

Municipal car sharing scheme with e-cars

Koprivnica, Croatia



In brief

Koprivnica participated in the CIVITAS DYN@MO project to extend its activities in strategically important fields of sustainable urban transport, focusing primarily on two themes: sustainable urban mobility planning and clean and energy efficient vehicles. Being one of the smallest cities to ever be a partner in a CIVITAS demonstration project, Koprivnica was at the start of the project faced with the very distinct challenge of not having Sustainable Urban Mobility Plan, public transport or car sharing scheme.

Context

Koprivnica is a city of 33.700 inhabitants in north-western Croatia. Well known as the city of cyclists, Koprivnica is the administrative centre of Koprivnica-Krizevci County and the regional leader in economic development, traditionally based on agriculture and food production. The city is an educational, cultural and industrial centre of regional importance. Before CIVITAS DYN@MO, the overall modal split in the town centre was 57% car vs 43% pedestrian, but the commuter modal split leans more heavily towards car travel (70% car vs 30% pedestrian). The overall aim of the SUMP and car sharing scheme is to improve traffic safety while reducing noise and air pollution by promoting walking, cycling, public transport and electric vehicles.

In action

Breaking new ground in the development of electromobility in Croatia was challenging. The choice of vehicles on the market was small and local legislation had to be adapted. Participation in the CIVITAS DYN@MO project provides an innovative and transferable example of electric vehicles implementation at the regional level. In order to accelerate uptake of electric vehicles, Koprivnica has procured five electric vehicles and two hybrid vehicles, introduced these in its municipal fleet, and developed a car-sharing scheme with an online registration system. In addition a system of five fast electric chargers has been implemented in partnership with the national electric provider. This measure has been innovative with regard to both organisational as well as technical aspect, since electric vehicles had hardly been used in Croatia and very little information was available about potential. With implementing this measure in Koprivnica, other Croatian cities have been encouraged to start similar initiatives and companies engaged in the production and service of electric and hybrid vehicles are encouraged to approach the Croatian market.

Results

Koprivnica's introduction of electric vehicles in its municipal fleet and the introduction of a car-sharing scheme have been innovative both from an organisational as well as a technical point of view, since electric vehicles had hardly been used in Croatia. With electric municipal car-sharing scheme Koprivnica purchased seven innovative and energy efficient vehicles, set up a charging infrastructure for those vehicles and developed a car sharing scheme for the employees of the city administration as well as municipal companies and institutions, optimising the use of vehicles used by the municipality. As a result, the

Municipal car sharing scheme with e-cars

Koprivnica, Croatia



CO₂ emission of the municipal fleet were reduced by 25% and the operating costs for the fleet of vehicles decreased by 28%. The car sharing system has changed the way the City of Koprivnica is managing its vehicles.

Challenges, opportunities and transferability

Koprivnica's introduction of electric vehicles in its municipal fleet and the introduction of a car-sharing scheme have been innovative both from an organisational as well as a technical point of view, since electric vehicles had hardly been used in Croatia. The City of Koprivnica has overcome the challenge of having a small market for electric vehicles in Croatia. Now that the benefits can be measured the system can be potentially transferred to other regional companies and cities. The innovative car-sharing concept, developed for the first time in the national and regional context, will be widely promoted through local, national and international networks. The goal is to expand the system with new users, which would require new vehicles and infrastructure (car sharing spots, software, etc.) and to enlarge car-sharing scheme to additional users. It is realistic to expect that Koprivnica is becoming a best-case contact point for e-car-sharing schemes in Croatia.

In depth

<http://koprivnica.hr/projekti-grad/civitas-dynmo/>

<http://www.kc-sump.eu>

<https://www.facebook.com/Koprivnica-Dinamičan-grad>

Nebojša Kalanj, City of Koprivnica

nebojsa.kalanj@koprivnica.hr