

# Test fleets, policy incentives and campaigns for the uptake of electric vehicles

Summer 2019



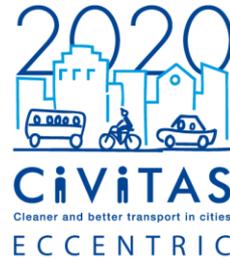
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- Electric vehicle testing, public and private stakeholders
- Clean vehicles, less air pollution
- Expansion of charging network

*This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 690699.*

**Location:** Madrid, Spain

**Organisations involved:** [Madrid City Council](#)  
[Municipal Transport Enterprise for Madrid \(EMT\)](#)



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## What is the solution?

Electric mobility is starting to grow in Madrid. The city has an on-street charging net (24 spots) and some municipal parking facilities offering electric charging points. Fast charging infrastructure is starting to be developed. The first two fast charging points (located at petrol stations) were opened in September 2016. Although several companies are starting to introduce electric vehicles (EVs) into their own fleets (taxi companies, private transport companies, car sharing companies) the electric mobility market is still in need of significant support, as is the case in most cities.

The city of Madrid will foster the use of electric vehicles (EVs) by local companies, working with key agents in pilot projects. Expansion of the electric charging network will also be promoted, including at least three new charging points. Performance of EVs in the pilot companies will be assessed, and strategies will be designed to promote a wider uptake of clean vehicles. The city council and its companies will set a positive example for others to follow by procuring electric vehicles for their own fleets.

## How does it work?

Madrid City Council will promote the incorporation of electric vehicles in public and private companies' fleets, developing a recharging infrastructure that favours the penetration of electric vehicles in the city's circulating fleet. In addition, communication and awareness-raising strategies will be designed and implemented to promote greater acceptance of clean vehicles in professional groups and the general public. Finally, with the aim of showing its benefits and playing an exemplary role, the city of Madrid will incorporate electric vehicles to the municipal fleet.

The development of this measure will be done in cooperation with Madrid's Municipal Transport Enterprise (EMT), the public transport operator, whose fleet is expected to be an ideal showcase for this kind of technology. EMT will help the city council address various companies and stakeholders to involve them in the broader uptake of e-mobility, cooperating with the city council and easing their access to its charging infrastructure, located at its public underground parking facilities. Car sharing service providers, taxi fleets and freight operators will be given special attention. EMT also aims to increase its electric services and auxiliary vehicles fleets.

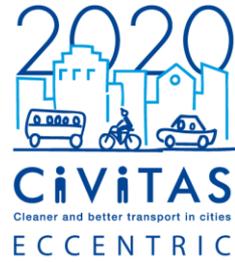
## Expected results

The measure is expected to improve the environmental performance of both municipal and private fleets, reducing road traffic emissions and increasing energy efficiency from city's circulating fleet. The main quantifiable impacts refer to the procurement and operation of at least 20 EVs in the municipality fleet (to be translated into energy and emission savings), the deployment of at least three new fast-charging stations and agreements with at least five companies to procure EVs for their fleets.

## Business model

The measure is being funded by Madrid City Council, EMT and CIVITAS ECCENTRIC. The financial contribution from the latter reaches 94% of the eligible cost of the project, which is a total of €310,192 (planned). This is shared between Madrid City Council and EMT.

The operational stage will run from August 2018 to July 2019. The budget does not include the investments of collaborating companies to include EVs as part of their fleets.



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