



Electromobility best practice policy development

How to get electromobility on the road

Green eMotion policy event 25 February 2015



What are we doing to get e-mobility on the road?

We come up with possible:

- actions for industries and policymakers to overcome main issues for electromobility.
- policy recommendations to stimulate EV uptake and infrastructure deployment.

Why electromobility?

What have done

Lessons learned

Green eMotion aims at making transport more sustainable, focusses on large scale roll-out of electric vehicles



Situation

- Demand for transport is growing
- Number of people living in urban areas is increasing

Issues

- Increased emissions, both greenhouse gasses and local pollution
- Road congestion, difficulties to park and noise.
- Together, this negatively affects quality of life.

Solution

- Transport needs to be more sustainable
- Increase of: Public transport, cycling, car sharing programmes
- Reduction of: Passenger car transport, car ownership
- Remaining cars need to have low/zero emissions
- Electromobility will have an important role to play

Focus GeM

- Only on electric mobility, not sustainable transport as a whole
- How to achieve large scale roll-out of electromobility?
- How to overcome issues?
- Come up with actions and policy recommendations



Approach for recommendations



EU

Creating vision and objectives

- Directives (CO₂ standards LD, alternative fuel infrastructure, Clean Power for Transport)
- R&D support

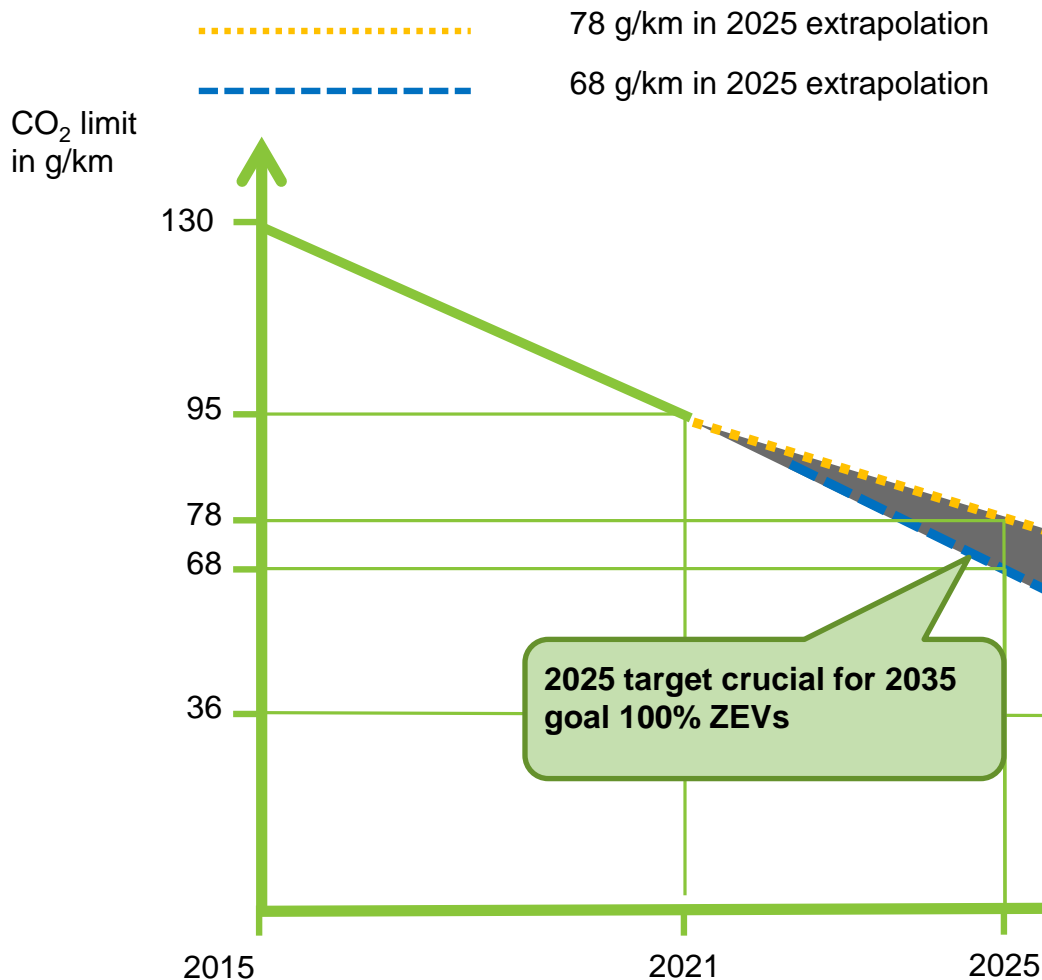
National

Coordinate, facilitate

Local

Organize and implement

The slope of the CO₂ reduction path controls the rate of zero emission vehicle market uptake



Goal 2050:

60% reduction of CO₂ emissions in transport sector (w.r.t. 1990)

Implication:

2050:

Light duty fleet of 100% zero emissions vehicles (since harder for Heavy duty)

2035:

New sales 100 % Zero Emission Vehicles

EU

Creating vision and objectives

- Directives (CO₂ standards LD, Clean Power for Transport)
- R&D support

National

Coordinate, facilitate

- Favourable tax schemes for EV, electricity and infrastructure
- Require installation readiness for buildings and projects
- Allow selling of electricity by other parties than electricity companies

Local

Organize and implement

- Reserved parking places, free parking
- Emission zones, priority lanes
- Financial support for charging infrastructure

Lessons learned



- Need for a plan:
 - vision and ambition: what, needs
 - plan: how
 - implementation
 - monitoring and evaluation
- Cooperation, engagement of stakeholders
- Horizontal and vertical synchronisation
- Platforms and partnerships:
 - Exchange knowledge
 - Identify issues, come up with solutions
 - Raise awareness
- Optimize and harmonize the licensing process on local level
- Central information point
- Communication about broader goal

EU

Creating vision and objectives

National

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Organize and implement

- Toolbox available, applicable for local circumstances
- No silver bullet: national and local circumstances differ
- So far mainly experiences, too early for best practices
- It is not a single measure, it's always the package
- Measures should be part of broader sustainability goals (liveability, health)
- Think of phase out, communicate clearly about that
- Other factors influencing success

We have to act at all levels (EU, national, local):

- Plan: vision and ambition, plan, implementation, monitoring and evaluation
- Cooperation of departments (horizontal coordination)
- Vertical synchronisation (EU, national, local)
- Supporting measures appropriated for situation
- Create platforms to exchange knowledge, identify issues come up with solutions

We have to work in close collaboration to overcome the issues and define appropriate policy frameworks to stimulate the uptake of EV and the roll-out of infrastructure

Thank you for your attention

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