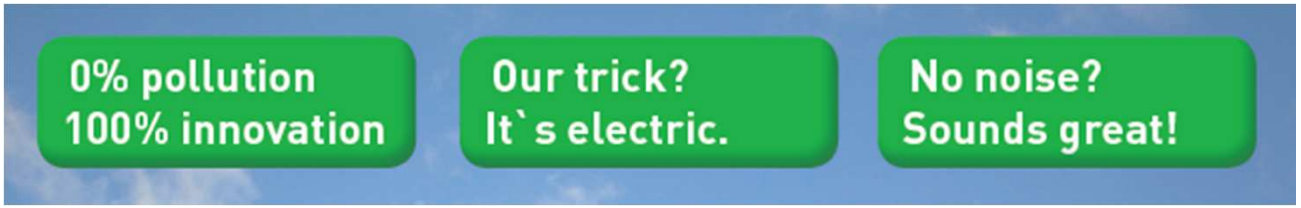

*The „ebus“ with **no noise**, **no pollution** and **maximum convenience and safety** is the future European public transport.*

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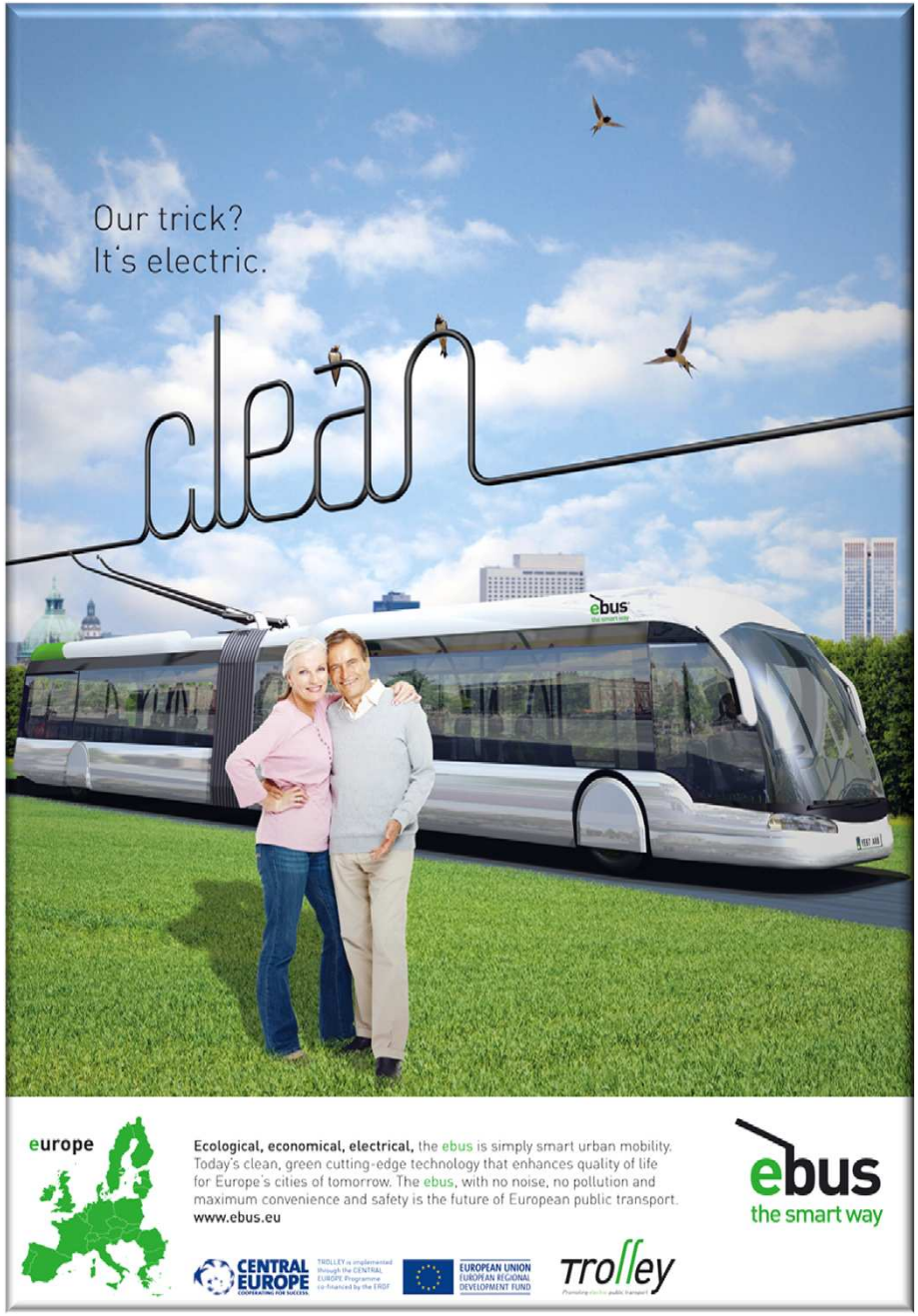
Our trick?
It's electric.
clean
ebus
europe
Ecological, economical, electrical, the ebus is simply smart urban mobility. Today's clean, green cutting-edge technology that enhances quality of life for Europe's cities of tomorrow. The ebus, with no noise, no pollution and maximum convenience and safety is the future of European public transport.
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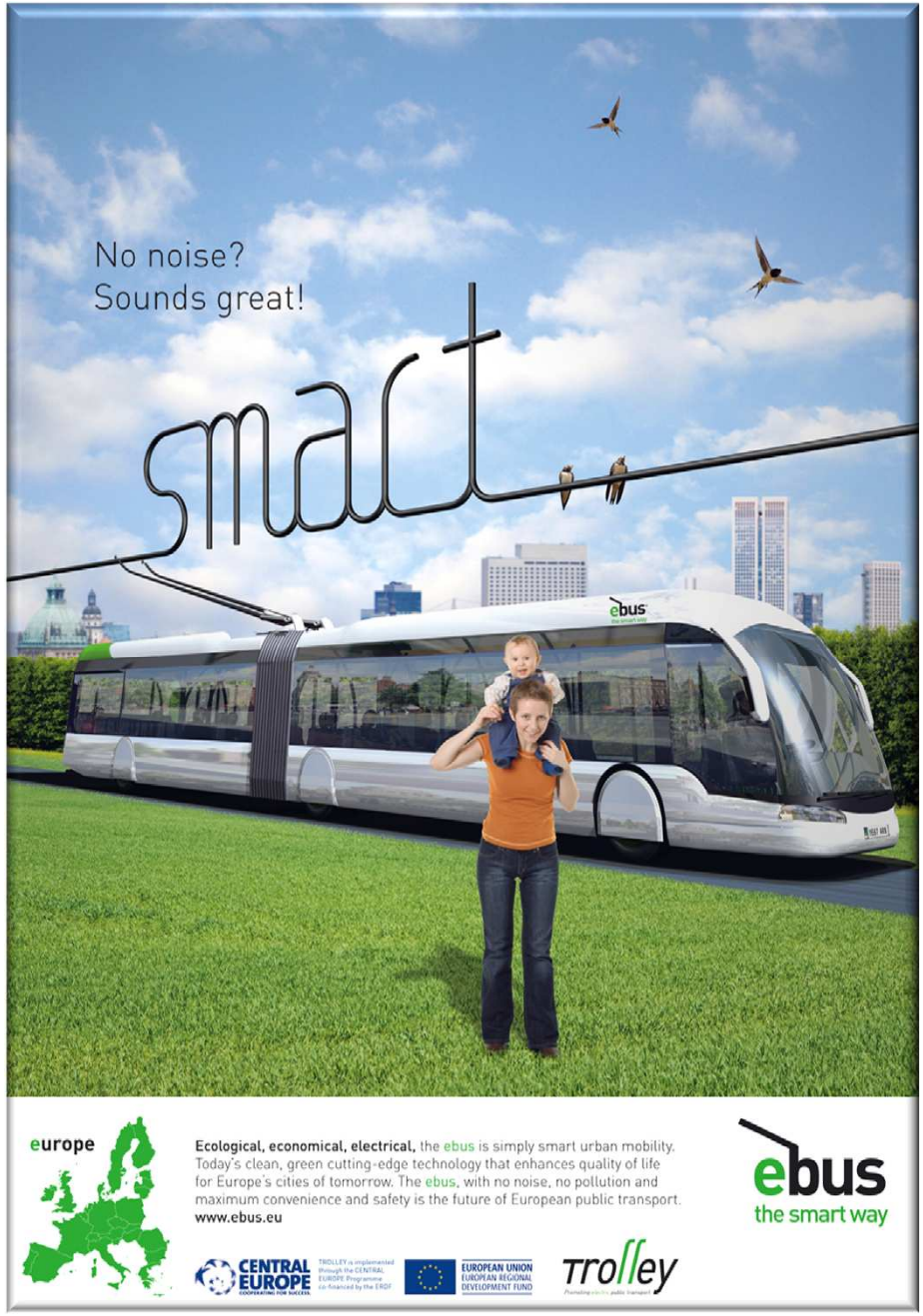
No noise?
Sounds great!
smart
ebus
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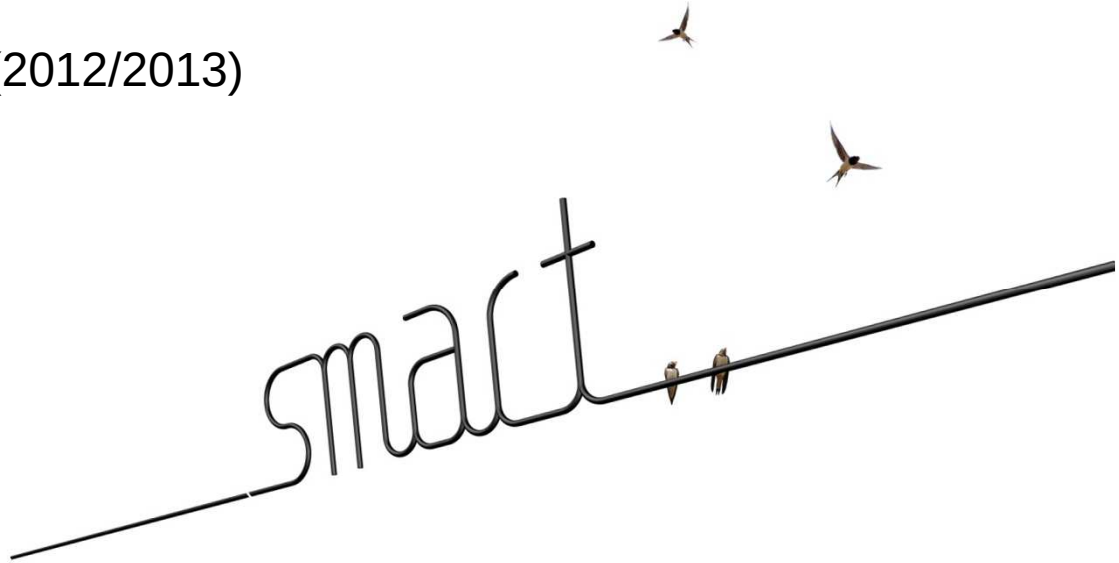
Offer of cooperation

- International Trolleybus day
- TROLLEY declaration
- Newsletter
- E-Learning modules (spring 2012)
- Image Campaign
- Trolleybus Knowledge Center (2012/2013)
  - Library
  - Wiki
  - Pool of experts
- Industry Summits



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International Trolleybus Day

- In 2010 the TROLLEY consortium initiated the **European Trolleybus Day**, celebrated on the first Saturday of the **European Mobility Week**.
- Its **purpose**:
  - Raising **attention** for the advantages of public e-mobility in urban areas and building **awareness** for the popularity of local trolley services
  - Staging Trolleybus transport as a substantial part of **sustainable mobility** in European cities
  - Helping the partners to find **support** for their work, extend their **networks** and spread the **idea** of the "ebus" transport solution

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Summary

- trolleys need to be promoted stronger;
- they are better evaluated by current passengers than by general urban audience and national level decision-makers;
- their image is sometimes affected by older times when they were not as modern as nowadays;
- trolleys might play crucial role in developing modern image of public transport (Salzburg, Gdynia) supported by other innovative solutions;
- they need support at level of decision makers, mainly regional, national and European level.

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