

CHANGING Mentalities

The hardest thing to do...

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Polluted Cities – Health problems

In some areas in Lisbon, the devices monitoring the air quality, report air pollutant concentrations above the maximum European Union ceilings for some pollutants, which require the acquisition of pollution rights.

In addition to this aspect there is another issue we all agree with: pollution is not good for our health. And it smells badly. And it is harmful to the atmosphere that protects us all. In fact the air is getting more and more polluted. That is why we all love the country air... nevertheless most of us persist in living in cities.

We have therefore a dilemma. How can we solve it? ***It's time for Zero-Emissions Vehicles.***

Try first. Comment after

Surveys that were done targeting citizens in the scope of Electra point out that 12% of respondents had already tried an electric vehicle, while 65% are willing to try. Therefore, the most important thing to do at this stage, in Lisbon, is to give opportunity to people to drive an Electric Vehicle.

People should talk only after riding an electric vehicle. The first impression is very powerful. My baptism was at the beginning of Electra project and now I feel a different way to drive and to think about electric mobility.

Electra project in Lisbon has collaborated in several initiatives to provide opportunities to everybody to try an electric vehicle. The following events deserve a special mention.

Scooter day with electric scooter test drives



ELE.C.TRA PROJECT
in Lisbon

Co-funded by the Intelligent Energy Europe Programme of the European Union

Scooter Day by U-Scout

Electric Baptism

IEE/12/041/SI2.644730 – Ele.C.Tra.
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National Meeting of Electric Vehicles, including also test drives of all kind of electric vehicles.

This event gathered 199 electric vehicles, the largest concentration of EV ever reached in the Iberian Peninsula.



National Meeting of Electric Vehicles by NovaEnergia



Electra Project – Eco-Concerts

The silent experience of driving an electric car was the inspiration for a cultural promotional initiative of electric mobility: “let’s listen to music, while driving silently”. Finally the music lovers and musicians can listen to music while driving, without disturbing noises!

In a 600 places auditorium, e-parking free areas were available for electric vehicles and people driving EV won 2 free tickets for the concerts.

The musicians also benefited from a test-drive of an electric vehicle during the weekend before the concert and travelled to the concert in an electric car sponsored by Nissan. At the end of the concert, the owners and passengers of electric vehicles were entitled to an exclusive autograph session with the musicians, taking also this opportunity to exchange experiences about the silent and green driving of an electric vehicle.

Eurico Carrapatoso, one of the composers that tested an electric vehicle said:
A silence on pitch...

Eco.Concerts

Surveys point out lack of knowledge as a very important issue
Action: "Let's listen to music, while driving silently"

Charging during the concert.....

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All these initiatives were a contribution for changing mentalities...

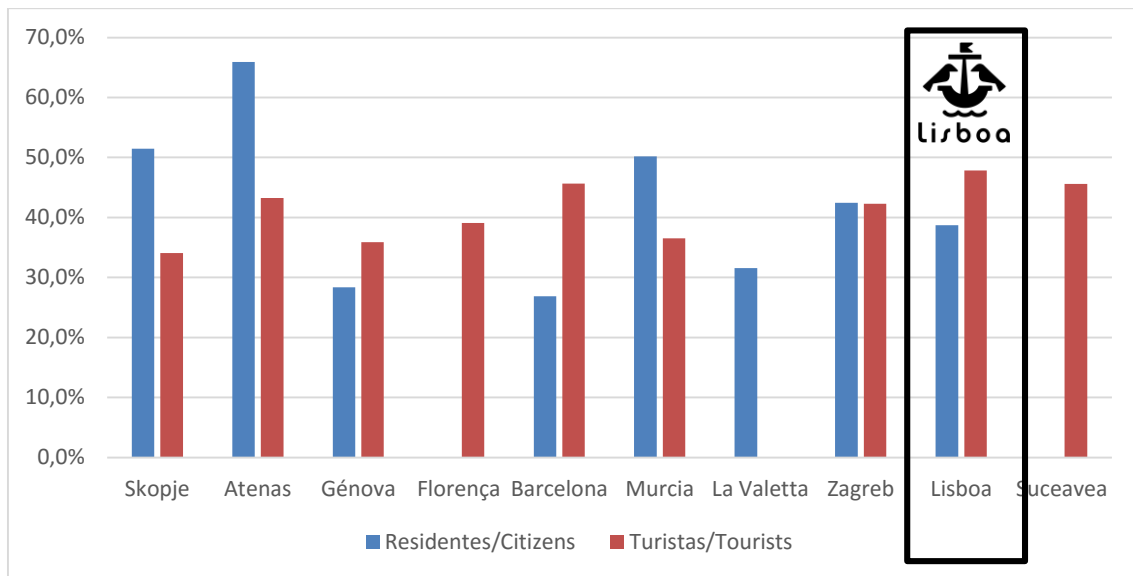
Many people say that they don't believe in electric mobility yet, because it is necessary to wait 6 to 8 hours for charging the batteries. This argument is very common among "pre-electric" people, but when you use an electric vehicle you can forget about gas stations and all the related procedures and you can start thinking differently.

Electric Sharing Systems

Ele.C.tra project, as other European projects involving several partners, are very useful to approach subjects from different perspectives. The Ele.C.tra partners are in different stages in terms of electric mobility, but altogether

have gained technical skills and knowledge that contribute to a deeper and robust analysis of electric mobility issues.

Ele.C.tra surveys pointed out the percentage of interviewed people that is willing to use a scooter sharing system. Lisbon residents (38%) are in line with the average results.



But we have to be careful about this. There are very few electric scooter sharing systems in the world: S. Francisco, Barcelona and Berlin. This fact shows that it's not easy to implement this type of systems.

There are some important variables that have to be taken into account when analysing these sharing systems.

Electric Sharing Systems in the world

- Scoot – São Francisco**
(Oct 2012; 50 Scooters)
(Aug 2015; 400 Scooters)
- Motit – Barcelona**
(Sep 2013; 75 Scooters ->275?)
- eMio – Berlin**
(Jun 2015; 4 Scooters)
Aug 2015; 150 Scooters)

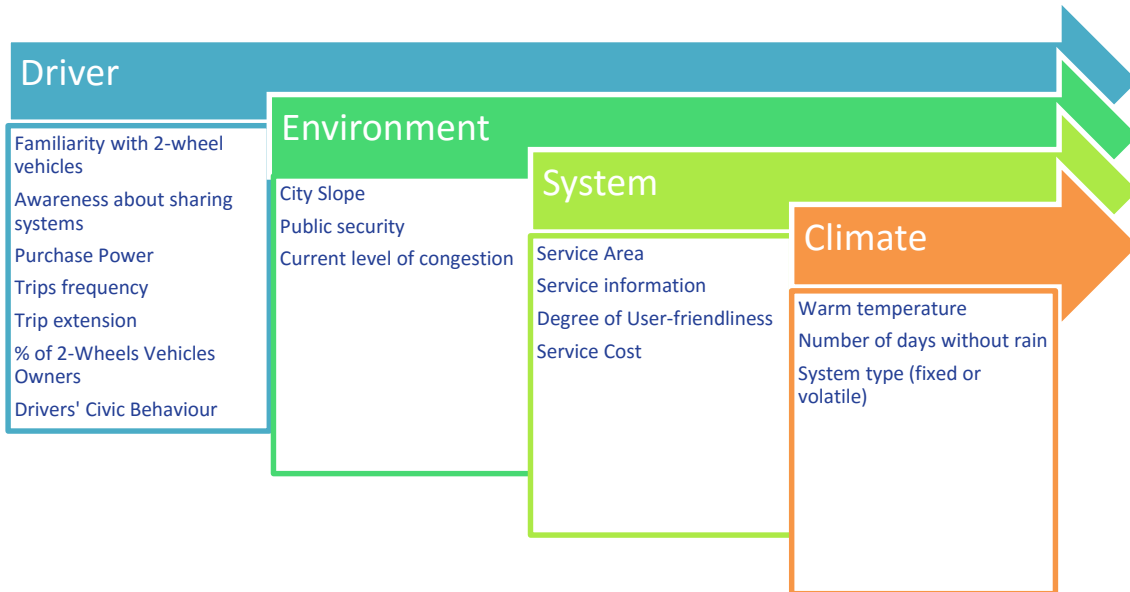
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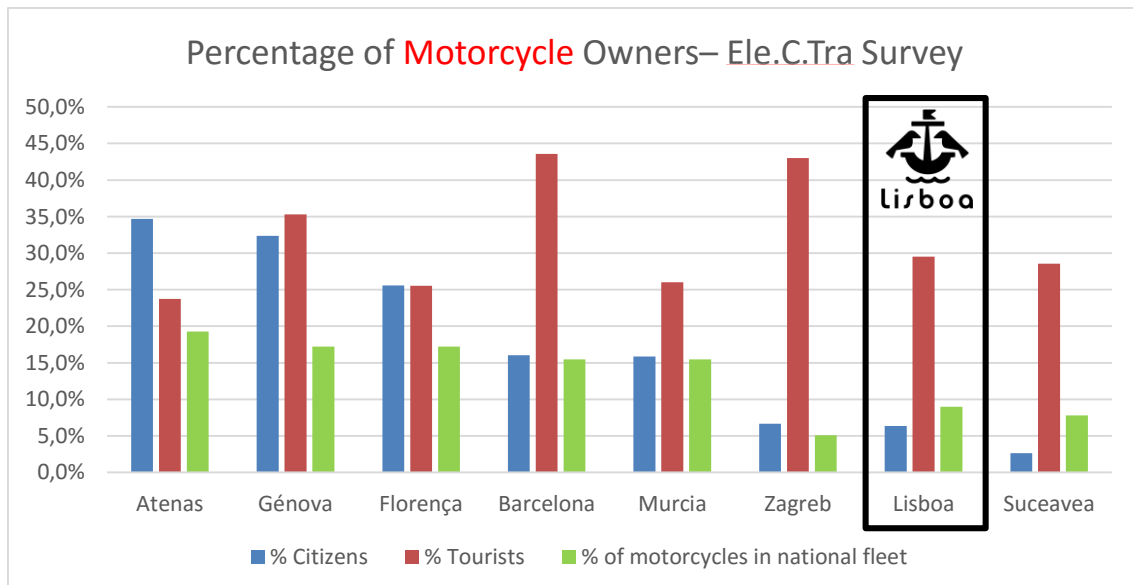
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For example, in what concerns scooter owners, according to the survey results, Lisbon has one of the lowest rates. On one hand we could look at this as a problem, but on the other hand, we can conclude that if Lisbon citizens don't have a scooter, they are more available to use a sharing system.



Conclusions

We have to change mentalities and Portuguese society still has 3 important steps to accomplish:

1. Change from property to sharing – To help solving this problem cities have to implement sharing systems in order citizens get more used to share. Cities should begin with sharing bicycles systems, which are less expensive and more comprehensive, touching more people to feel the benefits of sharing solutions.

2. Change from cars to scooters – Associations like *u-scoot* can be of great help for this change, facilitating test drives to citizens and battling for incentives to contribute to achieve more efficiency in urban space occupation.

3. Change from conventional to electric vehicles – at this stage, without critical mass to lower the electric vehicle prices, government should give incentives for the acquisition of electric vehicles. On the other hand, it is very important that electric vehicles users join to raise awareness on the benefits of electric mobility, helping to convince people to change to the *electric way*.

