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**Electric City Transport – Ele.C.Tra**

# **Result-Oriented Report**

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## Electric City Transport – Ele.C.Tra.

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### Abstract:

This Report shows the results achieved by the project with the detailed analysis of objectives planned and obtained in the pilot cities.

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# 1. INTRODUCTION

Ele.C.Tra Project was born to create a new urban mobility model, based on the promotion of electric vehicles in order to reduce pollution and raise citizens' awareness of possible alternative ways to circulate in the city.

Sustainable transportation is a crucial key-point theme for Municipalities that aim to achieve a cultural and behavioural change able to build the smart city of the future.

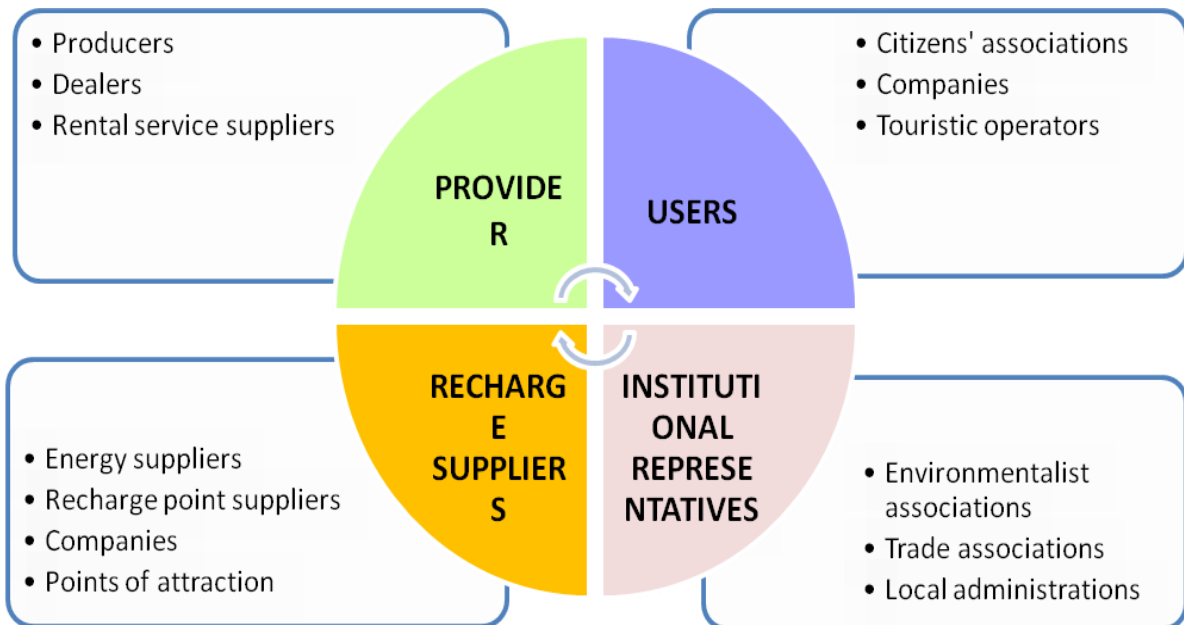
The awareness on sustainable mobility in general, and electric mobility in particular, will contribute to the environmental, social and economic growth, as a part of a long term qualifying process in which all the ecosystems, both anthropic and not anthropic, are strictly involved and related one to each other.

**General objectives of the project are:**

- Defining and testing a sustainable mobility model, by responding to real citizen's demands through the involvement of all subjects;
- Raising public and private bodies' awareness, by promoting sustainable mobility's behaviours;
- Promoting User – Friendly activities to value low environmental impact mobility;
- Developing an economically self-sustainable project to evaluate the areas involved in a continuous and durable way even after the conclusion of the project;
- Strengthen the tourism appeal thanks to an innovative modality of transport.

Each partner of the project has to create a National Support Group ( NSG ) in order to promote and share activities and goals; it will includes 408 persons.

**National Support Group:**



## 2. SITUATION BEFORE ELECTRA

### 1.1. *Genoa*

The general context of mobility in the Province of Genoa, in terms of people and goods, is quite complex, because of its difficult geographical position, pressed between mountains and sea, and historical reasons.

The analysis of mobility, which refers to 2011, shows that the overall amount of movements is almost totally produced by residents (96%), not very keen on intermodality, as revealed from the small difference between the number of trips and the number of movements. The preference is toward private means of transport, considered irreplaceable due to the excessively long-lasting trips on public transports.

Even the constant traffic increase on the arterial highways demonstrates a growing demand for mobility in the territory with a clear preference for private transports, which has a negative impact on environmental and acoustic pollution, congestion of vehicular traffic, with social and economic costs.

The strengthening of public and alternative mobility represents the primary way to rebalance the mobility needs over the territory and the maintenance of a liveable environmental context.

In conclusion, the situation before and after Ele.C.Tra was like the passage from a poor ecosystem unable to grow to one evolving for the better.

With the Ele.C.Tra initiatives carried out during the 15-months long pilot action, the city of Genoa has begun to change this state of things by promoting the use of alternative vehicles in the local urban area with a new sustainable mobility market model.

### 1.2. *Florence*

Tuscan population has a mobility rate equal to 77%: it means that 3 people out of 4 move at least once daily. This share increases in metropolitan areas and in towns with more than 10,000 inhabitants. 71.8% of movements take place inside the municipality of residence, although it is also important the share of movements towards other municipalities in the same province (19.8%).

The systematic moves, those executed exclusively for study/work, represent about 40% of total, while 60% of moves have occasional nature, happening for reasons of different and personal nature, very heterogeneous in terms of time slots, duration and means of transport utilised.

### 1.3. *Barcelona*

The city of Barcelona has a population of 1,615,448, but its metropolitan region (RMB) counts 4,777,042 people. The city generates 7,833,495 trips/day, 64% are internal (BCN-BCN) and 36% connection trips (BCN - RMB).

Modal distribution shows the high proportion of pedestrian mobility, which forms 31.9% of all trips, encouraged by the density, compactness and climate characteristic of the city, and the significant low bicycle utilization, with 1.5% of all trips, linked to the lack of tradition in the use of this transport in the region.

## 3. ACTIONS TAKEN

### 1.1. *Genoa*

The pillars of the market model have been: Demand Analysis, Offer Qualification, Networking and Agreements among Public and Private Sector. In the end, the engagement methodology of the



participatory process has been successful and it will become one of the best practices, replicable in the future.

The Networking activities during the project right now reach the 164 member of the National Support Group, involved and constantly aware about the initiatives of and in the project, through meetings, events participation, etc.

16 agreements in total have been signed, 5 with economic operators, 6 with infrastructure operators, 2 with potential demand operators and 3 with communication operators.

Two facilitation tools/incentives were established in order to promote the Ele.C.Tra benefits:

1. A Municipal Decision has introduced the possibility for all types of electric vehicles to enter LTZ free of charge.
2. "Mobilitypoint.it", the web portal on Genoa urban mobility, has introduced a specific section on Sustainable Mobility, with a part dedicated to e-Mobility and the offers of the Ele.C.Tra signatories of Genoa.

The main Communication and Dissemination actions concern the organization of 10 regional/national events in Genoa (among them the Smart Week and European Mobility Week events).

The publications/web links released are the following:

- Nr.5 articles published on the Ele.C.Tra website
- Nr.5 press releases
- Nr.2 advertisement in print newspaper

## 1.2. *Florence*

The city of Florence adopted an Electric Mobility's Masterplan with the objective of a circulating vehicles fleet composed of 10% of electric cars or plug-in hybrid cars and 20% of electric scooters in 2020. It means over 20,000 electric cars, 2,000 light commercial vehicles and 11,000 motorcycles and scooters on the streets. The Masterplan for electric mobility of Florence designs a very articulated charging network, composed of over 200 charging points, and strongly based towards the future of electric mobility, and it capitalizes a two years city policy of listening to all the different local stakeholders.

The Municipality of Florence has been awarded with two projects in response to calls of the Tuscany Region for a total value of 3,442,862.40 euro. The projects are aimed at the expansion and completion of the interoperable network for charging electric vehicles, and to strengthen the fleet of electric vehicles in the sector of public and private transport. Florence has at the moment 110 electric charging stations and nearly 5,000 electric vehicles circulating and is planning to increase the number.

## 1.3. *Barcelona*

The Catalan capital government has already taken the first steps towards the gradual introduction of electric vehicles, both in public transport and for private use, in order to make them a more widespread and everyday technology.

The Barcelona City Council spearheaded the creation of LIVE – 'Logistic for the implementation of Electric vehicles' - in 2009. This public-private platform promotes the e-mobility sector and encourages the use of EV( Electric Vehicles) in the city. LIVE coordinates the e-mobility plans of various levels of government and also disseminates information and raises awareness among companies. It works to promote the creation of new companies and business models related to EV, associated services and the infrastructure needed to make this possible.

The city currently has a municipal fleet of 270 cars and 10 motorcycles and 37 electric hybrid vehicles for services.





Hybrid vehicles are a good choice for reducing consumption and emission pollutants. With the introduction of electrical vehicles in waste collection and streets cleaning the average acoustic pollution has been reduced by 30% to 40% and it's possible to reduce by the 60% energy consumption.

In addition, Transports Metropolitans de Barcelona (TMB) has added one latest-generation BYD K9 electric bus to its fleet to test it during operation with passengers over a two-year period. The goal is to determine whether a 100% electric vehicle, powered solely by batteries can be operated as part of a passenger transport service in a city such as Barcelona, with a similar level of performance as any other vehicle in the current fleet regarding range, comfort, efficiency, and also with equivalent costs per passenger and kilometre.

Barcelona currently has 249 public charging points, becoming the city with more charging stations in the Spanish territory. 134 correspond to motorbikes (114 in public space and 20 in underground parking). However, most of the points installed in Barcelona are slow charging points. It means long time periods to recharge the batteries and a low number of charged vehicles for each station. The city of Barcelona already has two public fast charging stations and 13 more can be found throughout Catalonia.

## 4. OUTCOMES

### 1.1. Genoa

In regard to the electric charging points for e-scooters in the pilot city, before Ele.C.Tra there were 17 public recharging infrastructures for electric vehicles (14 for public use + 3 for car sharing vehicles).

After the Ele.C.Tra. project other 7 e-charging points have been installed. During the project period the total amount of energy consumed to charge all types of e-vehicles in Genoa was at least 21,400 kWh (Source: Enel Energia – October 2015).

So one result is certain: during the Electra project period the charging points have been used a lot more by Genoa e-users, because, as confirmed by ENEL data, the consume in KWh for each electrical unit is high (1,259 KWh).

Thanks to this project the willingness to get involved from the private partners, acting together with the enabling role of the Municipality, got tangible results, a business model both innovative and participatory, able to suggest effective solutions to apply in the short and the medium period. Of course, a single project, even in the best of circumstances, through dissemination and sharing of best practices among partner cities and potential followers, can do only so much, in nudging the public and the public administrations toward a new model of mobility which would be beneficial for the economy, the environment and the quality of life. Let's be realistic.

But this project is only one among many directed toward the same goal, interacting and bolstering each other, networking in the widest sense of the word. What looks small from the ground – what a single project can do in a few cities, a project which has to rely on the goodwill of the public, compared to the extent of the problems it has to cope with - can look big enough from above, considering the sum total of the connected activities and the outline of an emerging new model of mobility and economy. As the old slogan said: think global, act local.

### 1.2. Florence

The Electra project has got good results in Florence:

- 173 new public recharging columns;
- 53 e-vehicles sharing system for the PA with 91 new recharging stations;
- 2 charging points in Telecom parking for employees;



- 27 scooters sold from January to October 2015 by stakeholders that signed agreements;
- 829 (>1%) e-light vehicles circulating;
- 1 neighbouring municipality officially involved (Scandicci).

In October, with the start of the Share'n'go service, Florence becomes one of the few cities in Europe to offer an electric car sharing service based on 200 e-light quadricycles.

TOTAL SAVINGS: the annual average value during the project is 200 t CO<sub>2</sub>/y and 95.000 l/y.

The "network" was built with hard work and determination and is, in the end, the strength of the project, as well as its novelty (especially the 22 protocols of intent signed with public and private entities to ensure, through the cooperation of all, the spread of an awareness and of a culture of sustainable mobility).

The Administration's commitment was very important for the success of the project: Florence City Council believed in electric mobility since the late '90s, providing citizenship one of the largest electric vehicle charging networks (110 columns) and furthermore for free use. The network in the last two years of the project has been implemented (today there are 173 columns in the city) and "modernized", adapting it to EU standards and making it interoperable; it means that with the same card people can recharge their e-vehicle in Florence and in other cities.

The decision to move towards sustainable mobility (which means less pollution and less impact on the city) has also led to the replacement in 2015 of part of the Municipality's fleet with electric vehicles (about 60% of the fleet is now electric). Looking at municipality employees driving the agile and ecological electric Twizy for their displacement instead of the old Fiat Panda Euro0 is the best advertising to promote the new mobility.

### 1.3. *Barcelona*

What steps must we follow to implement the electric vehicle and, specifically, the motorcycle?

One of them is undoubtedly visibility. In this sense, Barcelona has made much work. On October 16th and 17th, within the framework of the Sustainable Mobility Week, a new edition of Expoelectric was held. This fair, which was installed in a central street, is the largest electric mobility event in the South of Europe.

A good number of visitors passed through its different exhibitors and what in the past was an informative about e - mobility, is now also a showcase where sales are closed. The public is becoming more expert in e -mobility. They do not only want to learn about and test the vehicles but attendees come with the intention of having better advice about the possibility of purchase.

The fair still has a large number of activities designed for children. The organizers of the exhibition are convinced that real change towards electric mobility will occur in the next generations. The adults of the future will observe the electric mobility as a normal choice, they will not be the current early - adopters.

It is also in the hands of institutions the imposition of electric mobility. If cities are firmly committed to a sustainable mobility, they will have to put siege to the conventional vehicle. In the case of Barcelona, it is a city of more than 1,000,000 inhabitants that exceeds the limit of permitted emissions, so it is now inside the special atmospheric environment protection area. To get a decrease of polluting emissions it is needed to reduce transit of combustion vehicles, since these are major generators of such emissions. The Barcelona City Council has already taken an important step with the approval, last March, of the Sustainable Urban Mobility Plan, in which travels by foot, bicycle and public transport snatch from the car the unpunished prominence that it enjoys in many other cities. Also, in Barcelona was recently signed a manifesto "for the right to mobility" that collects the purpose of a dozen of Spanish cities about working together to change the paradigm of how we move and live in



our cities. In theory, everyone agrees how it should be modified, but when it comes to implementation there's a lot of criticism.

## 5. MARKET MODEL

The Ele.C.Tra project develops a new MODEL of sustainable urban mobility based on light electric vehicles; this model created the basis for the carrying out of the actions in order to promote the e-mobility of light vehicles (scooters, quadricycles, etc.). Ele.C.Tra involves three pilot cities, seven non-pilot cities, five associated partners (followers). It defined the project approach for the encouragement of the diffusion of EV in each area, starting from the project results and taking into account light vehicles, such as scooters, where their modal share is high and it is difficult to shift their use to other more sustainable transport means.

The Key Aspects of the model are:

- Self – sustainability: the project does not include any financial funding to “force” the market or to acquire e- vehicles directly. The model can continue beyond the project and in external contexts;
- Area of application: all light e-vehicle types (category L, 2002/24/EU Directive)
- User Targets: young people (16-35 years old); students or workers; those who take short day trips home-school-office (max 30 minutes); men and women have very similar interests.

“Ele.C.Tra kit” is the set of tools produced in the project for the replicability of the model. It is available for all possible subjects interested in the implementation of EV services in their own cities. It includes:

- Deliverables: Model Executive planning Report; Replication Plan with details about HOW, WHEN, WHO, WHAT to be done;
- Model of agreements with stakeholders (one per category);
- Mailing lists of the supporter groups in all countries involved.



## 6. TABLES OF SUMMARY

Specific Objective	Impacts, with SMART performance indicators and <u>quantified targets</u>	
	PLANNED	ACHIEVED
1. To create the urban mobility model through the analysis of current situation and monitoring the implementation conditions	1. Generation of new networks between mobility managers and suppliers/stakeholders	SEE NSG INDICATOR BELOW
	2. No. of agreements of mobility managers with e-light vehicle suppliers (MIN 3/ per pilot city and 1 per non-pilot city) <b>DIRECT IMPACT</b>	GENOA:5 FIRENZE: 12 BCNE: 3  LISBON:2 MURCIA:2 MALTA:1 ZAGREB:2 SKOPJE:0 SUCEAVA:1 EAST ATTICA: 1
	3. No. of agreements of mobility managers with stakeholders (MIN 5 per pilot city and 2 per non-pilot city) <b>DIRECT IMPACT</b>	GENOA: 11 FIRENZE: 11 BCNE: 5  LISBON:3 MURCIA:0 MALTA:2 ZAGREB:3 SKOPJE:8 SUCEAVA:3 EAST ATTICA:3
	4. No. of subjects involved at project events, such as regional and national/ international meeting, workshops, etc. <b>DIRECT IMPACT</b>	SEE NSG INDICATOR BELOW
	5. No. of involved Mobility Managers of firms, public bodies, etc . <b>DIRECT IMPACT</b>	GENOA: 23 FIRENZE: 25 BCNE: 35
	6. No. of databases about current situation: 1 <b>DIRECT IMPACT</b>	1
	7. No. of databases, one for each city involved (10) <b>DIRECT IMPACT</b>	10

Specific Objective	Impacts, with SMART performance indicators and <u>quantified targets</u>	
	PLANNED	ACHIEVED
2. To test and experiment the model by pilot actions in the pilot cities	1. No. of planned promotion events in the framework of EleCTra tests	GENOA: 8 FIRENZE: 6 BCNE: 2
	2. No. of the e-light vehicles offered by the wide range of the Ele.C.Tra services. At least 300 e-light vehicles in 3 pilot actions (100 per city) <b>INDIRECT IMPACT</b>	GENOA: 85 sold + 26 made available for rent; 82 circulating FIRENZE: 131 + 100 sharing BCNE: 140 <b>TOTAL: 482</b>
	3. No. of the e-light vehicles offered by the wide range of the EleCTra services in 3 non-pilot cities. At least 300 in 3 non-pilot cities. <b>INDIRECT IMPACT</b>	LISBON: 163 by the end of 2015; 231 by 2016 and 580 by 2020; MURCIA: 49 by the end of 2015, 119 by 2016 and 1.179 by 2020 ZAGREB: 75 by the end of 2015; 200 by 2016; ~700 by 2020 (+ public fleet renewal + possible implementation of sharing systems). SKOPJE: already existing: 5 e-scooters and 5 e-bikes for city administration, 10 e-bikes for the city rent-a-bike system (including 250 ordinary bikes) and 12 light e-vehicles for tourists (sightseeing tour in the city center). Of course the City plans to expand this range of offered services. SUCEAVA: 0 by 2016. 18 EV by 2017, 10 ebikes by 2017. EAST ATTICA: 0 by 2016 / 3 scooters & 1 light e-vehicle per municipality of East Attica (13 municipalities): 39 scooters & 13 light e-vehicles by 2020 / 30 scooters for 30 brands of Hellenic Post Agency located in East Attica by 2020.

Specific Objective	Impacts, with SMART performance indicators and <u>quantified targets</u>	
	PLANNED	ACHIEVED
	4. No. of new electric charging points for e-light vehicles in the pilot cities <b>INDIRECT IMPACT</b>	GENOA: 7 FIRENZE: 264, of which 91 for municipal fleet BCNE: 49
	5. No. of facilitation tools/services for users and for each pilot city in order to promote the EleCTra benefits <b>DIRECT IMPACT</b>	GENOA: 2 (+2 national) FIRENZE: 6 (+2 national) BCNE: 2 (+2 national)
	6. utilisation rate of the EleCTra e-light vehicles in each pilot <b>INDIRECT IMPACT</b>	GENOA: 343,378 km travelled by e-light vehicles during the project FIRENZE: 1% of the circulating scooters; ~4 millions of km per year BCNE: ~1 millions of km per year; 12 companies and 16 particulars (Cooltra)

Specific Objective	Impacts, with SMART performance indicators and <u>quantified targets</u>	
	PLANNED	ACHIEVED
3. To promote the best practices and to disseminate knowledge, benefits and solving solutions for	1. No. of associated partner cities/areas interested in the model within the project lifetime (MIN 5) <b>DIRECT IMPACT</b>	GENOA: 1 (Rapallo Municipality) FIRENZE: 1 (Scandicci Municipality) LISBON: 1 (Parques de Sintra) BCN: 2 (Viladecans, L'Hospitalet de Llobregat) ZAGREB: 4 (Ivanic-Grad; Sisak, Varaždin)

Specific Objective	Impacts, with SMART performance indicators and <u>quantified targets</u>	
	PLANNED	ACHIEVED
main issues	<p>2. No. of associated partner cities/areas who request assistance to create assumptions for the implementation of the EleCTra model in their own contexts (MIN 2) <b>INDIRECT IMPACT</b></p>	<p>ITALY: 2 (Rapallo and Scandicci). These cities issued a specific Municipal Deliberation in order to adopt the EleCTra model and use tools made available (e.g. model of agreements, NSGs).                      SPAIN: 3 (L'Hospitalet de Llobregat, Santa Coloma de Gramenet and Viladecans).                      The three municipalities near Barcelona, electric and sharing mobility system are included in urban plans (energy plan, air quality plan and mobility plan).</p>
	<p>3. No. of associated- partner cities/areas starting the model application (MIN 2) <b>INDIRECT IMPACT</b></p>	<p>GENOA: 1 (Rapallo Municipality)                      FIRENZE: 1 (Scandicci Municipality)</p>
	<p>4. No. of e-light vehicles offered by the wide range of the EleCTra services for the associated partners' experimentations <b>INDIRECT IMPACT</b></p>	<p>Metropolitan area of Florence: 100 e-light vehicle shared (in Scandicci there are 12 e-light vehicles at the end of 2014);                      Metropolitan area of Barcelona: 110 shared by Cooltra.                      Regarding other types of services promoted by EleCTra, the no. of EVs is unlimited and depending on the demand.</p>
	<p>5. No. of reports/publications referring to Ele.C.Tra. studies (MIN 120) <b>DIRECT IMPACT</b>                      e-articles (5x10 PPs)                      press releases (5x10 PPs)                      advertisements in print newspaper (2x10 PPs)</p>	<p>e-articles: 50                      press-releases: 58                      ads in print newspapers:23                      TOTAL: 131</p>

Specific Objective	Impacts, with SMART performance indicators and <u>quantified targets</u>	
	PLANNED	ACHIEVED
	6. No. of events/meetings referring to Ele.C.Tra. results (MIN 28) <b>DIRECT IMPACT</b> NSG meetings (2x8 countries) Regional events (1x10 PPs) Launching event (1) Closing conference (1)	NSG meeting: 16 in 8 countries Regional events:29 Launching event:1 (Genoa) Closing conference: 1 (Lisbon) TOTAL: 47
	7. No. of websites linked to official EleCTra website (MIN 30) <b>DIRECT IMPACT</b>	TOTAL: 167  GENOA: 16 FIRENZE: 11 BCNE: 13  LISBON: 9 MURCIA: 23 MALTA: 3 ZAGREB: 14 SKOPJE: 15 SUCEAVA: 15 EAST ATTICA: 48
	8. No. of applications linked with EleCTra (MIN 10) <b>DIRECT IMPACT</b>	TOTAL 13  GENOA: 3 FIRENZE: 3 BCNE: 0  LISBON: 1 MURCIA: 0 MALTA: 0 ZAGREB: 6 SKOPJE: 0 SUCEAVA: 0 EAST ATTICA: 0
	9. No. of subjects involved in the mobility networking (see 7.4.1) (MIN 100, including national and regional stakeholders) <b>DIRECT IMPACT</b>	TOTAL 718  GENOA: 150 FIRENZE: 25 BCNE: 35  LISBON: 80 MURCIA: 80 MALTA: 50 ZAGREB: 116 SKOPJE: 35 SUCEAVA: 95 EAST ATTICA: 49
	10. No. of subjects involved in National Support Groups (see 7.4.1) (MIN 300: at least 60 for every pilot country Italy and Spain, 30 for every non-pilot) <b>DIRECT IMPACT</b>	ITALY: 164 SPAIN: 109  PORTUGAL: 87 MALTA: 18 CROATIA: 36 FYROM: 47 ROMANIA: 55 GREECE: 58



Specific Objective	Impacts, with SMART performance indicators and <u>quantified targets</u>	
	PLANNED	ACHIEVED
	11. No. of databases about current situation (1) <b>DIRECT IMPACT</b>	1
	12. No. of databases, one for every city involved (10) <b>DIRECT IMPACT</b>	10

Specific Objective	Impacts, with SMART performance indicators and <u>quantified targets</u>	
	PLANNED	ACHIEVED
4. To raise awareness for sustainability by increasing transparency of emissions reduction and impact on climate change	1. No. of reduced tonnes of CO2 per year (30 for each pilot city) <b>INDIRECT IMPACT</b>	GENOA: about 10 t/y FIRENZE: 200 BCNE: 62.7
	2. No. of litres of fuel saved per year (25,000 litres for each pilot city) <b>INDIRECT IMPACT</b>	GENOA: about 10.000 FIRENZE: 99,500 BCNE: 35,785
	3. No. of events/meetings (MIN 28) <b>DIRECT IMPACT</b>	SEE ABOVE
	4. No. of websites linked to official EleCTra website (MIN 30) <b>DIRECT IMPACT</b>	SEE ABOVE
	5. No. of applications linked with EleCTra (MIN 10) <b>DIRECT IMPACT</b>	SEE ABOVE