



# Market opportunities through the Ele.C.Tra Project: not just e-scooters

## *Municipality of Genoa*

All the European projects are built on a basis of collaboration between private enterprise and public administration, at the European, national and local level. Each project aims to create networks of cities and companies collaborating toward a common goal, the creation of a self-sustainable market environment. The Ele.C.Tra Project is no exception.

The development of a viable market for electric scooters and an alternative, low emissions mobility, is a slow process but it is the only one available; a top-down approach is today out of the question. Out of the question is also direct public spending from local governments, due to the constraints imposed on the budgets throughout Europe.

The only way to go for the public administration, with normative and financial help from the EU and national government, is to facilitate communications between potential partners – that is, networking.

The meeting between offer and demand



Public demonstration at the Porto Antico





Among the instruments employed by the partner cities are Agreements between private companies, not just in the e-scooters sector, and the Municipalities, and the organization of events in which innovative local companies can meet foreign partner and find new investment opportunities.

In recent months the Municipality of Genoa signed 16 Agreements with 12 local partners. Most of the signers are in market for e-scooters and recharging stations (AGR Solar Technologies, Cerberus, Ecomission, Ecostrada, Enjoy Green, Evbility) but among them there are also institutional partners like Anve (National Association Electric Vehicles), the Ferrovie dello Stato (railways), Telecom Italia (telecommunications), and local realities like the Porto Antico (one of the main touristic attractions in the city) and Radio Babboleo (a leading broadcaster in the area).

Porto Antico and Radio Babboleo were instrumental in organizing and promoting the Innovative Mobility event, which was held in the Porto Antico from March 13rd to the 15th.

The event consisted in a business part and a promotion part.

The business side was a meeting at Palazzo Verde between the signers of the agreements, the Genoese mobility managers and all the people and agencies involved in the electric sector, together with the Infrastructure and Mobility Alderman – Anna Maria Dagnino – and the Director of the Mobility Department – Francesco Pellegrino.

The public promotion part consisted in a 'road show' held during the three days of the event in Piazzale Mandraccio, part of the Porto Antico, where more than 300 people experimented the free electric scooters (and apparently enjoyed them).

### Communication on the streets



### Recharging Station



### At the City Hall







It may seem a truism but, as we said, there's no room from a top down approach and a market for electric vehicles can be created only by helping the growth of the demand from the public, so that it can be met by the offer from the companies. The public administrations must play the role of facilitator, making possible the meeting between the two realities.

The Ele.C.Tra was also on display on the 25<sup>th</sup> of September, during the European Researchers' Night, a pan-European event held each year in various cities. This year the Italian part took place in Liguria – Genoa, Albenga, La Spezia and Bonassola.

The Researchers' Night has a ludic side, with science demonstrations, music and general merriment.

But, on the serious side, the event collects the Excellence Innovative Projects and those who apply the best innovative solutions.

During the event, interested people and companies have the possibility to meet some of the firms who signed the agreements with the City of Genoa – Duferco Energia, Ecommission and Enjoy Green -, which presented their electric vehicles and recharging stations, together with representatives from the European partners of the Ele.C.TRA project.

## Visitors



## Other visitors



## Innovative Mobility's banner





Ele.C.Tra - IEE/12/041/SI2.644730  
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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.

The Porto Antico at night



The Team

