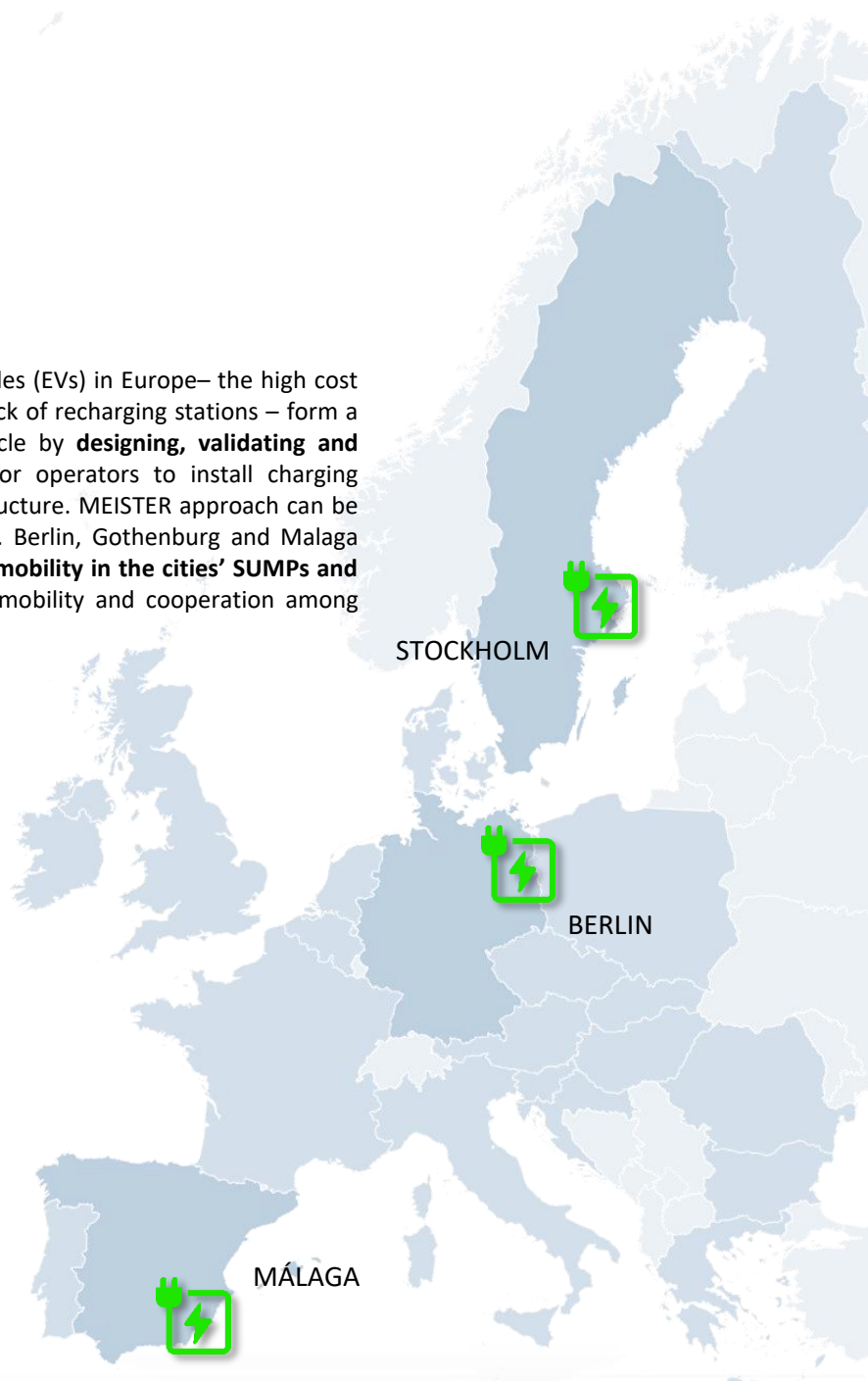


MEISTER

The three major barriers for the deployment of electric vehicles (EVs) in Europe– the high cost of vehicles, the low level of consumer acceptance, and the lack of recharging stations – form a vicious circle. The purpose of MEISTER is to break this circle by **designing, validating and promoting business models** to make it more attractive for operators to install charging infrastructure and for potential customers to use this infrastructure. MEISTER approach can be transferred to cities across Europe to boost EV deployment. Berlin, Gothenburg and Malaga believe that the key to achieve this is to **actively integrate e-mobility in the cities’ SUMP and city planning process** to get a more consistent focus on e-mobility and cooperation among stakeholders.



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MEISTER aims to change the paradigm in the electromobility market by providing interoperable platforms and services for easy, convenient, and barrier-free access to charging, billing and smart grid service, whilst also increasing the use of renewable energy sources and self-generation methods to power electric vehicles (EVs).

MEISTER is expected to increase the demand for EVs by 15%, reduce the installation costs of charging points by 20%, and help reduce charging prices by 20%. MEISTER will work with cities in Southern, Central and Northern Europe – Malaga (Spain), Berlin (Germany), and Gothenburg (Sweden) – to test and validate its results.



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