ELMOS – Electro mobility in the South Baltic area

PROJECT SKETCH – DRAFT No. 2 (05_2011)

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This project idea form should be understood as draft being constantly updated. Interested partners are encouraged to add new ideas or suggest modifications.

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1. BACKGROUND

Electro mobility offers new opportunities for everyday transport. Urban areas are predestined to become catalysts for its invention and are on the forefront of the development. Here, charging infrastructure could be provided at short notice and travel distances comfortably coped with the present electric vehicles, which allow only limited operating ranges. As part of comprehensive national initiatives for promoting electro mobility, consequently a vast number of model regions were launched in – mostly larger - cities all over Europe already in the last years. First experiences from these pilots were published in the meantime and are encouraging. They show that first steps towards electronic mobility are feasible in urban areas as early as at the current state of the technological development. Soon, also more comprehensive evaluations of the different approaches that are currently tested and concrete recommendations for transferring them are due. It can be expected that they will finally pave the way for leaving the pilot phase and making electro mobility a regular part of urban transportation in the near future.

Against this background, it appears as high time for the small and medium sized cities in the South Baltic area to set the course for the transition into a new era of urban transportation and making the most of new opportunities that arise. An aspect often overseen in this context is that the invention of electronic mobility can involve much more than just a switch from conventional to electric modes of individual transportation. It offers also opportunities for complementing public transport chains and services in new and attractive ways by combining them with electric mobility offers (e.g. eBike / eScooter / pedelec rentals, eCar pooling etc.). The foreseeable event of a "paradigm change", therefore, may be used for inducing even more fundamental changes in the mobility behaviour of the urban population, namely for promoting a shift to intermodal and public transport in the same course. Thus, not only local and – in perspective - general CO^2 emissions could be decreased through the invention of electric mobility, but also other challenges for sustainable urban transport addressed, like i.e. the still growing area demand and surface sealing through urban transportation.

The prerequisite for this would be that the invention of electric mobility is embedded into integrated urban transport concepts that make the most of the new opportunities arising from electric mobility in terms of complementing and extending public transport chains and services. Natural leaders and strong driving forces for such strategies could be local and regional authorities and especially their local / regional public transport providers. They could have both a genuine interest in implementing such approaches as well as infrastructure and resources at their disposal for putting the concepts into practice already in the foreseeable future.

2. PROJECT OBJECTIVES

The project aims at promoting the invention of electro mobility in the small and medium sized cities of the South Baltic area, with a special focus on offers that can complement public transport chains and services.

This should be achieved by:

- Jointly compiling, reviewing and processing the international state-of-the-art from pilots / model regions / national initiatives on electro mobility all over Europe for an application in the small and medium-sized cities in the South Baltic area.
- Initiating an exchange and transfer of knowledge among small and medium-sized cities in the South Baltic area in order to facilitate the process of adapting available models and concepts to their specific needs and profiles.
- Elaborating and adopting integrated, multimodal public transport concepts for small and medium sized cities in the South Baltic Area that consider the new opportunities arising from electronic mobility.
- Setting up first services (e.g. eBike / eScooter rentals, eCar pooling etc.) that put (intermodal) electric mobility into practice and help to popularise it among the urban population.

3. COMPONENTS AND PROPOSED ACTIVITIES

The activities within "Marriage" will be divided into 5 components:

Component 1: Project coordination and management (obligatory)

Component 2: Communication and dissemination (obligatory)

Component 3: Reviewing and adapting the international state-of-the-art of electronic mobility for use in the South Baltic area

Component 4: Elaborating intermodal electronic mobility concepts for small and medium sized cities in the South Baltic Area

Component 5: Setting up demonstrators for intermodal electric mobility

In the following, the possible scope of each component is described in more detail.

Please note that the following detailed outline of the project is only a first draft. The proposed aims, topics and activities result from desk research, brainstorming sessions with experts and first discussions with interested partners. It is possible and possible to add further topics and activities. ***Please feel free to contact us if you would like to add further ideas!***

3.1 COMPONENT 1: PROJECT COORDINATION AND MANAGEMENT

This component deals with the coordination of the project, including financial and administrative management. It is compulsory according to the funding rules of the South Baltic Programme. The participation is obligatory for all partners.

3.2 COMPONENT 2: COMMUNICATION AND DISSEMINATION

This component ensures that the project results are disseminated to the relevant target groups and that the project is presented to the public in accordance with the requirements of the South Baltic Programme (e.g. maintenance of a project website for internal and external communication, opening and closing events). Such activities are compulsory for the project according to the funding rules of the programme. The participation in this component is obligatory for all partners.

3.3 COMPONENT 3: REVIEWING AND ADPATING THE INTERNATIONAL STATE-OF-THE-ART OF ELECTRONIC MOBILITY FOR USE IN THE SOUTH BALTIC AREA

Problems / opportunities to be addressed:

- Electric mobility has become a broad and partly confusing field of action within short time. It is increasingly difficult to get an overview and keep track of the rapid development. Finding a way on one's own through national and European initiatives requires a lot of efforts. Targeted guidance by umbrella organisations or research institutions and collaboration with other municipalities / public transport providers that plan to invent electric mobility offers could make it possible to centrally "import" and process knowledge and experiences for the users in the South Baltic area. This could reduce efforts for individual organisations. At the same time, it would allow looking beyond national initiatives and discover further ideas.
- There are a vast number of initiatives at different levels and different scales going on all over Europe, driven both by public bodies and private companies. This bears a risk of choosing approaches that do not serve the own goals and interests in the best possible way or being misled by commercial interests of others - especially for cities with little experience that are just in the beginning of inventing electric mobility. Exchange with more experienced partners and cooperation with institutions / umbrella organisations could reduce such risks and facilitate the process of finding appropriate solutions.
- Only few of the concepts and approaches that are currently tested in the model regions all over Europe consider the possibilities of incorporating electric mobility into intermodal transport chains as well as the specifics of small and medium sized cities. Before adapting concepts for use in the South Baltic area, it appears necessary to carefully screen, review and further developing them. Collaborating with others and common "pre-filtering" appropriate solutions could create synergies in this process.

Aims / envisaged outcomes:

- Jointly compiling, reviewing and processing the international state-of-the-art from pilots / model regions / national initiatives on electro mobility all over Europe (but with few exception not yet in the programme area) for an application in the small and medium-sized cities in the South Baltic area.
- Initiating an exchange and transfer of knowledge among small and medium-sized cities in the South Baltic area in order to facilitate the process of adapting available models and concepts to their specific needs and profiles.
- Disseminating the knowledge that has been gathered and processed within the partnership to further small and medium sized cities in the South Baltic area

Proposed activities:

- Stocktaking / best practice survey / review of available concepts / applications in the field of intermodal electric mobility in small and medium sized cities in Europe
- Conferences and workshops with international lecturers presenting the state-of-the-art and experiences from comparable model regions in other parts of Europe, also beyond the national initiatives in the South Baltic area
- Study trips to relevant model regions and best practices in the field of intermodal electric mobility outside the South Baltic area
- Guidance and exchange workshops that accompany and facilitate the process of drafting the intermodal electric mobility concepts and designing the demonstrators (see Component 4/5)
- Mutual peer review and / or expert reviews of (draft) electric mobility concepts and (draft) designs for electric mobility offers (see Component 4/5)
- Elaboration of a handbook / guidance with tailored recommendations and model solutions for intermodal electric mobility in small and medium sized cities, based on the experiences made within the project

The proposed focus and listed activities of the component are just first ideas. They can be widened to further aspects or the most relevant topic picked out in the further development of the project. Interested partners are encouraged to make further proposals and present own ideas. They would be taken up into the next version of the project concept. Please feel free to contact us!

3.4 Component 4: Elaborating intermodal electronic mobility concepts for small and medium sized cities in the South Baltic Area

Problems and opportunities to be addressed:

- The invention of electronic mobility can involve much more than just a switch from conventional to electric modes of individual transportation. It offers opportunities for complementing public transport chains and services in new and attractive ways by combining them with electric mobility offers (e.g. eBike / eScooter rentals, eCar pooling etc), and thus promoting a shift to intermodal and public transport in the same course.

- The prerequisite for this would be that the invention of electric mobility is embedded into integrated urban transport concepts that make the most of the new opportunities arising from electric mobility in terms of complementing and extending public transport chains and services. Furthermore, the combination of electric mobility with existing public transport services could create a lot of synergies in terms of infrastructure and service provision that could be addressed and used for setting up the new offers.
- Natural leaders and strong driving forces for such strategies could be local and regional authorities and especially their local / regional public transport providers. They could have both a genuine interest in implementing such approaches as well as infrastructure and resources at their disposal for putting the concepts into practice already in the foreseeable future. This suggests elaborating the concepts in collaboration with public transport providers or even incorporating them into their company strategies from the very beginning.

Aims / envisaged outcomes:

- Elaborating integrated, multimodal public transport concepts for small and medium sized cities in the South Baltic area that consider the new opportunities arising from electronic mobility.
- Adopting the concepts and creating the institutional / infrastructural frameworks for putting them into practice in cooperation with (public) transport providers.

Proposed activities:

- Preparatory surveys for the invention of intermodal electric mobility offers that determine current and future demand potentials, including e.g.
    - Customer surveys / determination of costumer groups and their preferences with regard to electric and intermodal mobility
    - Determining the areas / parts of the urban territory with highest needs and potentials for complementing public transport by electric mobility offers
    - Identifying appropriate electric mobility technologies and operating concepts for closing the existing gaps in the transport chains
    - etc.
- Elaboration of integrated, multimodal public transport concepts that apply the results of the preparatory surveys and propose actions plans for the invention of electric mobility, including priority projects / "demonstrator services"
- Adopting the concepts and starting their implementation in collaboration with public transport providers, with priority given to "demonstrator services"

The proposed focus and listed activities of the component are just first ideas. They can be widened to further aspects or the most relevant topic picked out in the further development of the project. Interested partners are encouraged to make further proposals and present own ideas. They would be taken up into the next version of the project concept. Please feel free to contact us!

3.5 COMPONENT 5: SETTING UP DEMONTRATORS FOR INTERMODAL ELECTRIC MOBILITY

Problems / opportunities to be addressed:

- The current model regions / pilot projects for electric mobility are "far away" for the population of the South Baltic area. They take place in mostly in larger cities outside the programme area, with only few exceptions (e.g. Malmö, Bornholm). A way for promoting the envisaged behavioural shift to using electric mobility offers and intermodal ways of transport, therefore, could be to put first offers / services into practice at short notice. Those would allow users to make own experiences on the spot and demonstrate the attractiveness of the new technology and offer – and turn electric mobility from a "far away vision" into concrete reality.
- Prerequisite for making such first offers "door openers" would be that available and reliable – therefore already successfully tested – technologies and operating concepts are chosen. Some applications that are currently in the pilot phase show good potential for use in intermodal transport chains and could be offered at short notice (e.g. eBike / pedelec / eScooter rentals, eCar pooling). They could therefore be appropriate "demonstrators" and be provided at short notice.
- In order to further popularise electric mobility and intermodal ways of transportation, the invention of the new services could be accompanied by extensive promotional campaigns that are designed around the "demonstrators".

Aims / envisaged outcomes:

- Setting up first services ("demonstrators") that put (intermodal) electric mobility into practice and help to popularise it among the urban population.
- Implementing promotional campaigns for electric mobility and intermodal transport around the "demonstrators"

Proposed activities:

- Designing first electric mobility services, based on already tested technology and operating concepts (e.g. eBike / pedelec / eScooter rentals, eCar pooling)
- Starting the provision of first services in part areas of the cities, including the purchase of the vehicles and infrastructure as well as the staffing of service points
- Evaluating the acceptance of the services after a testing phase
- Carrying out accompanying promotion campaigns for electric and intermodal mobility

The proposed focus and listed activities of the component are just first ideas. They can be widened to further aspects or the most relevant topic picked out in the further development of the project. Interested partners are encouraged to make further proposals and present own ideas. They would be taken up into the next version of the project concept. Please feel free to contact us!

4. WORK PLAN, ACTIVITY TIMETABLE AND OUTPUTS

The concrete course of action, including the sequence and timing of the activities, will be further elaborated with the next draft of the project concept. It will be prepared after the activities and roles of the individual partners will have been determined in more detail. In this step, also the concrete outputs of the project will be defined and quantified.

5. PROJECT DURATION

The project will have a duration of 3 years. It is planned that the implementation of the project will start in October 2011 and end in September 2014.

6. FUNDING PROGRAMME AND APPLICATION PROCESS

The project will apply for funding from the South Baltic Cross-border Cooperation Programme 2007-2013 (Measure 1.3 "Transport accessibility"). The application will be submitted in the 7th call for proposals, which is open between 29 April and 17 June 2011. The decision on the approval of the project will be made by the Steering Committee of the programme in October 2011.

7. LEAD BENEFICIARY

Name of the Organisation:	**Rostocker Straßenbahn AG (RSAG)**
Address / contact data:	Hamburger Str. 115, 18069 Rostock, Germany Fon: +49 381 802 1700 Fax: +49 381 802 2011 E-mail: h.brueggmann@rsag-online.de Web: www.rsag-online.de
Contact Person:	Mr. Holger Brüggmann

8. PROJECT COORDINATION AND FINANCIAL MANAGEMENT

The overall project coordination and financial management on behalf of the entire project and partnership will be taken over by the Lead Beneficiary, which will subcontract an external consultant for this purpose. Each partner has to reserve and contribute 13% of its partner budget for covering related costs.

9. PARTNERS

The project addresses organisations from Germany, Poland, Denmark, Sweden and Lithuania that are already dealing with e-mobility or have the intention to deal with the subject in the future.

The following kinds of institutions appear particularly suitable to become a partner:

- Local / regional public transport providers
- Transport (planning) departments of local and regional authorities
- Research institutions and / or umbrella organisations with expertise in electric mobility and urban transport that can process and disseminate knowledge and good practices in the South Baltic area, e.g.
    - regional agencies dealing with sustainable transport and energy issues,
    - associations of public transport providers,
    - associations of local / regional authorities,
    - universities and other research institutes dealing with transport issues

The following formal requirements have to be fulfilled to become a partner in "Marriage":

- The organisation should be located in the South Baltic area (see chapter 11).
- The partner has to fulfil the eligibility criteria of the South Baltic programme, i.e. it has to be a non-profit organisation that is serving public interests.

Private companies (e.g. operators of electro mobility offers) can participate in the project as Associated Organisations. That means e.g. that they can be invited by the partners to take part in project activities (e.g. conferences, study visits, workshops).

The following **overview** gives an account of **organisations** that **might be interested** to join the project. The **list is a proposal** and very preliminary. Some of the mentioned organisations might not take part in the end. Others that are not yet mentioned but interested to join are very welcome. **Please feel free to make any proposals for further partners that may be involved in addition!**

Country	Organisation	Involved	Addressed	To be addressed
DE	Rostocker Straßenbahn AG (Lead Beneficiary)	x		
DE	Extra Energy (NGO)		x	
PL	PSWE		x	
PL	City of Malbork		x	
SE	Energy Agency of Southwest Sweden	x		
SE	Linnaeus University			x
SE	City of Karlskrona	x		
SE	City of Växjö	x		

It is envisaged to **keep** the **number of** project **partners** as **low** as possible, because this will make it easier to manage a project and enables higher budgets of each partner.

10. ERDF CO-FINANCING

The budget of a partner is composed of two parts: European Funds (ERDF) and partner co-financing. The co-funding rate of the EU is determined by the location of the partner.

Country	Eligible area	Funding Rate
PL	Szczeciński, Koszaliński, Słupski, Gdański, Gdańsk-Gdynia-Sopot, Elbląski sub-regions	85%
SE	Kalmar län, Blekinge län, Skåne län, Kronoberg län	75%
DE	Kreisfreie Städte Wismar, Rostock, Stralsund, Greifswald; Landkreise Bad Doberan, Nordwestmecklenburg, Nordvorpommern, Ostvorpommern, Rügen, Uecker-Randow	85%
DK	Regional Municipality of Bornholm, Region Zealand	75%
LT	Klaipeda apskritis, Taurage apskritis, Telsiai apskritis	85%

11. BUDGET

The total budget of the project depends on the activities and the number of partners. The project sets an internal **maximum of roundabout 1.500.000 EUR ERDF**. The **budget for each partner** depends on the final partnership and the concrete level of involvement and planned activities. It may range **between 100.000 - 400.000 EUR**.

Approximately 20 % of the total budget per partner should be reserved for **shared costs**. These will include:

- Budget for project co-ordination & financial management (PLANCO) - about 13%.
- Budget for joint publicity / dissemination measures or joint studies - about 7%.

The shared costs will be paid by each partner according to prior agreed instalments as **advance payments** to a common project account that is kept by the Lead Beneficiary.

The remaining 80% of the total budget per partner can be used for other activities of the partner within the project.

12. TIMETABLE FOR PREPARING THE APPLICATION

The following timetable gives an overview on the individual steps for preparing the project and to submit the application to the South Baltic Programme until 17 June 2011. All **deadlines have a binding character** for PLANCO, Lead Beneficiary and Partners.

Tasks / Schedule

Activity	Responsible	Deadline	Status
Elaboration of a first draft of the project concept	PLANCO	March 2011	✓
Involvement of Partners and Associated Organisations	PLANCO, Lead Beneficiary & Partners	March / April 2011	ongoing
First meetings and dialogue with individual Partners	PLANCO, Partners	March / April 2011	ongoing
Elaboration of a revised project concept (considering further inputs / ideas from Partners)	PLANCO & Lead Beneficiary	April 2011	ongoing
Distribution of the revised project concept and tools for planning Partner activities and calculating Partner budgets	PLANCO	Mid of April 2011	ongoing
Submission of a first draft of Partner activity plan and Partner budget to PLANCO	Lead Beneficiary & Partners	29 April 2011	ongoing
Official OPENING of the Call		**29 April 2011**	
Consultation on the project concept with the JTS	PLANCO & Lead Beneficiary	Early May 2011	
Involvement of further Partners and Associated Organisations (if necessary)	PLANCO, Lead Beneficiary & Partners	May 2011	ongoing
Final adjustments of individual budget calculations and activity plans of all partners	PLANCO, LB & Partners	18 May 2011	ongoing
Start of writing application	PLANCO (supported by Lead Benef. & Partners)	May 2011	ongoing
Signing and submission of co-financing statements	Partners & Lead Beneficiary	01 June 2011	
Submission of the application by the Lead Beneficiary	PLANCO & Lead Beneficiary	17 June 2011	
Official CLOSURE of the Call		**17 June 2011**	
Decision on the approval of the project	Steering Committee of the South Baltic Programme	October 2011	
Potential project start		October 2011	