

**Genova Smart Week**  
innovation for a livable city  
Genova, 23-28 maggio 2016

# Electric City Transport

## *Ele.C.Tra project*

*Challenges of New Urban Mobility  
Models Towards EU 2020 Targets*

# The Ele.C.Tra Project

*developed a new model of  
sustainable urban mobility based  
on electric light vehicles*

# Background

European regions are characterized by an **increase of air pollution** due to private road traffic. In many countries transport is the first producer of particulate PM10, dangerous for human health, and nitrogen oxides.



**Urban congestion and shortage of car parking** involve an increase of scooters' modal share and this process is greater in cities with mild climate.

# Project partners

**TOTAL  
BUDGET:**  
~ € 1,250,000

**OF WHICH  
75%  
FINANCED  
BY EU**

**DURATION  
OF  
30 MONTHS**

**3 PILOT  
CITIES**

**11  
PARTNERS**

**8  
COUNTRIES  
INVOLVED**

**BARCELONA**



**GENOA**



**FLORENCE**



# Ele.C.Tra APPROACH

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# Ele.C.Tra APPROACH

Role of the public: ***system governance, facilitation***

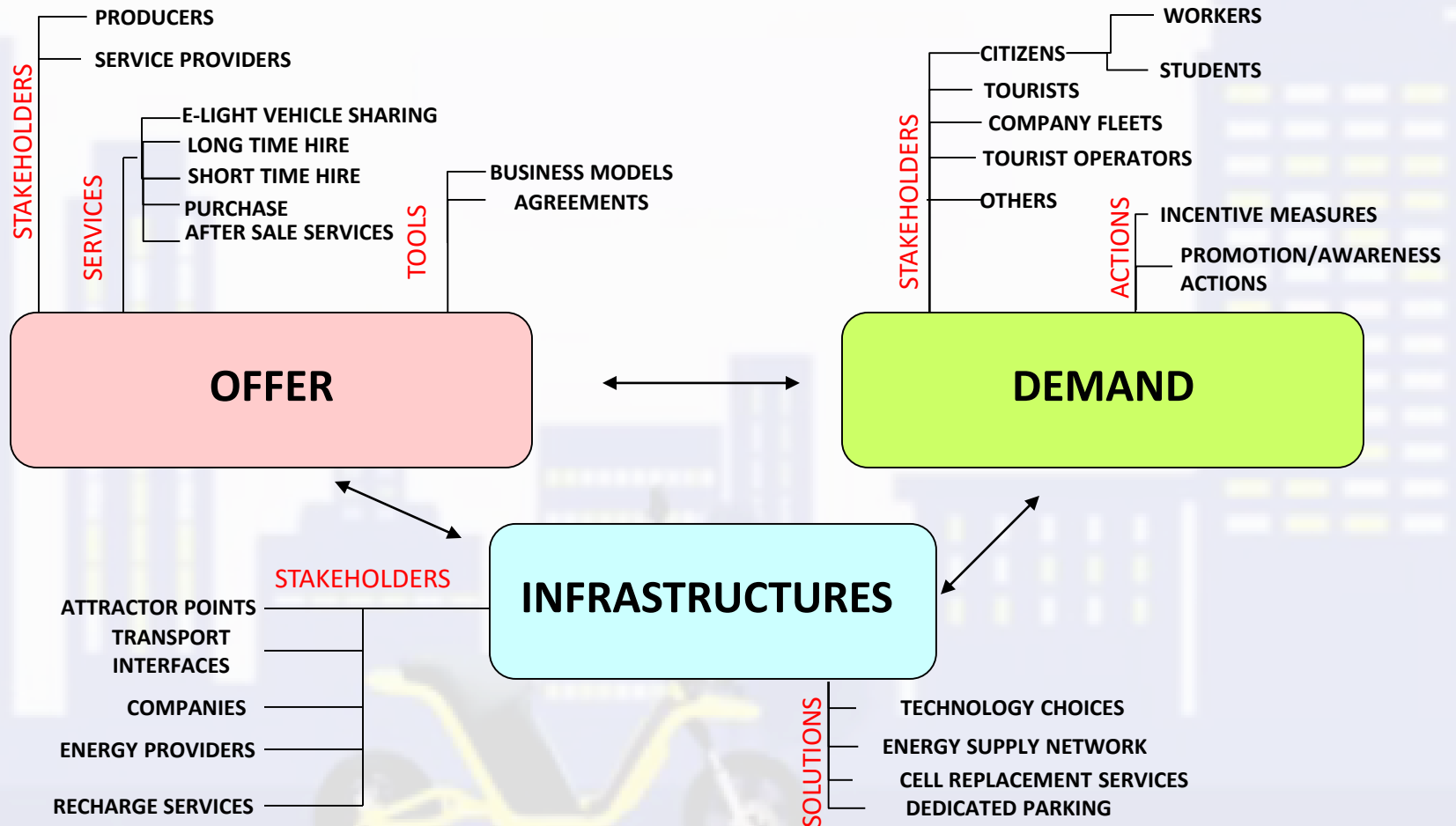
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No public  
investment  
for new  
service start  
up

No public  
contribution  
for service  
management

administrative  
facilitations to  
promote e-light  
vehicle use

# Ele.C.Tra. network



# Ele.C.Tra GOALS

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**New partnership  
and cooperation**  
between private  
and public subjects

**Promotion and  
diffusion** of e-  
light vehicle, of  
which scooters,  
quadricycles, etc

**Stakeholders'  
involvement** in  
sustainable  
mobility issues

# Objectives and main steps (1/2)

**TO DEFINE  
AND TEST AN  
INNOVATIVE  
MODEL...**

... for sustainable mobility, to give solutions to citizens' needs, by the involvement of all stakeholders (e.g. vehicle suppliers, firms, public bodies).

**TO PROMOTE  
SUSTAINABLE  
USER-  
FRIENDLY  
ACTIVITIES...**

...in order to develop innovative means of transport.

## Objectives and main steps (2/2)

**TO MAKE  
PUBLIC BODIES  
AND  
STAKEHOLDERS  
AWARE ...**

...changing the daily behaviour of citizens and tourists

**TO DEVELOP A  
SELF-  
FINANCING  
PROJECT...**

...the project does not include any budget to buy e-vehicles.  
It is not the kind of project which ends when the funding  
runs out.

# Mobility networking

**29 agreements**  
signed in 10 cities  
with EV providers,  
in order to offer  
discounts,  
services, etc.

**49 agreements**  
signed in 10 cities  
with other  
business and  
communication  
operators

of which **47**  
signed in the 3  
pilot cities of  
Genoa, Florence  
and Barcelona



The schemes of agreements were approved for the promotion of electric mobility involving all stakeholders (public and private, energy suppliers, EV producers and sellers) directly, so as to ensure, through public-private partnership, the sustainability of the trials and the spread of electric light vehicles.

# Subjects involved

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**317 Mobility  
Managers** in 10  
cities

**395 other  
subjects**

**611 institutions**  
specifically  
involved in 8  
National Support  
Groups

**47 events** (local,  
national and  
international)  
focused on  
EleCTra in 8  
countries

# E-light vehicles offered

482 e-light vehicles  
offered in the 3  
pilot cities through  
sharing services  
and purchasing



Source of the picture: «EleCTra project» video advertisement

# Environmental impacts in the 3 pilot cities

~ 272 tCO<sub>2</sub>/year  
reduced

~145,000 litres  
of fuel saved per  
year



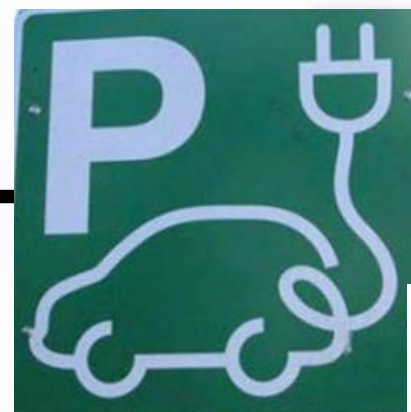
# Transferability

**7 non-pilot cities**  
where **324 e-light  
vehicles** were  
acquired by the  
end of the project

**15 external  
cities/areas**  
(associated  
partners) were  
involved in 5  
countries



# Facilitations and services



**296 new electric charging points for e-light vehicles in the pilot cities**

**10 facilitation tools/services for users in order to promote the EleCTra benefits in the pilot cities**

All facilitations and services improved thanks to EleCTra were implemented without any specific budget for these kinds of investments



GENOA

2 + 2 national



FLORENCE

6 + 2 national



BARCELONA

2 + 2 national

# Partners & Contacts

PROJECT WEBSITE: [www.electraproject.eu](http://www.electraproject.eu)

PROJECT COORDINATOR: **Comune di Genova**



TECHNICAL COORDINATOR: **T Bridge**



Partners from Italy, Romania, Spain, Malta, Greece, Macedonia, Hungary, Portugal



Agència  
d'Ecologia Urbana  
de Barcelona

