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Strategic Approach to implement Electromobility – the Berlin-Brandenburg showcase

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Strategic Approach to implement Electromobility – the Berlin-Brandenburg showcase



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- Urban development plan “transport” – the strategic agenda for the transport policy
- Show case for electromobility – a comprehensive program to overcome obstacles
- Action Plan “electromobility 2.0” to establish the mid and long term perspective

Electromobility strategy in Berlin-Brandenburg – CIVITAS I Project TELLUS partly provides a “blueprint”



CIVITAS I project TELLUS (Transport and Environment Alliance for Urban Sustainability) with Rotterdam, Gothenburg, Bucharest, Gdynia and Berlin dealt with a very similar issue: How to foster the introduction of cleaner vehicles

- 2002: Focus on Natural Gas (CNG) vehicles
- Today: Focus on Battery Electric powered vehicles (BEV)
- => The basic critical issues remain comparable! Therefore, experiences gained from TELLUS sub projects, e.g.
 - Targeted Introduction of CNG powered commercial vehicles into urban fleets
 - Innovative model for CNG vehicles financing/leasinghave been used for the BEV introduction today



Electromobility – an important issue for the Berlin-Brandenburg Region



Berlin-Brandenburg strives for a leading centre of electromobility in Europe – along the value added chain

- Research and Technology Development
- Education and Training
- Manufacturing and Industrialization of components and systems
- Introduction of electromobility into future-oriented mobility concepts – passenger and freight
 - *significant contributions expected to the Berlin Transport Policy Strategy*
 - *to achieve the ambition, the organisational prerequisites have been created, such as the Berlin Agency for Electromobility eMO*



Berlin Agency for Electromobility eMO – what is it all about



- eMO is the first stop agency for electromobility in Berlin und Brandenburg.
- eMO works closely with its partners to pool and integrate the expertise of the industry, research institutions and government/public administration in the German capital region.
- eMO is sponsored and financed by stakeholders from the industry and research institutions as well as the government/public administration (ppp model).
- eMO coordinates important initiatives and projects that improve the regional excellence in electromobility => such as the contribution to the “showcase program”

eMO



Urban Development Plan for Transport (StEP-V) in Berlin – the embedding of Electromobility



StEP-V is the Strategic Agenda for Berlin Transport Policy

- Fundament for a long-lasting, strategic guided transport policy: It describes the policy framework for the next 15 years
- Internal and external integration, interface to adjoining policy areas
- all modes of transport are considered
- Verbalization of requirements towards the federal and the European policy level
- Adjustment of long-term options (infrastructure) and actual assumptions

First UDP Transport adopted in 2003 by the Berlin Senate, update of the UDP Transport adopted in March 2011

- The valid UDP Transport integrates electromobility as an important element for
 - a modern mobility and transport management
 - efficient and compatible inner-urban freight traffic.

Electromobility in Berlin and Brandenburg – the status



Berlin-Brandenburg hosts more demo and RTD projects than any other region in Germany

- More than 150 projects in the region, thereof
 - 50 on-going projects
 - 20 already finished projects (until end 2012)
 - 30 currently requested grant-projects
 - 50 further projects in preparation
- with about 1.200 electric cars and trucks (battery-powered and range extender supported) in fleets and in private use => highest number of electric vehicles in Germany
- 220 public charging points – one of the highest numbers in Germany, in addition an unknown number of charging points on private ground



Electromobility – experiences and first findings



Electromobility proved suitability for daily use in urban areas

but

- availability of a „critical mass“ of electric vehicles is still the bottle neck
- conventional „cable based“ charging infrastructure seems not to be the final solution (and even not a business case for energy suppliers)
- converted designed vehicles to be replaced by purpose designed vehicles => just changing the propulsion system is not enough!
- impacts with regard to CO2 emissions, environmental effects (noise, pollutant emissions, safety) are still to be verified on broader scale => e.g.: how to guarantee 100 % use of renewables?



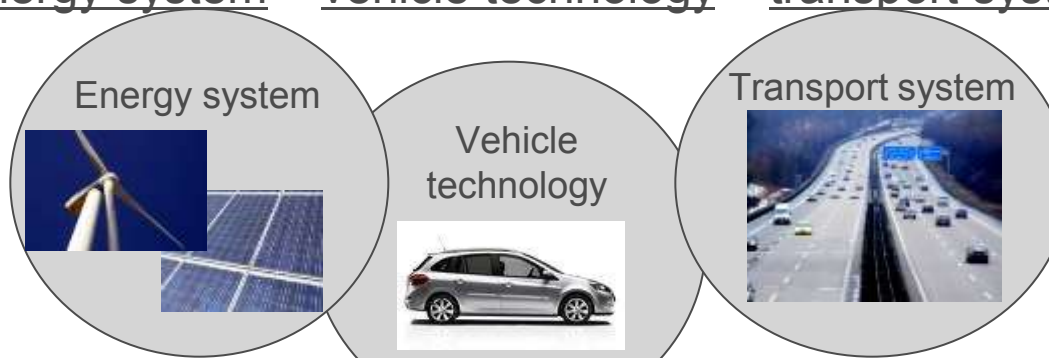
Show case Electromobility – a comprehensive program to overcome the critical threshold



(1) Achieving the critical mass with regard to number and density of vehicles, infrastructure, user patterns etc.

(2) Following a systematic and integrative approach

Energy system – vehicle technology – transport system



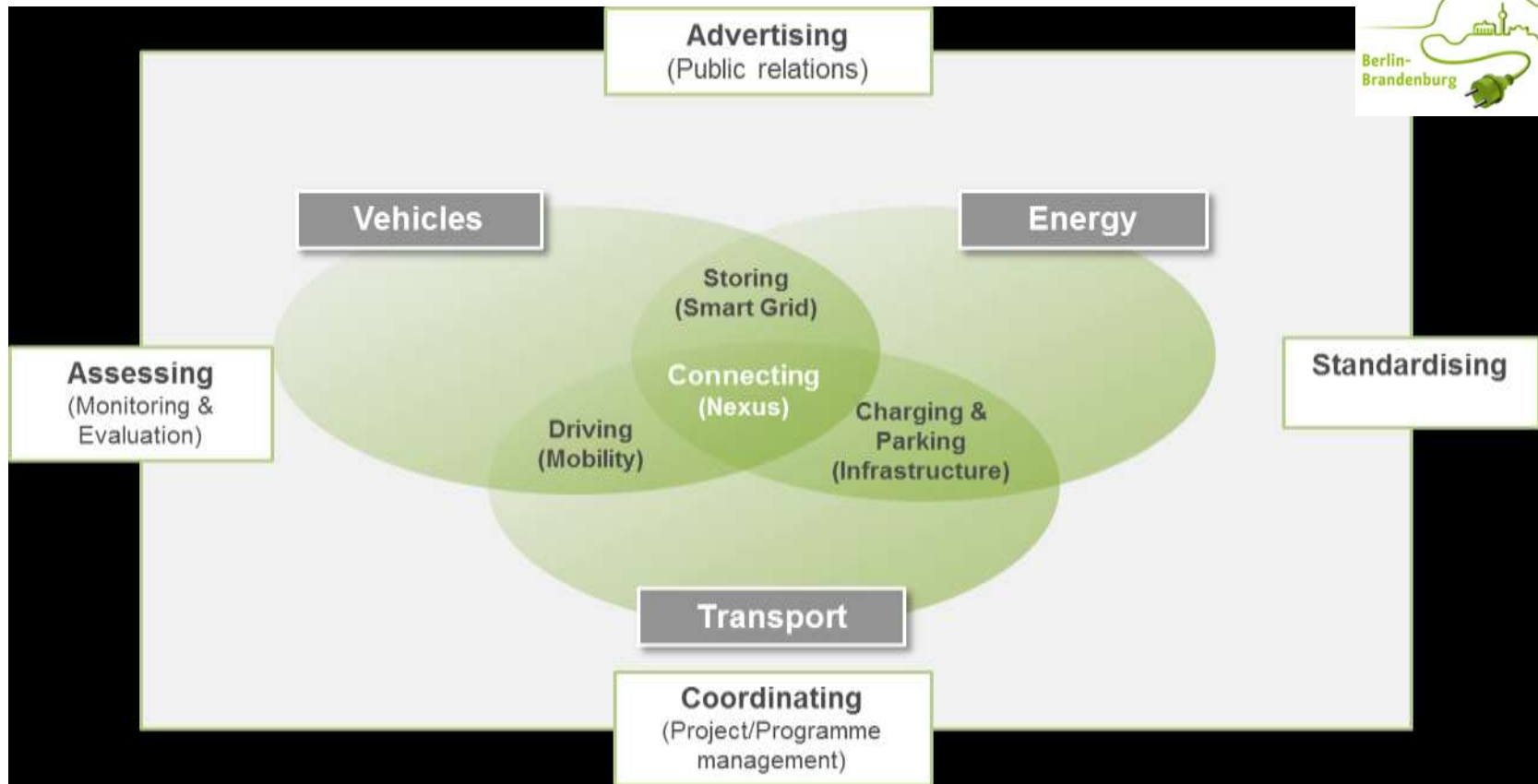
- Crucial 3 years activity to support the market penetration
- Joint program involving four federal ministries (transport, economy/technology, research, education, environment)
- 180 mill. € public funding earmarked for 4 show cases in Germany

➤ *The showcase program is dedicated to help implement electromobility into everyday life*

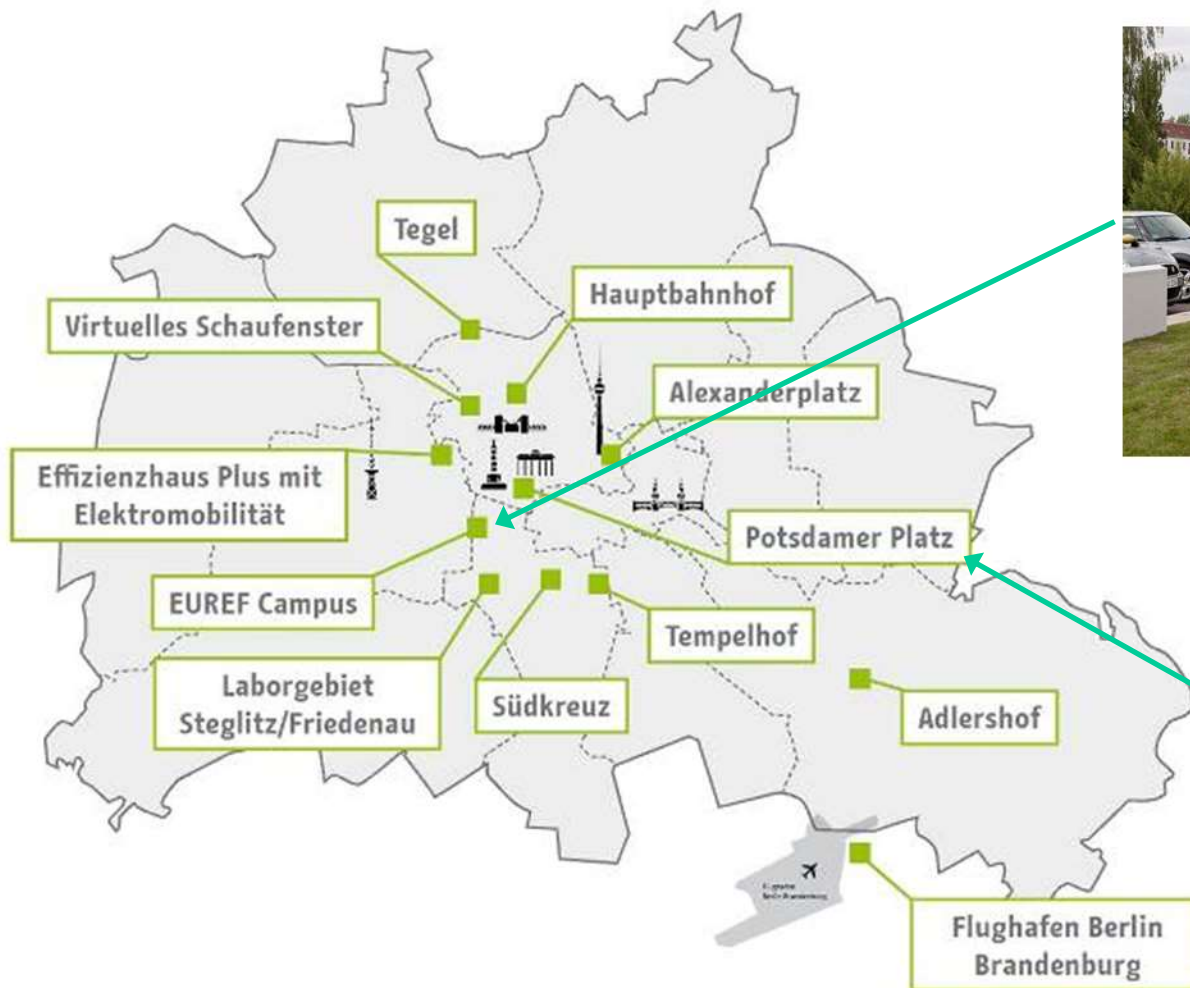
Portfolio of the Berlin-Brandenburg showcase concept



- Application-oriented projects
- Horizontal functions => “the framework”



Places of Electromobility/International Cooperations in Berlin



Next step – the strategic Action Plan

Electromobility 2.0 Berlin Brandenburg 2020



Based on the experiences of finished and ongoing projects, the Action Plan Electromobility 2.0 is drafting the strategic road map for this forward-looking “mobility option”

- “Target point” is the year 2020 with outlook to later periods – it refers to the basic constitution of the Action Plan 1, which exists since March 2011 on a more general level
- Integration of electro mobility in evolving mobility concepts is a key element
- New schemes and adjusted concepts for training and education to be planned
- Technological and industrial areas of electromobility: Which options are feasible for the region of Berlin and Brandenburg? => how to support companies and institutes to make as much as possible use of the options
- Publication planned for spring 2014
- The Action plan 2.0 should serve as guidance for the eMO and the relevant stakeholders => and it should improve the identification with the strategy and its brand

Summary and Outlook



- The introduction of electromobility is a promising option towards sustainable mobility on mid to long-term basis with global and local implications
- Suitability for daily use has been proven, but major issues are still to be resolved => electromobility is not yet a „fast-selling item“
- Electromobility should be effective at different position of the value added chain – application in the regional transport system is important, but industrialization equally
- The show case for electromobility shall provide critical mass and decisive promotion for market penetration on mid-term/long-term basis
- Berlin-Brandenburg aims to strengthen international cooperation for the best practice exchange, project collaboration, etc.

Thank you!

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