Valencia, March 17th, 2016

The eBRIDGE Project: A Reality!

eBRIDGE: Empowering efleets for business and private purposes in cities

- The eBRIDGE Project will hold the last meeting on 17th March in Valencia.
- The project has contributed to avoid the emission of 706 tonnes of CO_2
- Start Up Kit includes Toolkit and Guidelines with practical recommendations to initiate and operate electric fleets now available at www.ebridge-project.eu

The eBRIDGE project is close to its end. During the last three years, the project partners have shared experiences and knowledge as pioneers of change towards a more sustainable mobility for people and companies. Despite different starting points, the 7 pilots have explored the feasibility of electric fleets for daily travel, overcoming all sort of obstacles with enthusiasm and an innovative vision of mobility. Today, we can say that Shared Electric Mobility has become a bit more real in the eBRIDGE cities and regions.

To closure these three years of intensive work, the project partners meet today in Valencia to hold the eBRIDGE Stakeholders Workshop "Supporting the Development of favourable Policy Frameworks for Shared eMobility in Cities".

As a cover letter, more than 120 electric vehicles, 3.300.000 km driven and 1500 users contributed to avoid 680 tones $C0_2$ emissions. Along the way, many lessons learned.

Though there is not a "general recipe" to operate e-car sharing fleets successfully, the eBRIDGE partners have created a series of supporting documents for public administrations, businesses and mobility operators with useful tips to support decision making towards shared electric mobility.

On the project website www.ebridge-project.eu, you can find useful guides, inspired from the practice of real cases and from the belief that shared e-mobility has a space in the city and it is possible, not without difficulty, doing business with it.

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Background

Berlin: Integrating e-CS into the Business Mobility Portfolio

Berlin, the vibrant and multicultural capital of Germany, is rapidly developing into an innovation hot-spot of sustainable mobility and clean transport. On this backdrop, car sharing has become an important trend with a wide choice of operators and services. The eBRIDGE partner DB FuhrparkService is one of the pioneers introducing EVs in its fleet.

The eBRIDGE Berlin pilot focuses on the e Flinkster fleet located on the EUREF Campus, a research and business cluster with more than 50 and 2,000 employees. The EUREF e-Flinkster fleet has 6 BEVs and 4 PHEVs (Citroën C Zero, Smart ed, and Opel Ampera).

The project partners DB FuhrparkService and Choice explored the potential of e-car sharing for business travel and how such an option can contribute to increasing overall mobility of business travellers while helping reduce its negative economic and environmental impacts.

The pilot optimised the e-Flinkster car sharing service to create a competitive offer for companies. The pilot showed that e-car sharing shall be integrated in a diverse mobility portfolio which includes further mobility services to work best.

Austrian Towns and Regions: Facilitating Peer to Peer e Car Sharing in Rural Areas

As an option to complement public transport in rural areas, the Austrian project partners Mobility Institute Vorarlberg and Austrian Mobility Research designed a tailored-made concept for rural areas: Caruso peer-to-peer e-car sharing. In cooperation with municipalities, small enterprises and non-profit organisations, and supported by the Caruso Carsharing technology, more than 34 municipalities and organisations have initiated their own peer-to-peer e-car sharing initiative, sharing the EV among citizens and employees. The Austrian pilot has proved that such a system is a viable mobility option that also contributes to a change in the users' mobility behaviour: after joining the system, several users got rid of their own cars.

Vigo: Helping Companies to know EVs

CEAGA is the Galician Automotive Cluster comprising 106 companies of the sector. CEAGA e car Sharing is a corporate electric fleet of 4 BEVs (Citroën C Zero and Peugeot iOn) managed by the eBRIDGE project partners CEAGA Foundation and the technological consultancy I Nova Consultores en Excelencia e Innovación Estratégica. The Vigo eBRIDGE pilot explored the potential of EVs for business travel among 35 companies of CEAGA. The companies of the cluster applied as testing partners, having the opportunity to know and learn about the benefits of electric vehicles for their daily mobility needs. The experience was widely accepted and involved a greater number of companies. It was necessary to create a waiting list of more than six months to organize the car reservations. The results of the Vigo pilot showed that the business trips of the participating companies can be perfectly accommodated with EVs, with additional economic and environmental benefits in terms of fuel cost savings and reduced emissions.

Valencia - Palma de Mallorca: Engaging Public Organisations with e Car Sharing

E:Sharing in Valencia is a commercial e car sharing offer, operated by MOVUS. The fleet has currently 9 BEVs (Think City, Renault Fluence and Peugeot iOn) shared among 62 users. During eBRIDGE, the project partners MOVUS and the regional government of the Balearic Islands promoted electric mobility in Valencia and the Balearic Islands. The eBRIDGE partners Movilidad Urbana Sostenible and the Regional Government of the Balearic Islands worked together to bring forwards shared electric mobility in Valencian and Balearic regions. During eBRIDGE, MOVUS redefined its offer giving more importance to corporate e-car sharing services. The size of the fleet has increased during the project and continues to expand. The corporate e-car sharing offers to companies certain advantages over traditional company fleets or mileage payment to employees. In addition, the experience is setting an example for other companies and administrations that are expressing its interest. From 6 to 27 e-cars, the redefinition of the business model has been crucial to reach a successfully operation of the fleet. The Balearic government launched the Electric Car Sharing Committee of the Balearic Islands supported by the Valencian Institute of Business Competitiveness (IVACE) as a founding member.

Milan: Promoting e Car Sharing through Web 2.0 Communication

Milan, the capital of Lombardy and engine of the Italian economy suffers from severe traffic congestion and air pollution. With a population of 1.4 million inhabitants and a high number of commuters from the surrounding regions, the city has one of the highest car ownership rates in Europe. To tackle this, Milan introduced a congestion zone in the city centre in 2012 where access with car is only possible upon payment or with EVs.

GuidaMi was established in 2001 as the first Milanese car sharing offer. In the last years, Milan has become a national hot spot for car sharing and city is facing a rapid development especially of free floating car sharing schemes which are putting considerable pressure on electric offers. The GuidaMi electric fleet comprises 4 BEVs Citroen C Zero and 5 PHEVs Toyota Prius.

The Milan pilot focused on the congestion charge zone where potential early adopters live and work. EVs provide users with a cost-saving-opportunity as no congestion charge applies. From an environmental point of view, the use of EVs is a valuable opportunity to alleviate air pollution and congestion in Milan. The pilot explored the use of digital technologies with a social and gaming approach to gain insights into the customers' experience of e-car sharing.

Lisbon: Greening a Local Administration Fleet

The Lisbon City Council is fully committed to electric mobility and aims to set an example for sustainable transport and green procurement. With the largest electric fleet in Portugal, the city is leading by example as the Management Board of the Council and over 200 employees drive daily electric.

From 2011 onwards the municipality has progressively increased the number of EVs (and CNG vehicles) and replaced conventional cars, which total number has dropped by 17%. The fleet has a total of 834 vehicles, incl. 57 passenger EVs but also light duty vehicles for municipal cleaning, and quadricycles and e scooters used by the municipal police (EV share is 13%).

The pilot, with the participation of the project partners Câmara Municipal de Lisboa and Occam, proved that electric vehicles are suitable to perform municipal services and its positive results have contributed to promoting electric mobility uptake among other public entities and the general public.

Carmarthen: Leading the Transition to Electric Fleets in Local Government Carpools

Carmarthenshire County Council was the first Welsh local authority to introduce EVs in its carpool in 2011. Concerned about increasing costs and environmental impact of staff travel, the Council decided to initiate a carpool of 6 diesel and 6 BEVs used by the Council employees for their daily duties. EVs enjoy high rates of utilisation and have proved suitable for almost all purposes.

Many employees chose the EVs for in county trips ahead of the diesel cars, and were generally satisfied with the experience. The carpool expansion with EVs brought substantial economic and environmental savings to the council. The positive financial and environmental performance of EVs compared to diesel cars identified the potential for further carbon and cost savings for every new EV introduced in the carpool.

Pilot case	2013			2014			2015			2016		
Main data	Km travelled	Number of vehicles in the fleet	Number of users	Km travelled	Number of vehicles in the fleet	Number of users	Km travelled	Number of vehicles in the fleet	Number of users	Km travelled	Number of vehicles in the fleet	Number of users
Berlín	159,474	51		152,922	36		214,030	31		526,426		3,143
Austrian municipalities	60,000[1]	10	86	190,000	32	422	560,000	60	1.293			
Vigo	18,838	4	126	34,676	3	288	26,403	3	165	3,167	3	25
Valencia	28,179	6	50	56,720	9	62	70,157	9	62	151,630[2]	27	134
Lisbon	32,669	42	~200	429,555	42	~200	478,068	42	~200	84,894	42	~200
Carmarthenshire	37,554	4	76	42,089	4	70	36,588	4	74	NA	4	NA
TOTAL	**336,714**	**117**	**338**	**905,962**	**126**	**842**	**1,385,246**	**149**	**1594**	**766,117**	**76**	**162,143**

[1] only 6 of 8 cars had km-recording
[2] Forecast for the year