



e-MOTICON

e-MObility Transnational strategy for
an Interoperable COmmunity and
Networking in the Alpine Space.

Training «Promoting e-Mobility»



Short overview of the training contents

1. Introduction to the topic
2. Presentation of examples, how e-mobility can be promoted
 - Tourism
 - Awareness raising
 - Information
 - Personal driving and charging experience
 - Private funding
 - Administrative promotion
3. Summary



Introduction

e-mobility is steadily gaining importance and public administrations and companies/private investors as well as private persons are increasingly considering switching from conventional to electric vehicles.

However, often the relevant stakeholders still express their scepticism towards electric vehicles and the necessary charging infrastructure due to a lack of information and personal experience with e-mobility.

In this course, examples are presented on how e-mobility can be promoted through – among others - information, awareness raising or personal driving and charging experience.



Promoting e-Mobility in Tourism

Turin in the Italian tourist recharge network evway

In September 2017, the evway recharge service was inaugurated in Turin with 10 new-generation recharging stations for a total of 20 recharging points (which can also recharge e-bikes).

The evway service arrives in Turin following a tender promoted by Car City Club (the public company that used to manage the public car sharing service IoGuido) and approved by the Turin Municipal Council.

Thanks to the interoperability of the evway network with 30 European operators, Turin is now able to welcome Italian and foreign tourists who reach the city by electric cars, guaranteeing an easy charging access.

The recharge points, close to many tourist attractions, allow the ev-drivers to spend the recharging time discovering the main points of interest in Turin.

#interoperability #tourism



Contact for the best practice:

Route220 srl - Via Carducci, 12 -20123 Milano, MI – Italy
+39 02 35954219
<https://evway.net>

Comprehensive e-mobility offer of the Hotel Kaiserhof in Anif-Salzburg

Hotel Kaiserhof in Anif/Austria offers its guests a comprehensive range of e-mobility services as well as an unbelievable number of 26 charging options, located just two minutes by car from the motorway on the main road to Salzburg. The hotel has its own photovoltaic system with 67 KWp power and a connected battery storage, which can cover a significant part of the electricity needs of the hotel and which also helps to stabilize the power grid.

A part of the charging stations was installed under a carport and is therefore roofed, which makes the charging experience very comfortable. While staying at the hotel, guests can charge their electric vehicle at one of the standard charging stations (type 2, high voltage or household power socket) under the carport free of charge. Furthermore, there are some fast charging stations and a so-called “triple charger” in the hotel parking lot. For guests who do not have their own electric car or want to try other models, the hotel offers its own e-cars for hire.

#charginginfrastructure #tourism



©Richard Absenger

Contact for the best practice:

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www.kaiserhof-anif.at



Posoški razvojni center



Promoting Sustainable Mobility in Nature Conservation Areas

This measure aims at implementing e-mobility in natural parks and other nature conservation areas in Slovenia and offers funds for co-financing installation of e-CS in protected areas and for purchasing EVs for supervisors in protected areas. The measure is a part of the Climate Change Funds Programme, operated by Ministry of the environment and spatial planning of the Republic of Slovenia.

The measure has a two way impact:

- ✓ it directly benefits nature protection since it equips supervisors with green vehicles, leaving zero CO₂ footprint and minimal noise pollution in protected areas of nature.
- ✓ Secondly, it has great promotional value where nature conservation institution act as an example of green behaviour and consequently indirectly influencing the behaviour of the visitors in the park.

#cofinancing #tourism



Photo: Triglav National Park, 2018

Contact for the best practice:

Ministry of Environment and spatial planning, Anita Jesih, Sector for nature conservation (anita.jesih@gov.si),

Promoting Sustainable Mobility in Nature Conservation Areas

Beneficiaries:

- ✓ public nature conservation service providers,
- ✓ managers of protected areas founded by the state
- ✓ professional organizations responsible for nature conservation.

Funding within this measure:

- ❑ 2017: € 1,5 mio
- ❑ 2018: € 1 mio

#cofinancing #tourism

Highlights for 2017

Electric Vehicles

- ✓ **30 vehicles** purchased through the measure
- ✓ **for 9 nature protection organisations**
 - Triglav National Park, ▪ Goričko Nature Park, ▪ Kolpa Nature Park, ▪ The Kozjansko Regional Park, ▪ Sečovlje Salina Nature Park, ▪ The Škocjan Caves Regional Park, ▪ Škocjanski zatok Nature Reserve, ▪ Ljubljansko barje Nature Park, ▪ Institute of the Republic of Slovenia for Nature Conservation
- ✓ € 815.500

Electric charging stations

- ✓ **69 municipalities** with territories in protected areas of nature and within Natura 2000 sites
- ✓ **109 AC & 31 DC** charging stations installed in protected areas of nature with 2 dedicated parking places (equipped with signs and ground markings)
- ✓ cca € 500.000

E-Grand Tour of Switzerland

The E-Grand Tour of Switzerland is the world's first official touring route, which can be traveled completely by an electric vehicle. To ensure this, a correspondingly well-developed charging infrastructure along the route is necessary. The total of about 300 charging stations along E-Grand Tour of Switzerland are positioned at a distance of max. 100 kilometers to each other and in max. five minutes distance away from the route (20 minutes for hotels). Thus, the 1.600-kilometer route, which leads over five alpine passes, through 51 cities and past 22 lakes and twelve UNESCO World Heritage Sites, can be comfortably passed by guests with their electric cars.

In summer of 2016, 50.000 guests traveled along the route. The generated value of Grand Tour guests in the summer season 2016 was around CHF 25 to 31 million. Since April 2017, the implementation of a dense charging station network has made it possible to drive in an environmentally friendly way along the route. From 2021 on, the Grand Tour Switzerland is expected to attract around 200.000 guests a year and to generate a value added of around CHF 225 million. Due to this facts, the Grand Tour of Switzerland is one of the top 5 road trips in the world.

#Evtouring #charginginfrastructure #tourism



© im-plan-tat

Contact for the best practice:

Switzerland Tourism: info@myswitzerland.com,
Tel. 00800 100 200 29 <https://www.myswitzerland.com/de-at/e-grand-tour.html>

Alpiq E-Mobility AG: e-mobility@alpiq.com, Tel. +41 58 833 82 82
<http://www.alpiq-e-mobility.ch/de-ch/home.html>

E Mobility in Alpine Pearls Destination Werfenweng

Since 1996 Werfenweng has gained a wide experience with e-mobility. E-vehicles and E-cars have been tested and used for tourists' mobility needs. Since 2013 the E-cars are also rented out to the inhabitants (project WIRSAMO).

- Currently 9 BMW i3 available, as well as 1 Renault Twizy, 1 E-Smart, 1 LPG Caddy
- 4 seaters can drive up to 200km in summer and 160km in winter
- Can be rented per hours or daily
- Renting is free of charge for holders of the SAMO card (bonus card for guests enjoying a holiday without their car)
- E-cars are solely driven by electricity gained by locally produced solar power
- Offer in Werfenweng also includes fun-mobility: e-Bikes and other e-vehicles for visitors
- Werfenweng boasts an encompassing system of various mobility offers including also shuttle services, E-taxis, guided tour, bus tours etc.
- Werfenweng is a model village for e-mobility in tourism and is visited by many study visits every year.



© Tourismusverband Werfenweng/Christian Schartner

Contact for the best practice:

Mayor Dr. Peter Brandauer, 0043 664 2136867
buergermeister@werfenweng.gv.at
Svea Lauterjung – info@alpine-pearls.com



Promoting e-Mobility through awareness raising

AVERE Aura : a tool to raise awareness about emobility

Electric mobility addresses major environmental, public health and economic development concerns.

The association AVERE Auvergne-Rhône-Alpes, member of the Avere-France, is dedicated and aims to promote electric mobility in the region to all publics, searchers, professionals and individuals. For instance the NGO managed some events to raise awareness about emobility as in November 2017 with around 100 people involved in electric mobility : public authorities, fleet managers, builders, equipment and car manufacturers, installers, local authorities, NGO, energy providers, research centers, ...

#awarenessraising



Contact for the best practice:

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SECAP AND SUSTAINABLE MOBILITY

Sustainable Energy and Climate Action Plan (SECAP)

In the field of sustainable energy, as a SEAP Coordinator, the Province promotes and supports the implementation of the **Sustainable Energy and Climate Action Plan (SECAP)** within the local bodies of the territory.

As part of the SECAP, the Province of Brescia promoted topics such as sustainable mobility, in particular e- mobility, including initiatives to raise awareness among citizens and the promotion of the installation of electric charging stations for e-vehicles (bike and cars).

<http://www.provincia.brescia.it/innovazione-0>

#sustainableenergy #climateaction

LINEE GUIDA DELLA PROVINCIA DI BRESCIA PER LA STESURA
DI UN PIANO DI AZIONE PER L'ENERGIA SOSTENIBILE (PAES)



© Province of Brescia elaboration

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<http://www.provincia.brescia.it>



Promoting e-Mobility through information

Promoting the expansion of e-CS infrastructure via brochures

The district Oberallgäu fosters the deployment of an adequate charging infrastructure in the region in a number of ways. One is the elaboration of information material to support PAs as well as (potential) operators of a semi-public charging infrastructure by providing them with relevant knowledge.

A guideline for PAs contains basic information on the topic, recommendations on technical requirements, potential locations as well as funding opportunities.

A second brochure addresses particularly the hospitality industry as (potential) owners of a complementary charging infrastructure, motivating them to invest in e-CS and to open them to the public.



Contact for the best practice:

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Climate protection manager district Oberallgäu

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www.allgaeu-klimaschutz.de/ladesaeulen-f.-unternehmen.html

www.allgaeu-klimaschutz.de/leitfaden-ladeinfrastruktur.html

#charginginfrastructure #informationforPA

Travelling Exhibition Electromobility

The travelling exhibition “Elektromobilität Bayern” offers up-to-date information about electromobility. Seven modules present the most important topics, inviting the visitors to try out and participate. Thus, the exhibition offers the general public and in particular young people, a technology-oriented access to the mobility of tomorrow.

The touring exhibition is an offer of Bayern Innovativ GmbH to Bavarian municipalities and public institutions to make electric mobility on-site tangible and playful.

In addition, municipalities can use the exhibition as an opportunity to promote other regional activities in the field of electromobility, such as discussion forums, driving events, kick-off events with lectures or similar.



© Bayern Innovativ GmbH

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<http://www.bayern-innovativ.de/elektromobilitaet/Wanderausstellung>

#awarenessraising #localauthorities



Consultant for electromobility

The shift to electromobility brings some major challenges for industries, suppliers, SMEs, public authorities even the whole mobility eco-system.

On the one hand the industry itself is faced with changes for the products in terms of customer needs on the other hand the whole supply chain, business2customer, after sales and also regarding energy issues have to be focused.

For this attend we need to have some professionals in consultancy as well as some education and trainings for the people and workers who are dealing with this challenges on a daily basis.

#emobilityconsultancy

The Showcase Electric Mobility Bavaria Saxony developed the „Smart Advisor“-Program which is a Best Practice for education & training of qualified workers in regarding fields:

<https://www.hwk-muenchen.de/artikel/smart-advisor-gewerbeuebergreifendes-weiterbildungsprogramm-der-beruflichen-bildung-74,0,6362.html>

Contact for the best practice:

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Consultant for electromobility

Consultancy topics (selection):

- (New) business models
- Charging infrastructure & energy
- Electric vehicles (micro, medium, macro=)
- Intermodality & Interoperability
- Smart (micro) grid & sector coupling

Education & Training:

- Professional Education
- Research & Universities
- Vocational training & schools

#emobilityconsultancy

The Showcase Electric Mobility Bavaria Saxony developed the „Smart Advisor“-Program which is a Best Practice for education & training of qualified workers in regarding fields:

<https://www.hwk-muenchen.de/artikel/smart-advisor-gewerbeuebergreifendes-weiterbildungsprogramm-der-beruflichen-bildung-74,0,6362.html>

Contact for the best practice:

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Promoting e-Mobility through driving and charging experience

Electric car charging with Bluetorino

Starting in October 2017, the electric car sharing stations in Turin (managed by Bluetorino, company belonging to Bollorè group) are available for private car recharging as well.

230 charging points are accessible today, and over 500 are foreseen in the next years the future.

The user has to pay an annual subscription of € 15.00 to use the charging service, whose price is 4 €/hour. The parking fee is included in the hourly cost.

The car can be parked for a maximum of 24 hours; fines are applied in case of violations.

Charging stations can be booked.

However, the company reserves the right to restrict access to some parking lots to guarantee the performance of the car sharing service.

#electriccarsharing, #charginginfrastructure



Contact for the best practice:

BLUETORINO S.R.L. Via Giuseppe Giacosa, 38, 10125 TORINO

+39 011 57 90 030

<https://www.bluetorino.eu/ricarica>

Amendment of legal framework conditions for E-Mobility in new buildings

Decision of the City Senate of Klagenfurt am Wörthersee on 1 Oct. 2014

Integration of E-Mobility in all building projects.

Applied to all newly submitted residential projects:

- 10 % of all parking lots need to be supplied (at least one parking lot) with 230V/400V power connections for use as an e-Charging station

Applied to all newly submitted commercial projects:

- For every 100 parking lots at least one e-charging station with 2 parking lots have to be constructed

#charginginfrastructure #legalframework



© City of Klagenfurt



© Fotolia/ArTo



© City of Klagenfurt

Contact for the best practice:

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Dr. Wolfgang Hafner
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Web: www.klagenfurt.at



Mapping regional eMobility activities

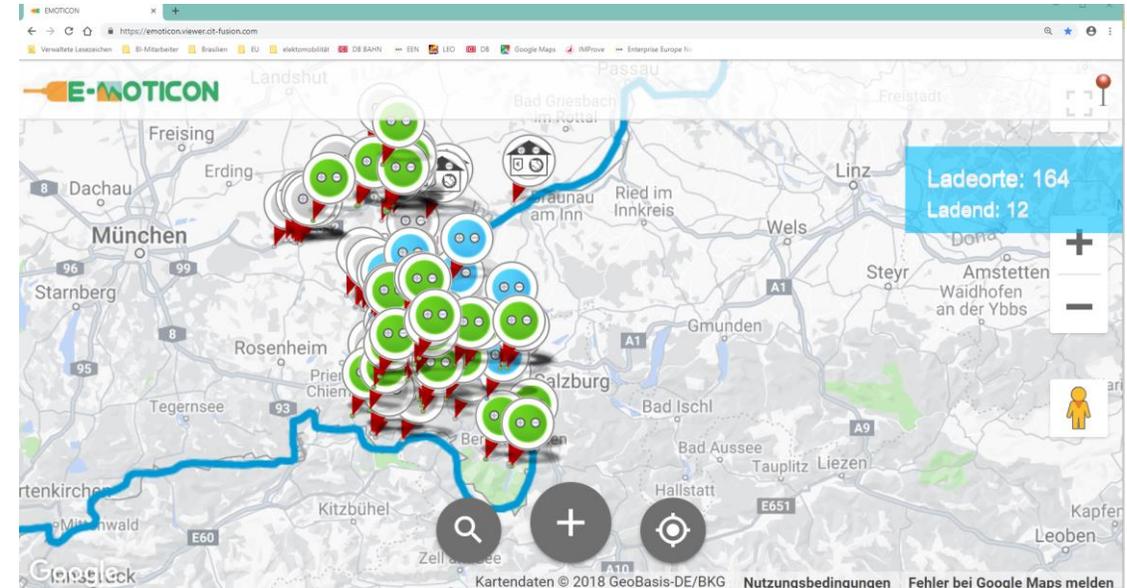
The aim of this online tool is to promote and increase the visibility of eMobility in municipals by mapping all stakeholders, activities, information centres of public authorities and service provider dealing with electromobility. The tool is based on a google map locating all charging points in the region.

Target group are users of electric vehicles as well as fleet managers as well as public authorities. For the PA it has the advantage to show their commitment to eMobility and to promote the region.

Furthermore, the system allows the PA to analyse the usage of the charging points in the region in order to make decisions for further extension of the charging infrastructure.

The system is planned to be maintained by the public authorities.

#mapping



Contact for the best practice:

Dr. Borris Haupt

<https://emoticon.viewer.cit-fusion.com/>



Promoting e-Mobility through private funding

A private tender to support the municipalities of the province of Cuneo

The Cuneo province is not attractive for private investors who operate electric mobility services, due to its particular composition: a total of 250 municipalities, only 10 municipalities with more than 10000 inhabitants and only 9 with more than 100,000 people. For these reasons, in 2017 (and 2016) the banking foundation “Cassa di Risparmio di Cuneo” decided to support the public administrations of the Cuneo area with a private tender for the purchase of electric cars and ECSc. The Foundation co-financed with 200,000 euro the purchase of 8 electric cars and the purchase and installation of 8 fast charging stations in 8 municipalities. A strong incentive was also envisaged for the usage of the purchased car, through a “race” among the Municipalities that won the resources: the municipality with the electric car that will travel more kilometres, in a year from the delivery, will receive a second co-financing for the purchase of a new vehicle.

#privatesubsidy, #fastchargingstations



Contact for the best practice:

Fondazione Cassa di Risparmio di Cuneo

Via Roma 17, 12100 Cuneo. +39 0171 452711

<http://www.fondazionecrc.it/index.php/sviluppo-locale/cuneo-provincia-smart/cuneo-provincia-smart-mobilita-elettrica-sostenibile>



Promoting e-Mobility through public administration

EVILITY (Electric Vehicle MoBILITY)

The Italian government has mandated local authorities to install electric cars charging stations in their jurisdiction putting a financial obligation onto local councils already strained for resources.

→ Cooperation with Evbilty, a provider of sustainable mobility solutions, offering ad-supported quick charging station installation and maintenance.

EVbilty offers to set up and install fast charge stations for free in public spaces and high traffic locations in exchange for outdoor advertising space on site. Installation and maintenance costs are paid by the sales of outdoor advertising slots, visible to both pedestrians and by customers recharging their vehicles. Electric car owners can rely on a state of the art network of locations where they can charge their batteries at a small fraction of the cost of a tank fill and at comparable speed. Companies placing ads enjoy access to a ready audience in high passage locations and customizable ad formats.

Currently, there are ten active stations, Quick charging (22 kW) electric vehicles

#charginginfrastructure #cooperationwithpublicauthorities

<https://www.instagram.com/s/aGlnaGxpZ2h0OjE3OTE0MTEzMDczMTgwNDMw/>



© Evbilty S.r.l. , Instagram @evbilty_srl

Contact for the best practice:

EVILITY - Electric Vehicle Mobility EVILITY S.r.l. Via Silvio Penati 17 24030 Medolago (BG)

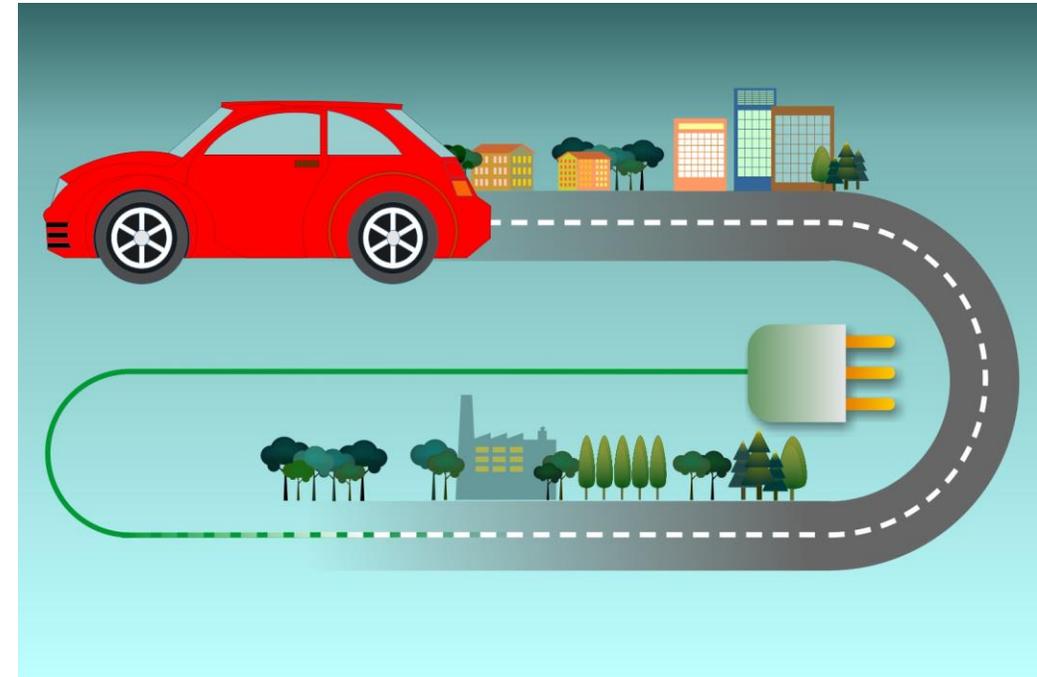
C.F. e P.IVA: 08121930963 - REA: BG433744 – info@evbilty.com Telefono e Fax +39 035 902451 <https://www.evbilty.eu/>

Regional Guidelines for electric charging infrastructure, Lombardy Region

The aim is to promote the development of a charging network that supports the circulation of electric and plug-in hybrid vehicles. Project started in 2015.

The document is articulated within the established parameters of the National Infrastructural Plan for the recharging of vehicles powered by electricity (PNIRE) and the European Directive AFID (Alternative Fuel Infrastructure) and plays a leading role for all public and private entities that prepare for the design / implementation of electrical infrastructure networks at regional level.

The Guidelines have been elaborated thanks to the comparison with the stakeholders of electric mobility and the territory, with the intent to provide precise indications regarding the methodology and priorities to be considered in the construction of the charging infrastructure network in reference to the two macro-categories : public access charging point and private access charging point



Contact for the best practice:

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<http://www.regione.lombardia.it/wps/portal/istituzionale/HP/servizi-e-informazioni/enti-e-operatori/trasporti-e-logistica/mobilita-elettrica>

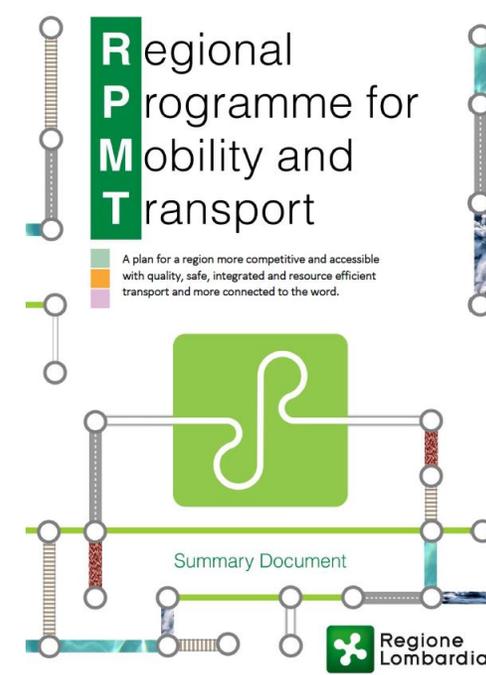
Regional Strategy for electric mobility, Lombardy Region

Regional strategy for electric mobility (2016) as a part of the Regional Program of Mobility and Transport: it's the strategic document of Lombardy Region with vision for its policies and actions. The Strategy identifies three priority areas of intervention:

1. Mobility in urban, extraurban, lake and river areas;
2. Education, training and information;
3. Research, development and innovation.

DOCUMENT FOR THE IMPLEMENTATION OF THE REGIONAL STRATEGY FOR THE DEVELOPMENT OF ELECTRICITY MOBILITY (2017): it specifies that regional governance operates mainly through the Working Group for Electric Mobility in Lombardy (MEL) as a collective body, the permanent working tables already established with the various stakeholders and any new thematic tables, in addition to comparison with national and local institutional bodies, also on interregional tables.

#regionalstrategyemobility



Contact for the best practice:
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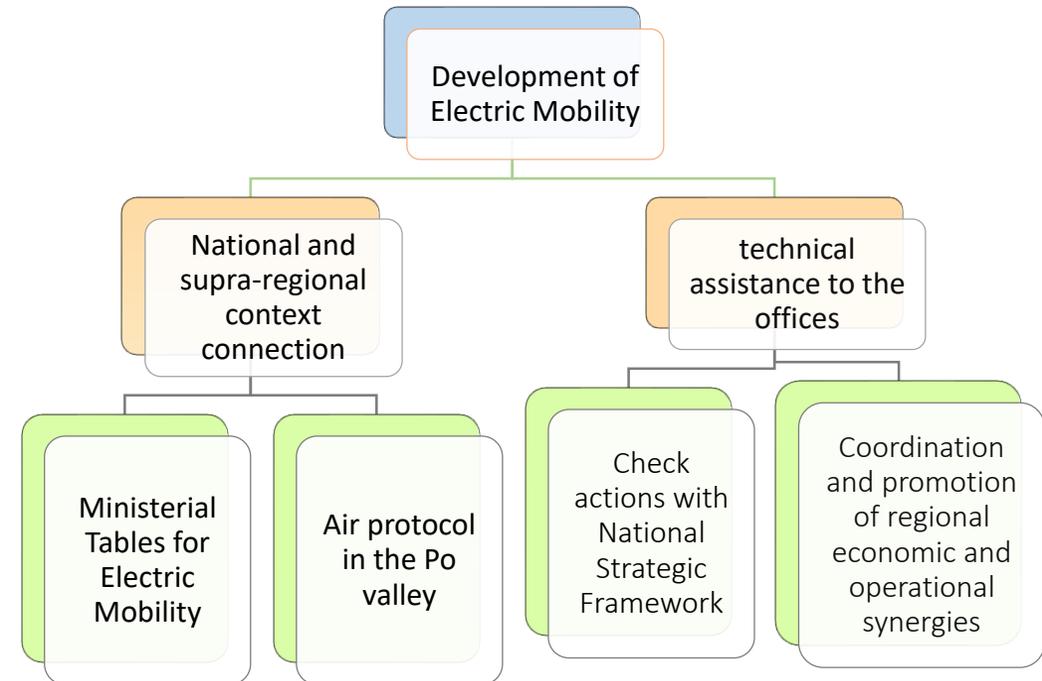
<http://www.regione.lombardia.it/wps/portal/istituzionale/HP/DettaglioRedazionale/istituzione/direzioni-general/direzione-generale-infrastrutture-trasporti-e-mobilita-sostenibile/programma-regionale-mobilita-trasporti>

Working group for electric mobility in Lombardy (MEL), Lombardy Region

A round table inside the regional body created to involve and coordinate the various Regional Departments, the Presidency, the para regional authorities (Finlombarda and Infrastrutture Lombarde), the stakeholders and the research groups towards integrated actions to support electric mobility: action devoted to improve governance.

Working group was active from 2015 – March 2018, meeting 2-3 times a year

Expected outcome: governance between different regional departments and between these and regional stakeholders



Contact for the best practice:

Lombardy Region, Marco Cappelletti,
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#governanceforemobility

EVAI, Lombardy Region

EVAI project funded by the Lombardy Region and Ferrovienord: ecological car sharing with exclusive service during working hours dedicated to public administrations as an alternative policy to the purchase / long-term rental of new vehicles supplied to the Municipalities.

The car sharing points are located in correspondence with the main suburban and regional railway service stations, conceiving the car sharing as amplification of the accessibility with the public transport and integrate this for the last mile.

The car sharing points are located in the whole Lombardy region, mainly at railway stations of the provincial capitals and municipalities that activate the EVAI service

PAs can use car sharing during working hours – in the remaining hours cars are available to citizens

There are currently 73 cars in the system.

The project is co-financed by the region with about 1M€ per year



Contact for the best practice:

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<https://www.e-vai.com/>

Financial Administration, Lombardy Region

PRICE LIST of the charging infrastructures prepared by the Milan, Monza-Brianza and Lodi Chamber of Commerce, Industry, Crafts and Agriculture in collaboration with the Lombardy Region, in order to determine the reference prices to be used for the deduction of charges. Today it is the only reference in Italy.

IE36 INFRASTRUTTURA ELETTRICA PER LA RICARICA DEI VEICOLI			
		Unità di misura	Euro
IE3601	Stazione di ricarica a parete		
IE36010001	Stazione di ricarica a parete (Wall-box) per autoveicolo dotata di 1 presa CEI EN 61851-1 tipo 2 per ricarica in modo 3 circuito pilota PWM(cavo normalmente in dotazione al veicolo) senza circuito power management - corrente nominale fino a 32A, tensione nominale 230Vac Grado protezione >=IP54 (*)	cad	1.277,35
IE36010002	Stazione di ricarica a parete (Wall-box) per autoveicolo dotata di 1 presa CEI EN 61851-1 tipo 2 per ricarica in modo 3 circuito pilota PWM(cavo normalmente in dotazione al veicolo) con lettore card RFID e senza circuito power management - corrente nominale fino a 32A, tensione nominale 230Vac Grado protezione >=IP54 (*)	cad	1.684,44
IE36010003	Stazione di ricarica a parete (Wall-box) per autoveicolo dotata di 1 presa CEI EN 61851-1 tipo 2 per ricarica in modo 3 circuito pilota PWM(cavo normalmente in dotazione al veicolo) con circuito power management - corrente nominale fino a 32A, tensione nominale 230Vac Grado protezione >=IP54 (La stazione di ricarica richiede l'installazione di un ulteriore dispositivo) (*)	cad	1.775,62
IE36010004	Stazione di ricarica a parete (Wall-box) per autoveicolo dotata di 1 presa CEI EN 61851-1 tipo 2 per ricarica in modo 3 circuito pilota PWM(cavo normalmente in dotazione al veicolo) con circuito power management e lettore card RFID - corrente nominale fino a 32A, tensione nominale 230Vac Grado protezione >=IP54 (La stazione di ricarica richiede l'installazione di un ulteriore dispositivo) (*)	cad	2.087,89
IE3602	Stazione di ricarica a colonna		
IE36020001	Stazione di ricarica a colonna, in lamiera d'acciaio verniciata per ricarica di 2 autoveicoli dotata di 2 prese CEI EN 61851-1 con blocco Tipo 2 3P+N+T 32A con blocco CEI ETX per ricarica in modo 3 con circuito pilota PWM, 2 lettori card RFID - corrente nominale fino a 63A, tensione nominale 400Vac Grado protezione >=IP54 (*)	cad	6.035,97
IE36020002	Stazione di ricarica a colonna, in lamiera d'acciaio verniciata per ricarica di 1 autoveicolo e 1 motociclo dotata di 1 presa CEI EN 61851-1 Tipo 2 3P+N+T 32A 400Vac e 1 presa CEI EN 61851-1 Tipo 3A 1P+N+T 16A 230Vac per ricarica in modo 3 circuito pilota PWM, 2 lettori card RFID - corrente nominale fino a 50A, tensione nominale 400Vac Grado protezione >=IP54 (*)	cad	6.476,56
IE36020003	Stazione di ricarica a colonna, in lamiera d'acciaio verniciata dotata di 1 presa CEI EN 61851-1 Tipo 2 3P+N+T 32a 400Vac per ricarica in modo 3 circuito pilota PWM, 1 connettore CCS Combo2 50kW e 1 connettore ChaDEMo 50kW per ricarica in modo 4, lettore card RFID (*)	cad	38.084,04

Contact for the best practice:

#financialadministration

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Communication, Lombardy Region

"Lombardy Region meets the territories": cycle of meetings (12) among regional and local administrators specially dedicated to illustrating current legislation, policies and regional actions put in place to encourage electric mobility. A sort of help desk carried out directly on the territory.

Meetings took place from January to June 2018.



Contact for the best practice:

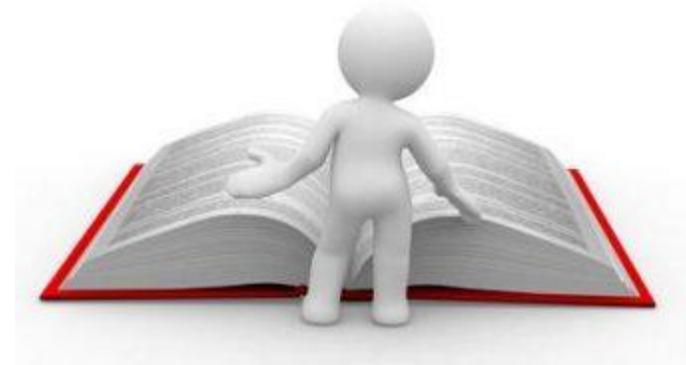
#localauthority #communicationmeetings

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Legislation & Finances, Lombardy Region

Regional Law for reducing emobility costs (Law n.13, July 2003):

- total and permanent exemption of the car tax for electric vehicles' owners;
- reduction of 50% for three years of tax, starting from the year of matriculation, for vehicles with hybrid electric power and petrol or diesel fuel with external charging equipment.



Contact for the best practice:

#legislationemobilitycosts

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Contact

EUROPEAN REGIONAL DEVELOPMENT FUND

Svea Lauterjung – Alpine Pearls - info@alpine-pearls.com

Project Website: <http://www.alpine-space.eu/projects/e-moticon/en/home>

