



CIVITAS Forum

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The Legacy of CIVITAS ARCHIMEDES



CIVITAS ARCHIMEDES: 2008-2012

Six cities:

- Aalborg
- Brighton & Hove
- Donostia-San Sebastian
- Iasi
- Monza
- Usti-nad-Labem

83 measures implemented from 2008-2012. But is it all over now?

Keep the fire burning



The ARCHIMEDES approach

- No actual business plans have been developed
 - From spring 2010 a lot of focus was put into the term: Exploitation
 - **Exploitation** was in our approach about the possibility of keeping the measures burning after the end of the project
 - **20 measures** were selected as focused measures. For these a CBA were carried out
 - Many mobility investments need more than 2 or 3 years of demonstration to prove their worth. It is therefore important to make them continue

What are the thoughts behind exploitation?



The key objectives of “Exploitation” are:

- To take proactive measures to identify the necessary factors influencing the supply and demand for the clean urban transport initiatives being tested in ARCHIMEDES;
- To prioritise the key areas for exploitation and the necessary actions;
- To initiate actions between relevant stakeholders to ensure the longer term sustainability and market growth of the sector;
- To take proactive measures to encourage transport behaviour changes by citizens towards a clean urban transport lifestyle.
- To assess the potential for upscaling of relevant measures beyond the timeframe of the project within the cities.

The measure exploitation monitoring table



Following questions were addressed:

- Measure number and work package
- Level of exploitation potential
- Level of economic evaluation of the measure (i.e. full CBA)
- Type of exploitation potential (what part of the measure be used)
- Exploitation potential (what can be used)
- Involved stakeholders
- Communication strategy
- Relevance for the development of clean urban transport in Europe
- Commercial potential
- Potential for further research and development

Next step: The exploitation plans



For all 83 measures in the project an exploitation plan was developed in 2011 and updated in spring 2012. The following was addressed

- Short description of the measure
- Exploitation component (what can be exploited?)
- Where can the exploitation take place (city, region, country, other European countries)?
- Who will be the key partners of the exploitation of e.g. A product, service or the results of the demonstration?
- Which activities will be carried out to support exploitation while the project is ongoing and after?

Level of exploitation



Measure Category	Aal	BHCC	DSS	Iași	Monza	UNL	Total
Clean fuels and vehicles	1	1	1	1			4
Collective passenger transport			1	2			3
Demand management strategies		1	1			1	3
Mobility Management					1		1
Safety and Security						1	1
Car independent lifestyles	2		1				3
Urban Freight Logistics	1						1
Transport telematics		2		1	1		4
Total	4	4	4	4	2	2	20

An example: The City Bike Scheme in Aalborg

A city bike scheme with 200 bikes and 21 stations has been implemented. The scheme is designed to especially suit student, tourists and people with a spontaneous transport need in the city centre and the university area.

Exploitation component

- *The scheme itself, the number of bikes, financing, maintenance etc. have exploitation potential. Involved stakeholders have together set up the system which can be transferred to other cities.*
- *In Denmark, almost everybody has access to a bike, so the target group is not people who bike for commuting but for example visitors to the city. This set up some requirements for the scheme, meaning for example that the scheme in Aalborg should be very easily accessible. In terms of exploitation the view is that the scheme and the bike itself can be **exploited only to the regional or the national level, and no attention to European exploitation will be taken.***

Results from the City Bike Scheme



The results and the impact on environment are crucial for the further uptake and the legacy of the measure.

Let's have a look at the figures:

- Capital costs: 120,000 €
- Maintenance costs: 136,000 € pr. year
- Sponsorship revenues: 64,000 € pr. year
- Social and environmental benefits: 20,000 € pr. year

In 2014 this will give an NPV of app. - 400,000 € and can not be seen as a good investment for the society

However...



The City of Aalborg has decided to expand the scheme until 2015!

Following items have not been included in the CBA:

- Reduced wear on the physical infrastructure.
- Increased happiness of residents in Aalborg due to the availability of bikes.
- Reduced traffic accidents
- Aalborg's status as a environment friendly city

Thank you!

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