

## ELE.C.TRA SECOND NATIONAL SUPPORT GROUP

Florence, 18<sup>th</sup> December 2014

### AGENDA

#### Thursday 18<sup>th</sup> December 2014

16.15 – 16.30	Participants' registration
16.30 – 17.10	State of art of project Ele.C.Tra.: activities undertaken and resource available to the stakeholders, strategies and instruments of the Administration- Stefania Manca (City of Genoa)
17.10 – 17.30	Pilot testing in Florence: the strategies of the Administration and the implementation tools – Michele Basta (City of Florence)
17.30 – 17.50	Agreements as a tool to create a system: how to join and collaborate to the experimentation phase – Michele Solari (T Bridge)
17.50 – 19.00	Agreements as a concrete instrument of action: proposals of the first signatories
19.00	Conclusions and next steps

## ELE.C.TRA SECOND NATIONAL SUPPORT GROUP

Firenze, 18<sup>th</sup> December 2014

### PARTICIPANTS' LIST

NO.	NAME	SURNAME	ORGANISATION/FIRM	E_MAIL
1	Michele	Basta	Comune di Firenze	michele.basta@comune.fi.it
2	Silvia	Chillà	Comune di Firenze	silvia.chilla@comune.fi.it
3	Enrico	Cioni	Comune di Firenze	enrico.cioni@comune.fi.it
4	Elisa	Molino	Comune di Firenze	elisa.molino@comune.fi.it
5	Stefania	Manca	Comune di Genova	smanca@comune.genova.it
6	Francesco	Misso	T Bridge	f.misso@tbridge.it
7	Michele	Solari	T Bridge	m.solari@tbridge.it
8	Agnese	Vaccaro	T Bridge	a.vaccaro@tbridge.it
9	Chiara	Tavella	Spes srl	info@spesconsulting.com
10	Adriano	Pessina	Spes srl	info@spesconsulting.com
11	Luigi	Sabadini	EVBILITY s.r.l.	<a href="mailto:info@evbility.com">info@evbility.com</a>
12	Fabrizio	Manfredini	ECOSTRADA	<a href="mailto:electricpride@gmail.com">electricpride@gmail.com</a>
13	Chiara	Giovannelli	RFI SPA	<a href="mailto:c.giovannelli@fri.it">c.giovannelli@fri.it</a>
14	Stefano	Secci	SELF	<a href="mailto:seccistefano@selfgentech.it">seccistefano@selfgentech.it</a>
15	Fabio	Secci	SELF	<a href="mailto:f.secci@selfaip.it">f.secci@selfaip.it</a>
16	Angelo	Profeti	SELF	<a href="mailto:profeti@selfaip.it">profeti@selfaip.it</a>
17	Gioconda	Bianchi	ALTERENERGY	<a href="mailto:escooters.gioconda@gmail.it">escooters.gioconda@gmail.it</a>
18	Pietro	Cambi	ALTERENERGY	<a href="mailto:info@escooters.it">info@escooters.it</a>
19	Luigi	Gatti		<a href="mailto:freearea99@hotmail.com">freearea99@hotmail.com</a>
20	Michela	Marrucci	MONTE PASCHI SIENA	michela.marrucci@mps.it
21	Walter	Misciocia	Radio Babboleo	<a href="mailto:walter@babboleo.it">walter@babboleo.it</a>
22	Marco	Ghezzi	ENJOYGREEN	info@enjoygreen.it
23	Giuseppe	De Grande	CERBERUS S.R.L.	giuseppe.degrande@cerberus.it
24	Gianluca	Alimonta	CERBERUS S.R.L.	GIAN@CERBERUS.IT
25	Emiliano	Niccolai	GENERPLUS	e.niccolai@generplus.it
26	Marco	Macchia	AOU Careggi	macchiam@aou-careggi.toscana.it
27	Andrea	Ballerini	Wonderful srl	andreaballerini@hotmail.it
28	Emiliano	Niccolai	Share and go	Direzione@sharengo.eu
29	Daniela	Daraba	Share and go	csgroup@sharengo.eu
30	Andrea	Somigli	TELECOM	<a href="mailto:andrea.somigli@telecomitalia.it">andrea.somigli@telecomitalia.it</a>
31	Lorenzo	Negrotto Cambiaso	Alterenergy	<a href="mailto:lo.ne.some@yahoo.it">lo.ne.some@yahoo.it</a>
32	Giancarlo	Miolla	Elettricità	<a href="mailto:elettricitta@gmail.com">elettricitta@gmail.com</a>
33	Marco	Ballerini	Wonderful Srl	<a href="mailto:marco@wonderfulrent.it">marco@wonderfulrent.it</a>
34	Beppe	Bonardi	Wonderful Srl	

35	Corrado	Corradi	CIPA Srl	
36	Filippo	Benesperi	UNIFI	<a href="mailto:filippo.benesperi@gmail.com">filippo.benesperi@gmail.com</a>
37	Riccardo	Barbieri	UNIFI	<a href="mailto:riccardo.barbieri@unifi.it">riccardo.barbieri@unifi.it</a>

## Presentation of the project Ele.C.Tra and current situation in the 2 Italian pilot cities

The meeting was opened by the City of Florence, as partner organizer of the event, and then by the City of Genoa, as Leader and Coordinator of the Consortium.

The project involves 11 European partners located in 8 different countries (Italy, Spain, Portugal, Malta, Croatia, Macedonia, Romania and Greece) and it is currently at the experimental phase, having already launched three test pilots in the cities of Genoa, Florence and Barcelona.

It was pointed out that, being a project of governance, Electra includes a strong and active involvement of stakeholders, so as to facilitate their contribution in operational way with positive effects both on economic operators and partnership. In this view, 8 different nationwide events have already been organized, one for each European context involved, and also a greater number of regional events. In addition to dissemination and promotion results and potentialities of the model Ele.C.Tra, the several events have allowed the construction of 8 National Support Groups, to facilitate networking among multiple and diverse stakeholders.

In summary, with regard to the situation of the city of Genoa:

- with Council Decision (DGC 2014-130) the scheme of agreement has been approved, at the end of a long procedure of verification of consistency and fairness, which required careful sharing with stakeholders and a series of procedures in order to create the legal, administrative and technical assumptions for the signing of the memorandum of understanding. The drafting of the agreement was also an opportunity to formalize and define a set of measures to ensure wide visibility to the involved stakeholders, for example on the website of the project and on the app that is nearing to be completed;
- the first agreement was signed by Radio Babboleo – 3 further proposals with Ecostrada, Evbility and Teknit Ecomission have been signed by the Director of Mobility of Genoa and they will be sent to stakeholders for subscription;
- promotion and networking actions, through specific and numerous face-to-face meetings, have been undertaken to promote the project with different contexts, constituting a potential user base of approximately 25,000 people to whom address information, offers and opportunities, consisting of:
  - 6.000 employees of the Municipality and 4.000 employees of the subsidiaries;
  - 12 companies with about 8.000 employees and IKEA, with 6.500 employees in Italy;
- the new mobility portal (<http://www.mobilitypoint.it>) has been activated, which will give visibility to the project Ele.C.Tra and to the signatories of the agreements.

With regard to the situation of the city of Florence:

- 110 recharging stations for electric vehicles are currently already operating, each one with 4 schuko;
- the upgrading of the charging infrastructures is in process of implementation, they will arrive at 147;
- the fleet of the City will be renewed with electric vehicles;
- Municipality is currently involved in several projects in the field of sustainable mobility: Ele.C.Tra, Dorothy and Mobiwallet;
- 3 agreements were already signed (Elettricità, Self e Alterenergy).

## The agreements as a concrete instrument of action: the proposals of the first signatories

Regarding the agreements, the opportunities that local governments could offer to stakeholders are different, to be evaluated specifically for each proposal and between the parties, according to a participatory process of collaboration. In general, in order to finalize the project objectives of Ele.C.Tra it is useful to consider the following:

- to develop specific activities for the promotion and dissemination provided within the project Ele.C.Tra. (e.g. organization of events, press releases, social networks, web site design, web apps, etc.) and / or activities of the Mobility Area Manager of the City;
- to promote products and / or offers both in the Italian National Support Group that in the different National Support Groups of other European countries implemented by project partners;
- to develop specific initiatives to facilitate the use of electric vehicles at the local level;
- to act as facilitators evaluating the applicability of some simplifications of administrative procedures for the activities of installation of charging stations or other infrastructures, aimed at better use of electric mobility (measure that has been specifically included in the scheme of agreement from the City of Genoa);
- to exempt the charging infrastructures from the foreseen fee reimbursement costs in the area of fuel distribution and in relation to procedures for obtaining certificates of building permission (measure that has been specifically included in the scheme of agreement from the Municipality of Genoa);
- to inform the media about the activities, initiatives and events carried out within the project Ele.C.Tra., as well making available the achieved results and all other information relating to electric mobility.

The stakeholders, each according to his ability and specificity, will offer, once signed the agreements, various actions, including:

- discounts on sales prices of e-scooters;
- facilitation on sharing services and short, medium and long term rent;
- free services, such as maintenance, road tax, insurance, etc ..;
- organizing of road shows and other similar events;
- charging points in private car parks also indoor;
- agreements with the local authority and / or other public and private entities for the installation of new charging points;
- space availability for road shows related to the project;
- purchase of electric vehicles / charging structures to be put in dedicated prize competitions
- .....

Stakeholders (who have already signed the agreements or are in process to do it), thanks to their experience, have provided interesting insights on possible actions that could be taken from the Public Administration within the project. The following table shows the main elements that emerged during the meeting.

Company	Type of subject	What offers	What asks for	Signature
<b>ELETRICITTA'</b>	Business	<ul style="list-style-type: none"> <li>• Discounts on sale prices;</li> <li>• Discounts for University students;</li> <li>• discounts for purchases of electric scooters in large number (for companies, for example).</li> </ul>	More even distribution of charging points within the city (not only in the centre but also in remote areas) and promotion events on electric mobility	✓ FLORENCE
<b>SELF</b>	Business	<ul style="list-style-type: none"> <li>• Discounts on sale prices;</li> <li>• Discounts for University students;</li> <li>• Collaboration in promotion activities;</li> <li>• Qualitative and quantitative data on its activity.</li> </ul>	<ul style="list-style-type: none"> <li>• More facilities and charging points;</li> <li>• Shelters with more charging points, possibly charging through solar panels;</li> <li>• Spaces available for electric vehicles</li> </ul>	✓ FLORENCE
<b>Alterenergy</b>	Business	<ul style="list-style-type: none"> <li>• Rental of e-scooters at affordable prices;</li> <li>• Advertising of the project on the site of the company;</li> <li>• Collaboration for events, conferences to promote the project</li> </ul>	Spaces and stalls reserved for charging, even in parking lots already existing, possibly in strategic parts of the city	✓ FLORENCE
<b>Telecom</b>	Infrastructure	<ul style="list-style-type: none"> <li>• inform its own employees about the offers of the project</li> <li>• cooperate with initiatives of dissemination of the project at its own employees</li> <li>• possible installation of charging points in their areas and / or supply of electric vehicles as part of its corporate fleet</li> <li>• sharing data</li> </ul>		✓ FLORENCE
<b>Evbility</b>	Infrastructure	<ul style="list-style-type: none"> <li>• Free installation of shelters for charging repaid by selling advertising space</li> </ul>	<ul style="list-style-type: none"> <li>• availability of public land (regularly payed) and free supply of energy</li> </ul>	
<b>Radio Babboleo</b>	Media	<ul style="list-style-type: none"> <li>• Free interviews on charging points</li> <li>• Interviews for those who</li> </ul>	<ul style="list-style-type: none"> <li>• Also include electric bicycles in the communication campaigns, especially with</li> </ul>	✓ GENOA

Company	Type of subject	What offers	What asks for	Signature
		will take part in the project.	regard to the dissemination of the project in schools	
<b>Ecostrada</b>	Business	<ul style="list-style-type: none"> <li>• Discounts on sale prices</li> </ul>		
<b>Wonderful srl</b>	Business	<ul style="list-style-type: none"> <li>• Short and long term rental (in collaboration with Rugi Motori)</li> </ul>	<ul style="list-style-type: none"> <li>• Public land with charging points on rental areas for tourists and citizens</li> </ul>	
<b>Cerberus</b>	Business	<ul style="list-style-type: none"> <li>• Discounts on sale prices;</li> <li>• Vehicles with removable batteries;</li> <li>• Long term rental with possibility of redemption</li> </ul>	<ul style="list-style-type: none"> <li>• To get in touch with Mobility Managers of companies</li> <li>• To organize road shows to allow the test of scooters also for 1-2 days;</li> </ul>	
<b>Share &amp; Go</b>	Business	<ul style="list-style-type: none"> <li>• Sharing of electric quadricycles (for now at Pisa airport)</li> </ul>	<ul style="list-style-type: none"> <li>• To include also heavy quadricycle (Icarus) in testing.</li> </ul>	

The EleCTra project partners, indicating the level of involvement of each city, are listed below. It is possible to ask Genoa and Florence Mobility Managers further details of the involved cities and their own contacts.

Partner	City/Region	role	Implementation
<b>Comune di Genova</b>	Genoa (Italy)	Pilot city/project leader	Ongoing experimentation
<b>Comune di Firenze</b>	Florence (Italy)	Pilot city	Ongoing experimentation
<b>Agència d'Ecologia Urbana</b>	Barcelona (Spain)	Pilot city	Ongoing experimentation
<b>T Bridge S.p.a.</b>	Genoa (Italy)	Technical coordination	-
<b>Sc Relians Corp Srl</b>	Suceava (Romania)	Non-pilot city	implementation in the future will be evaluated
<b>Malta Intelligent Energy Management Agency (MIEMA)</b>	Malta	Non-pilot city	implementation in the future will be evaluated
<b>AVMap GIS SA</b>	East Attica, area di Atene (Grecia)	Non-pilot city	implementation in the future will be evaluated
<b>Ayuntamiento de Murcia</b>	Murcia (Spagna)	Non-pilot city	implementation in the future will be evaluated
<b>City of Skopje</b>	Skopje (Macedonia)	Non-pilot city	implementation in the future will be evaluated
<b>City of Zagreb</b>	Zagreb (Croazia)	Non-pilot city	implementation in the future will be evaluated
<b>Exacto – Sociedade de Estudos e Planeamento Lda</b>	Lisbon (Portugal)	Non-pilot city	implementation in the future will be evaluated