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INTELLIGENT ENERGY EUROPE
Promotion & Dissemination Projects

Electric City Transport – Ele.C.Tra

**D.7.7 Report on networking with
European networks & partnership**

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Abstract:

This document is the Intermediate version of the deliverable 7.7, whereas the last version will be fulfilled by the end of October 2015.

D.7.7 is the tool to highlight all synergies that the Project Coordinator has created with non-partner subjects at European and international levels, in order to spread the Ele.C.Tra project experience, involving new similar European urban backgrounds



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1. INTRODUCTION

Ele.C.TRA project represents an innovative governance challenge for the Municipalities and partner involved in; with this ambitious project activities that try to experiment a new method of city government and governance through a creative exercise in steps on the sustainable mobility field.

The innovative methodological approach on the thematic pillar of sustainable mobility, the replicability of the model in a lot of reality and territories are really good strength points of this project. With new forms of co-operation, the idea of integrating public (local Institutions, all the authority levels) and private sectors for projects of economic, social and environmental transformation it is a good basis to achieve the goals of a smart city of the future. Regarding sustainable mobility policies through Ele.C.TRA project the municipalities open a dialogue and a participatory process that will implement measures in the area of transport with clean vehicles, access control, urban goods transport, alternative modes and intelligent transport systems.

In order to enhance the transferability and dissemination of the Ele.C.Tra model, as explained in the Annex I of the project, every partner cities will have to promote Ele.C.Tra experience through the organisation of several events in order to spread the messages of the efficiency of the electric mobility in general and of the use of electric scooter in particular. One of the enabling factors that create the basis of the collaboration between the subject potentially interested in at several level both local to international is the new vision of the marketplace carried on by this project: a self-sustainable e-scooter market.

The Events occurred during the first 18 month of the project are the first witnesses of the interest received from the other partner and the general perception of the project. Furthermore, the Project coordinator partner (Genoa Municipality) is the main subject able to promote synergies with other networks and projects related to electric vehicles and sustainable mobility and to disseminate the Ele.C.Tra. model and results at international levels. Apart from the project coordinator, however, also the project partners have realised **European** networking activities with projects related to *electromobility* and use of electric vehicles.



2. NETWORKING: INSTRUMENTS AND STRATEGY

To create the basis for the growth of the market of the electric scooter, one of the most important actions has been the creation of a network with several stakeholders, subject potentially interested in, belonging to the sustainable mobility marketplace both from public to private sectors, at international level.

One of the crucial key-point when networking relationship has to be established is to give a common knowledge basis of the project; another issue is to systematize the first impressive results on the expectation considering it as a starting point of a dialogue that will be maintained in the future, and to share it in an appropriate way with the community of potential subjects interested in future synergies and opportunity of good collaboration at international level.

This is a foreseen activity present in all the European project and, in this case it gives the opportunity to share not only a methodological technical approach of the activity to carry on but also to share a common vision of a strategic governance model to favour the economic growth on a urban context, respecting the whole paradigm of a smart city of the future.

In particular, after the first year of the project, it can be synthesized in the following element list the common basis written above:

- to underline process and first positive results;
- to explain risks impacts that pilots faced during this first period in order to carry on the activities requested contextualized in their territory;
- to ease the dissemination and the transferability of the model in further backgrounds.



3. LIST OF NETWORKING EVENTS

As project coordinator, Municipality of Genoa led several events in order to create the conditions to spread in an efficient way the sustainable electric mobility actions of the City in general and with Ele.C.Tra project in particular.

The event hosted by the Municipality of Genoa are the following from the beginning of the project to the end of December 2014.

City of Genoa

- 3i-plus project (on ITS in a sustainable mobility) – Workshop
- Launching Event of Ele.C.TRA project
- 3i-plus project - Final Conference
- Smart week event in Genoa
- STEER - A Recipe for Sustainability
- European Mobility Week - Ele.C.Tra. and Pro-e-bike projects presentations
- MoveUS project Kick off meeting
- EEVC – 2014 European Electric Vehicle Congress

Also the other partners participate and organise important events at international levels. They are listed below:

City of Florence

- Meeting on EU-China Pilot City Exchange of EU-China Green Smart City Cooperation – Beijing
- ICT Proposers' Day – European ICT Research & Innovation
- IEVC- International Electric Vehicles Conference

BCNEcologia

- Presentation of EleCTra project – 27th International Electric Vehicle Symposium and Exhibition (EVS27)
- Contribution of the EleCTra project at the ENPI CBC MED capitalization event
- Presentation of EleCTra project – Sm@rtCEM pilot launching event. Open test of Motit scooters
- Networking with the European project MOLECULES. Test of Motit Scooters



- MOLECULES workshop. Participation in a debate on *electromobility* representing the EleCTra project

AVMap

- Presentation of the project – REMIDA meeting
- Attendance in the International Congress on electromobility – the project Green eMotion

Zagreb

- Presentation of the project - European Mobility Week

EXACTO

- Participation on an European Project Meeting (Dorothy – Urban Logistics).

In the following pages a common matrix of the event is presented and when available photos and detail are given to facilitate the readability of the document and to enhance the first result of these networking Events.

As common first knowledge base and lesson learnt is that it has been clear that during these events the presence of Ele.C.Tra project has been really appreciated by the whole community at different level.

From the stakeholder point of view the goals of the project matches the needs of a marketplace in development, really dynamic and flexible.

At international level the basis of synergies with other project and network have been posed and currently good relationships have been established

The debates have been good instruments to share the Ele.C.Tra model, its *modus operandi* and the first impact on the attendees.

In the following months more dissemination activities that will reinforce the relationships, share the results of the pilot experimentations and put the basis for



future development of the project and its replicability in other countries will be carried on.





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Table of the Events: Genoa


<i>Event</i>	<i>Date</i>	<i>Description</i>	<i>Photos</i>	<i>Activity during the Event (*)</i>	<i>Results or contribution to Ele.C.TRA project(**)</i>
3i-plus project (on ITS in a sustainable mobility) – Workshop (Electra presentation)	12/12/2013	International Workshop on Intermodal Interregional Infomobility focused on ITS for a sustainable mobility		Project Presentation	Dissemination of Ele.C.TRA project goals




Event	Date	Description	Photos	Activity during the Event (*)	Results or contribution to Ele.C.TRA project(**)
Launching Event of Ele.C.Tra project	13/12/2013	European Level Event		Presentation of Ele.C.Tra project, its Consortium and partner involved	Dissemination of Ele.C.Tra project goals, first network activities and synergies with other project on sustainable mobility and intermodal vision of mobility
3i-plus project – Final Conference	27/03/2014	International		Discussion in a round table	Dissemination of Ele.C.TRA project goals



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Event	Date	Description	Photos	Activity during the Event (*)	Results or contribution to Ele.C.TRA project(**)
Smart week event in Genoa – Electra and Pro-e-bike projects presentations	16/06/2014	European level Event		Project Presentation: the local partner of the project could meet the other partner and city involved in these project, including stakeholders	Dissemination to possible Ele.C.TRA. stakeholders – Synergies with Pro-e-bike project Consortium



Event	Date	Description	Photos	Activity during the Event (*)	Results or contribution to Ele.C.TRA project(**)
Smart week event in Genoa – Free Scooter testing	16/06/2014	Event at European level; all people has the opportunity to try e-scooter for free in a dedicated Area in the Ancient Port waterfront of the Municipality		Free trial e-scooter	Spread of knowledge on Ele.C.TRA project, dissemination of material and opportunity to establish networking among stakeholder and partners

Event	Date	Description	Photos	Activity during the Event (*)	Results or contribution to Ele.C.TRA project(**)
Smart week event in Genoa – Transform project – TRANSFORMaTION Dialogue	17-18/06/2014	International Event at Salone del Maggior Consiglio-Palazzo Ducale		Project presentation. In an overall of all the project of a smart city Ele.C.TRA project was in the panel of sustainable mobility	Dissemination of Electra project goals and activities, synergies with other project related, presentation of its goals and challenges to the whole intervenes
STEER – A Recipe for Sustainability	1/7/2014	International Workshop that provided an opportunity for networking and		Workshop provided an opportunity for networking	With others participants and leaders of completed and ongoing STEER projects—IEE-supported projects, there is the



Event	Date	Description	Photos	Activity during the Event (*)	Results or contribution to Ele.C.TRA project(**)
		exchange between ongoing STEER project coordinators		and exchange between ongoing STEER project coordinators	purpose to keep in contact and to exchange each other information about STEER projects.
European Mobility Week – Ele.C.Tra. and Pro-e-bike projects presentations	16/09/2014	The European Mobility Week campaign is the perfect opportunity to present sustainable mobility alternatives to citizens, to explain the		A day presentation of Ele.C.TRA project	Ele.C.TRA. Agreements presentation – Updating on electric mobility for citizens / Mobility Managers – Synergies with Pro-e-bike project



Event	Date	Description	Photos	Activity during the Event (*)	Results or contribution to Ele.C.TRA project(**)
		<p>challenges that cities and towns are facing in order to induce behavioural change and make progress towards creating a more sustainable transport strategy for Europe.</p>			



Event	Date	Description	Photos	Activity during the Event (*)	Results or contribution to Ele.C.TRA project(**)
MoveUS project Kick off meeting	24/09/2014	International		Discussion in a round table	Presentation of possible synergies with Ele.C.TRA project (incentives theme)
EEVC – European Electric Vehicle Congress	02/12/2014 – 05/12/2014	European thematic Congress on electric Mobility		Presentation of Ele.C.TRA project; poster presentation among 23 projects in the panel; Networking cocktail of the congress	Dissemination of the Ele.C.TRA project, networking relationship with the intervenue by contact info

(*) Active participation i.e. in workshop session or presentation done, dissemination of the project, i.e. material

(**) Obtained results and their contribution to the Project goals



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Event detail on:

EUROPEAN MOBILITY WEEK 16-22 SEPTEMBER - Our streets, our choice

The European Mobility Week campaign is the perfect opportunity to present sustainable mobility alternatives to citizens, to explain the challenges that cities and towns are facing in order to induce behavioural change and make progress towards creating a more sustainable transport strategy for Europe.

Since 2002 European Mobility Week has sought to influence mobility and urban transport issues, as well as improve the health and quality of life of citizens. The campaign also gives citizens the chance to explore what the role of city streets really is, and to explore concrete solutions to tackle urban challenges, such as air pollution.

Local authorities are strongly encouraged to use the Week to test new transport measures and get feedback from citizens. It is also an excellent opportunity for local stakeholders to get together and discuss the different aspects of mobility and air quality, find innovative solutions to reduce car-use and thus emissions, and test new technologies or planning measures.

The City of Genoa, as every year, joined the 2014 European Mobility Week (EMW) taking place from 16 to 22 of September.

During this week Genoa promoted a lot of events and thematic initiatives in order to increase the citizens awareness on sustainable mobility around the city.

In this context thanks to Ele.C.Tra project, the Municipality organized also several activities for the promotion of the use of electric scooters.

During the EMW (European Mobility Week) on 16 of September 2014 the "OPEN DIALOGUE ON ELECTRIC MOBILITY" took place at Palazzo Tursi. This was an open session on Electric Mobility with the presentation of the Ele.C.Tra model and actions to the mobility managers belonging to the major SMEs present in the territory.

SMARTWEEK 16 -20 JUNE



An entire week of interesting initiatives related to the concept of Smart City focused through specific thematic session and analyzed from different points of view: institutions, research community, business and civil society participated in a constructive dialogue on practical and achievable proposals for a better quality of life in cities. During those days a Transformation Agenda for a city willing to become a smart city was presented together with all the ongoing EU projects developed by the Municipality specific contribution to it.

During the sustainable mobility session a lot of manufacturers, dealers, charging infrastructures owners, had the opportunity to meet one to each other, exchange information on this theme and support the dialogue with concrete actions.

On 17/06/2014 a Meeting with the Mobility Managers of the major companies and local entities was organized, in order to start a dialogue on Sustainable mobility matters and on the Ele.C.TRA impact on the territory. Many of them really appreciated this opportunity to learn about the project, its message and the pilot actions carried out by the city of Genoa. Being large Companies or SMEs, they represent fundamental actors to start re-thinking their mobility policies and make them more sustainable, as well as effective for their specific needs. Visitors took advantages from this open dialogue on the Ele.C.TRA project and other projects in synergy with it:

During the same day it was organized a free trial test able to directly show citizens and tourists the effectiveness of the electric scooters, in Porta Siberia (Old Port Area), where the members of the NSG come and show their product and ideas.

LAUNCHING EVENT - 13 DECEMBER 2013

The Municipality of Genoa organized a great initiative: the Launching Event of the Ele.C.Tra project during which the importance of the "sustainable mobility" was highlighted.

Politicians, Public Authorities, decision makers and representatives of local and national SMEs, and some EU partners met in the Berio Library meeting room.

This event was held in conjunction with the Regione Liguria workshop on 3i plus a EU project on mobile information services for intermodal interregional transport financed by the Italy - France "Maritime" 2007-2013 programme



The plenary session was followed by an open session in which the attendees could express their opinions, questions, suggestions and actively participate to the debate.

Then, a collaborative and operative living lab session was dedicated to some questions as: "Chaotic cities, pollution, expensive fuels insurance, maintenance cost: why did market not developed?" or "Why is it that electric scooter market, alike from China, did not developed in Italy or Spain?"

Genoa Municipality aimed to promote the Ele.C.Tra idea letting participate the public and the users on the importance of sustainable mobility matters giving their active contribution with suggestions, ideas and opportunity for collaboration.



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Table of the Events Firenze

<i>Event</i>	<i>Date</i>	<i>Description</i>	<i>Photos</i>	<i>Activity during the Event (*)</i>	<i>Results or contribution to Ele.C.TRA project(**)</i>
Meeting on EU-China Pilot City Exchange of EU-China Green Smart City Cooperation - Beijing	20-23/11/2013	Meeting on EU-China Pilot City Exchange of EU-China Green Smart City Cooperation - Beijing	Not available	Presentation of the project Electra	sharing strategic objectives
ICT Proposers' Day – European ICT Research & Innovation	9-10/10/2014	ICT Proposers' Day – European ICT Research & Innovation, Presentation of Electra Project	Not available	Stand of the city: promotion and dissemination of the project	<ul style="list-style-type: none"> • activation synergies • identify new opportunities for collaboration
IEVC- International Electric Vehicles Conference	17-19/12/2014	IEVC- International Electric Vehicles Conference – Stand of the city and promotion	Not available	Stand of the city: promotion and dissemination of the project	<ul style="list-style-type: none"> • activation synergies • sharing strategic objectives • identify new opportunities for



Event	Date	Description	Photos	Activity during the Event (*)	Results or contribution to Ele.C.TRA project(**)
					collaboration
IEVC- International Electric Vehicles Conference	19/12/2014	IEVC- International Electric Vehicles Conference – Workshop “Europe meets IEVC” – Presentation of the project Electra		Presentation of the project Electra during the workshop “Europe meets IEVC”	<ul style="list-style-type: none"> • activation synergies • sharing strategic objectives

(*) Active participation i.e. in workshop session or presentation done, dissemination of the project, i.e. material

(**) Obtained results and their contribution to the Project goals



Events detail

On November 20-23 2013 Florence participated in Beijing (China) at the launching ceremony of the EU-China Pilot cities exchange of EU-China Green smart city cooperation. The cooperation has been formally co-launched by Ministry of Industry and Information Technology (MIIT) of the People's Republic of China and the Directorate-General for Communications Networks, Content and Technology (DG CONNECT) of the European Commission in 2013: 15 pilot cities from EU (among them Florence) and 15 pilot cities from China were selected and the expert framework were established. The aim is to further pushing forward the cooperation between the EU and China pilot cities, to build up a platform for exchange and understanding.

During the meeting, attended by the Councillor for Economic Development and by the Director of the Economic and European Projects Department, there was the opportunity to speak about green mobility in Florence and in particular about European projects on mobility (among them Ele.C.TRA) that the Municipality is carrying out, which 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. On April 28-30 2014 was held another meeting in Beijing (China), attended by the Director of the Economic and European Projects Department, where Florence had the opportunity to give a presentation on the project Ele.C.TRA.

On December 17-19 2014 Florence hosted the International Electric Vehicles Conference: IEVC is a unique platform to exchange ideas, discover novel opportunities, and broaden knowledge. All the IEEE-IEVC conference structure was designed to address the following main topics:

- EV standards, policy, education, market, supply chain and manufacturing;
- Wireless charging, conductive charging and superfast charging;
- EV energy storage technologies;
- EV mobility, ecodriving, fuel cell vehicles, hybrids, plug-ins, energy production;
- EV power electronics and motor drives;
- EV systems modeling, simulation and testing;



- Power grid opportunities and EV infrastructure support;
- EV communications, in-vehicle network, connected vehicles, autonomous vehicles.

Ele.C.Tra Project was named in the speech during the opening session of the Conference by the Councillor of City of Florence and a specific presentation of the project was made in a technical session in the second day of the event by a representative of the Mobility Department.

Moreover, the Municipality had a stand where people could get all information about the project. During the Conference was also held the workshop "Europe meets IEVC", where all mobility European projects of the Municipality were presented. During the day of the Conference there was a show of e-vehicles.

This event was the occasion to communicate and disseminate the project Electra among an international audience extremely competent in the field of electric mobility.

A Meeting with an expert of APRE (Agency for the promotion of European research) – discussion on European projects and presentation of E.le.ctra.




Table of the Events - BCNEcologia

Event	Date	Description	Photos	Activity during the Event (*)	Results or contribution to Ele.C.TRA project(**)
<p>Presentation of EleCTra project – 27th International Electric Vehicle Symposium and Exhibition (EVS27)</p>	<p>20/11/2013</p>	<p>European</p>		<p>Ele.C.Tra Project was present at the institutional stand shared by the Catalan Government, the Metropolitan Area of Barcelona and the Barcelona City Council where the highlights of electric mobility projects in the territory were showed. We also talked and shared experiences with other European projects on electric mobility such as Molecules and Green eMotion.</p>	<p>EVS is one of the main events on Electromobility at the world level. The presence of Ele.C.Tra during the EVS has represented an excellent international opening for the promotion and dissemination of the project among both the main stakeholders involved in electric mobility and the general public attending the congress</p>




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Event	Date	Description	Photos	Activity during the Event (*)	Results or contribution to Ele.C.TRA project(**)
<p>Contribution of the EleCTra project at the ENPI CBC MED capitalization event</p>	<p>22/11/2013</p>	<p>European</p>		<p>Presentation of the Ele.C.Tra project together with other European projects where BCNecologia participates. We participated at the table "engaging national and international stakeholders", sharing the experience in Ele.C.Tra and other projects</p>	<p>The exchange with other projects way to involve different stakeholders gave BCNecologia useful hints for the process we were about to start at the Ele.C.Tra project (NSG)</p>




Event	Date	Description	Photos	Activity during the Event (*)	Results or contribution to Ele.C.TRA project(**)
<p>Presentation of EleCTra project – Sm@rtCEM pilot launching event. Open test of Motit scooters</p>	<p>02/04/2014</p>	<p>European</p>		<p>Presentation of the Ele.C.Tra project in the Agenda of the session, presentation of the Motit service and afterwards open scooter test (Motit). With the common objective to develop new systems of more sustainable transportation, some of the benefits reported from electromobility (lowering of pollution levels, noise, increase in quality of life, etc.) were analyzed together with the implementation of systems for shared transportation</p>	<p>Relevant stakeholders in electric mobility attended the event (public administration, private businesses, and civil society), allowing the exchange of knowledge, experiences, and opinions, which should serve to promote and make possible a major expansion of electromobility in Barcelona. Visibility of the Ele.C.Tra project among smartCEM stakeholders, continuity of some of its work through Ele.C.Tra</p>



Event	Date	Description	Photos	Activity during the Event (*)	Results or contribution to Ele.C.TRA project(**)
<p>Networking with the European project MOLECULES. Test of Motit Scooters</p>	<p>18/07/2014</p>	<p>European</p>		<p>BCNecologia organized a networking session with Molecules, Motit and the Urban Habitat department of Barcelona City Council. The session focused on the promotion of electric vehicles, the development of more sustainable alternative shared transport systems, and the key role of ICT tools in improving urban mobility and sustainability</p>	<p>The objective was to share experiences and establish synergies between similar projects, to identify issues to be addressed in the planning process of the pilot Ele.C.Tra project actions and optimize the effectiveness of the solutions and satisfaction of the users in relation to the mentioned actions</p>



Event	Date	Description	Photos	Activity during the Event (*)	Results or contribution to Ele.C.TRA project(**)
<p>MOLECULES workshop. Participation in a debate on electromobility representing the EleCTra project</p>	<p>25/11/2014</p>	<p>European</p>		<p>The workshop "Electric vehicle: enhancer of intelligent and sustainable mobility" Was held with the collaboration of Barcelona municipality. The Ele.C.Tra project participated in a debate on electromobility: "Electromobility programme in Barcelona.</p>	<p>Once the main common objectives and collaboration possibilities between Ele.C.Tra and Molecules were identified, a need of regular collaboration has been developed in order to give continuity in Barcelona of some MOLECULES objectives trough Ele.C.Tra</p>

(*) Active participation i.e. in workshop session or presentation done, dissemination of the project, i.e. material

(**) Obtained results and their contribution to the Project goals




Table of the Events - AVMap

AVMap					
<i>Event</i>	<i>Date</i>	<i>Description</i>	<i>Photos</i>	<i>Activity during the Event (*)</i>	<i>Results or contribution to Ele.C.TRA project(**)</i>
Presentation of the project – REMIDA meeting	18/09/2013	European Meeting in order to set up a local working group and forum strengthening local energy policy	Not available	Presentation of EleCTra’s practices, pilot and non-pilot cities	Common ground for the two projects is to bring together local authorities, private sector and research community and establish Local Support Groups to encourage the development of smart energy communities.



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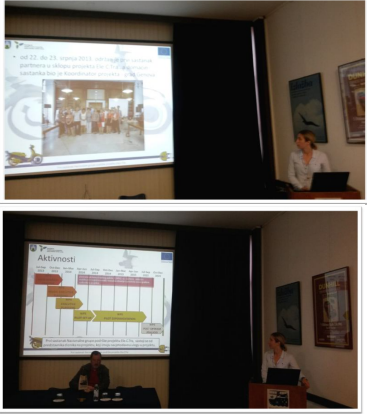
<p>Attendance in the International Congress on electromobility – the project Green eMotion</p>	<p>24/09/2014</p>	<p>European International Congress on electromobility, focusing on the project Green eMotion</p>		<p>Attendance</p>	<p>A discussion between the representative of AVMap GIS and some of the event's speakers concerning the project and its dissemination through the media was carried out.</p>
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(*) Active participation i.e. in workshop session or presentation done, dissemination of the project, i.e. material

(**) Obtained results and their contribution to the Project goals

Table of the Events - Zagreb

Zagreb					
<i>Event</i>	<i>Date</i>	<i>description</i>		<i>Activity during the Event (*)</i>	<i>Results or contribution to Ele.C.Tra (**)</i>
Presentation of the project - European Mobility Week	17/09/2014	International level Ele.C.Tra project was presented during the event “European Mobility Week in Technical Museum” organized within the European Mobility Week		Presentation of the project.	dissemination of information regarding Ele.C.Tra project among interested citizens- international character of the event within the project was presented

(*) Active participation i.e. in workshop session or presentation done, dissemination of the project, i.e. material

(**) Obtained results and their contribution to the Project goals



Table of the Events – EXACTO

EXACTO					
<i>Event</i>	<i>Date</i>	<i>Description</i>	<i>Photos</i>	<i>Activity during the Event (*)</i>	<i>Results or contribution to Ele.C.TRA project(**)</i>
Participation on an European Project Meeting (Dorothy - Urban Logistics).	5/12/2014	European The European project DOROTHY has the objective of enhancing the distribution process of urban goods by reducing the number of vehicles and improving environmental standards.	No photo available	Distribution of Ele.C.Tra documentation; networking with other members of the local Dorothy cluster. Invitation to the Portuguese partner of Ele.C.Tra to participate in the Dorothy activity addressing “Micro-logistics”, referring to cargo bikes, scooters and similar vehicles.	Increased visibility of Ele.C.Tra objectives and activities. Cross-fertilisation with other European projects sharing common objectives of improvement of environmental sustainability, referring to transportation of persons and goods.

(*) Active participation i.e. in workshop session or presentation done, dissemination of the project, i.e. material

(**) Obtained results and their contribution to the Project goals



4. NON-PARTNER INVOLVEMENT

As indicated in the Annex I of the project and in D.1.3 “Report on revised/updated performance indicators”, the EleCTra model includes the involvement of at least 5 non-partner cities interested, of which 2 will request assistance to implement in their own context the model.

At a glance, these 2 involved subjects can have available the contacts already started up (by NSGs) and the documents/deliverables/sheets fulfilled.

The non-partner involvement was discussed in the third meeting in Florence, explaining how to be done by each partner and who to be involved.

It was planned the following deadlines:

- individuation of at least 1 non-partner city for each city PP, within the end of April 2015;
- 5 non-partner individuation by all PPs, within the end of June 2015.