Towards the development of an action plan for promoting electromobility

Foteini Orfanou, PhD Candidate, Research Associate
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Introduction

• The transportation sector
  • Has the **biggest share** in energy consumption
  • **Highly contributes** in CO2 emissions

• The road transportation sector
  • **Leader** in CO2 emissions

• Smart and sustainable cities are gaining more and more attention

• Electromobility and alternative fuels
  • **Key solutions** towards sustainability and urban life quality improvement
The eMOPOLI project

Electro MObility as driver to support POLicy Instruments for sustainable mobility

• Operational Program
  • Program Interreg Europe

• Duration of the project
  • 54 months (June 2018 – November 2022)

• Project Objectives
  • Diffusion of e-mobility and alternative fuel
  • Increase in knowledge of Regional and Local Public Administrations through policy instrument development and through action plan implementation
Partners

1. Province of Brescia (Italy)
2. Calabria Region (Italy)
3. Regional Development Agency of Gorenjska (Slovenia)
4. Region of Attica (Greece)
5. Flemish Government, Department of Environment (Belgium)
6. Regional Council of Kainuu (Finland)
7. Rogaland County Council (Norway)
8. Bucharest-Ilfov Regional Development Agency (Romania)
9. Zemgale Planning Region (Latvia)
The Project Outputs

- Territorial Analysis per Region
- Sourcebook of Good Practices
- Recommendations
- 9 Regional Action Plans
Objectives

• Presentation of methodology for Action Plan formulation
• Presentation of an Action Plan template
• Characteristics of an Action Plan
• Presentation of the Action Plan of Region of Attica
Methodology

Problem Identification
- Development of the mobility profile of the Region
- Identification of Strengths, Weaknesses and Opportunities

Exchange of Experience

Interregional Learning Process
- Good Practices
- Discussions/meetings
- Field visits
- Other project activities

Action Plan
- Priority 1
  - Action 1.1
  - Action 1.2
- Priority 2
  - Action 2.1
  - Action 2.2, etc

Transfer of Solutions

Results
- Energy Savings
- Charging stations
- Public awareness, etc
Problem Identification

- Survey development
- Experts
- Survey distribution
- Data collection and analysis
Group of Experts

• Members with deep knowledge and experience in the field of electromobility

• Working in:
  • Industry
  • National/Regional/Local public authorities
  • Academia/Research
  • Business Association
  • Infrastructure – Public Service
  • General body
The Action Plan

• Provides details on how lessons learnt will be implemented

• Specifies
  • Nature of actions
  • Objectives/Impacts
  • Timeframe
  • Stakeholders involved
  • Costs
  • Funding sources

• Includes concrete measures
The Action Plan Guidelines

- Design and structure to be adapted by each region
- Language convenient for partners / stakeholders
- Clear and precise description
- Description how the inspiration for the action derived from
  - Good practices of other regions
  - Discussions/meetings
  - Study visits
  - Other project activities
- Not transfer an action but get inspiration
- Minimum information
The Action Plan Guidelines

- Relevance of the action to the policy
- Contribution of the action to the policy
- Implementation-related actions
  - Specific
  - Reasonable
- No min or max number of actions
  - Not big number of actions
  - Better few actions and very precise
  - Realistic action plans → 2-5 actions
- Clear and direct link of the actions
  - To the project
  - To the interregional learning process
- Actions do not have to be measurable
The Action Plan Structure

The action plan document consists of the following parts:

- **Introduction**
- **General Information** for the Region
- **Policy Instrument** description
- Background
  - **Current Situation** concerning electromobility
  - **SWOT** Analysis
- Actions
  - Classification in **Priority Axis**
  - Actions **description**
- **Monitoring**
- **Declaration**
AP – General Information

- Region information
  - Population
  - Area
  - Administrative structure
  - Regional Indicators
  - Contact details

<table>
<thead>
<tr>
<th>Project partner Information</th>
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</thead>
<tbody>
<tr>
<td>Partner organization</td>
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<tr>
<td>Country</td>
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<tr>
<td>NUTS2 region</td>
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<tr>
<td>Contact person</td>
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AP – Policy Instrument

• Further details on the policy context and the way the action plan should contribute to improve the policy instrument are necessary
  • Detailed information on policy context
  • Detailed information on the how the action plan should contribute to improve this policy

The Action Plan aims to impact:

- Investment for Growth and Jobs programme
- European Territorial Cooperation programme
- Other regional development policy instrument

Name of the policy instrument addressed:
AP – Background

- Overview of the current situation of electromobility in each Region in the following indicative thematic areas:
  - Education and training
  - Campaigns
  - Technology
  - Legislation
  - Regional Local Incentives
  - Electric vehicles
  - Charging Infrastructure

- SWOT Analysis Results
AP – Actions

- The Actions that are included in the action plan are divided in several priority axes
  - Governance
  - Planning
  - Infrastructure
  - Vehicle Fleet
  - Incentives
  - Public Transport
  - Awareness/Promotion
  - Research

Priority Axis 1
- Title of Action 1
- Title of Action 2
- Title of Action 3
- Title of Action 4

Priority Axis 2
- Title of Action 1
- Title of Action 2
- Title of Action 3
- Title of Action 4
AP – Actions

• For each action the following information is specified
  • Title
  • Background (Inspiration from the project activities and outputs)
  • Objective
  • Activities
  • Bottlenecks
  • Stakeholders involved
  • Timeframe
  • Indicative Costs
  • Indicative Funding Sources
  • Expected Impact
    • economic
    • environmental
    • on e-mobility
  • Transferability
### AP – Monitoring

- Timeplan and milestones for each action
- Gantt Diagram

<table>
<thead>
<tr>
<th>Action plan</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
<th>2023</th>
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<td><strong>ACTION</strong></td>
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<tr>
<td><strong>1. Financial Incentives</strong></td>
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<td>SEP-OCT</td>
<td>NOV-DEC</td>
<td>JAN-FEB</td>
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<td><strong>2021</strong></td>
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<td><strong>2. The Deployment of Electric Buses on the Maltese Islands</strong></td>
<td>Delivery of the new e-buses</td>
<td>Start of the operational phase in Gozo</td>
<td>Monitoring of the operational phase</td>
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<td><strong>3. Installation of eVehicles’ Roadside Charging Pillars</strong></td>
<td>Monitoring of the installation process</td>
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AP – Declaration

• Endorsed by the responsible people

• Signed by the policy makers and main partner

• Stakeholders can also sign the action plan

• It should be declared that action plan can be applied in practice
Action Plan – Attica Region

- Name of the policy instrument addressed: Attica ROP 2014-2020, Priority Axis 6: Improving Quality of Life in Urban Environment
Action Plan – Attica Region

Priority Axis 1: Equipment/Vehicle

• Feasibility Study and financial study for the best scenario
• Substitution of the vehicle fleet of the Region of Attica with electric ones

Priority Axis 2: Infrastructure

• Feasibility Study and financial study for the best scenario
• Installation of charging stations in 4 key locations

Priority Axis 3: Promotion

• Organization of seminars/ exhibitions/ conferences for raising public awareness
Conclusions

- Requirements for Action Plan Formulation
  - **Current situation** analysis
  - Identification of **deficiencies and gaps**
  - Detection of **assets**

- An Action Plan should:
  - Be **clear, precise**
  - Include **concrete, reasonable and realistic** actions
  - Be **detailed** concerning actions description

- A **good and effective** Action Plan can be the **guide** for other regions and stakeholders

- The actions can be an **inspiration** for policy makers
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