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ELECTRA pilot in Genoa

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THE STATE OF THE ART BEFORE ELECTRA

- Genoa is the 6th largest city in Italy (about 600.000 inhab.)
- Modal share of 2-wheels is about 10% of total displacements
- No specific interventions developed in the field of electric mobility
- No availability of funding for large investments

OBJECTIVES OF THE GENOVA PILOT

- The high level of property rate of 2-wheels made us define as main target group the Genoa citizens with the aim for fleet renewal
- Support the creation and development of an economically self-sustainable market of electric 2-wheels

ACTIONS / 1 – facilitations

- Free parking in all the city
- Free access to Limited Traffic Zones

ACTIONS / 2 – mobility management

- Liaison with large companies to promote the ELECTRA project and electric mobility
- Stakeholders involvement
- Set up the Italian NSG (National Support Group)

ACTIONS / 2 – mobility management

NAME OF STAKEHOLDER	TYPE OF ACTIVITIES	N. OF EMPLOYEES	WHERE
RFI+TRENITALIA	public rail infrastructure manager+ railway operator	2142	Genoa
IIT	research institute	750	Genoa
TELECOM	telecommunications	700	Genoa
ANSALDO ENERGIA + ANSALDO NUCLEARE	electro-mechanics	2200	Genoa
SIEMENS	electro-mechanics	417	Genoa
ERICSSON	telecommunications	750	Genoa
GALLIERA HOSPITAL	public health service	1840	Genoa
INFINITY	industrial automation	160	Genoa
IKEA	home furnishings	6.587 (in Italy)	Genoa
SOGEGROSS / BASKO	Food retailing		Genoa
COGEST	Shopping centre management		Genoa

ACTIONS / 2 – mobility management

MM ACTIONS FOR EMPLOYEES/ CUSTOMERS/ USERS ALREADY IMPLEMENTED	E-MOBILITY AS-IS SITUATION	MOBILITY MANAGEMENT ACTIONS PLANNED	HOW INVOLVE THEM IN THE ELE.C.TRA. PROJECT?
RFI+TRENITALIA			
Home-work mobility plan	ENEL charging points	Facilities with public transport subscription	Promotional communication to employees
Promotion of sustainable mobility		Car pooling with reserved parking	Charging points for e-scooters
Free business subscription		To promote pedestrian-cycle mobility	Facilities for employees to buy, share, rent e-scooters
		Car sharing parking	Free public charging points

ACTIONS / 3 – agreements

- CDG identified 4 categories of stakeholders potentially interested in signing agreements:
 - Economic Operators** → who produce, sell and / or lease electric scooters
 - Infrastructure operators** → who provide the charging infrastructure
 - Demand Generators** → all potential users of the service (i.e., companies, schools, ...)
 - Communication Operators** → stakeholders interested in dissemination of undertaken actions and obtained results

ACTIONS / 3 – agreements

- CDG incentives
 - General initiatives of information towards the citizens in relation to different aspects of the electric mobility
 - Specific activities of promotion and dissemination under the “ELE.C.TRA Project” (e.g. organization of events, press releases, social network, project Web Site, web app, etc.) and/or under the Mobility Manager’s activity of The Municipality of Genoa
 - To develop specific initiatives to facilitate the local use of electric vehicles
 - To direct products/supplies of the <ECONOMIC OPERATOR> among the members within the italian NSG and different NSGs in the other States of the project’s Partners
 - To direct products/supplies of the <ECONOMIC OPERATOR> among the Companies in which the Municipality has shares and key Stakeholders of mobility.

ACTIONS / 3 – agreements

- <ECONOMIC OPERATOR> incentives
 - To arrange for economic favourable conditions for all the customers who joined in with the events organized by the Municipality of Genoa, under the “ELE.C.TRA Project” to spread several initiatives about e-mobility (e.g, sale, rental electric vehicles)
 - To provide economic favourable conditions to a particular kind of customers (e.g, Students, Stakeholders who signed similar Memorandum of Understanding, etc.)
 - To cooperate in initiatives aimed at the dissemination of “ELE.C.TRA Project” (e.g. distribution of leaflets, advertisement of the project’s logo, etc...)
 - To provide to the Municipality of Genoa qualitative and quantitative data (to be used within the consortium) about the activity carried out during the project

ACTIONS / 3 – agreements

- The 1st agreement has been signed in late december 2014
- Globally, 16 agreements with 12 subjects have been signed:
 - 5 with Economic Operators
 - 6 with Infrastructure Operators
 - 2 with Demand Generators
 - 3 with Communication Operators

ACTIONS / 3 – agreements



Communication Operator
(signed on December 2014)



Economic and Infrastructure Operator



Economic Operator



Economic and Infrastructure Operator



Economic and Infrastructure Operator



Infrastructure Operator



Infrastructure Operator



Economic and Infrastructure Operator



PORTO ANTICO DI GENOVA

Communication Operator



Communication Operator



Potential demand



Potential demand

ACTIONS / 4 – communication

- www.mobilitypoint.it, the new Genoa mobility website, has been published in late december
 - specific section on electric mobility and ELECTRA project
 - details on both the stakeholders who signed agreements and their offers
- Dissemination material
- 2 roadshows already organised for allowing citizens to try electric scooters



Thank you for your attention!

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