



## **E-mobility**

### *Florence Municipality's Projects*

by  
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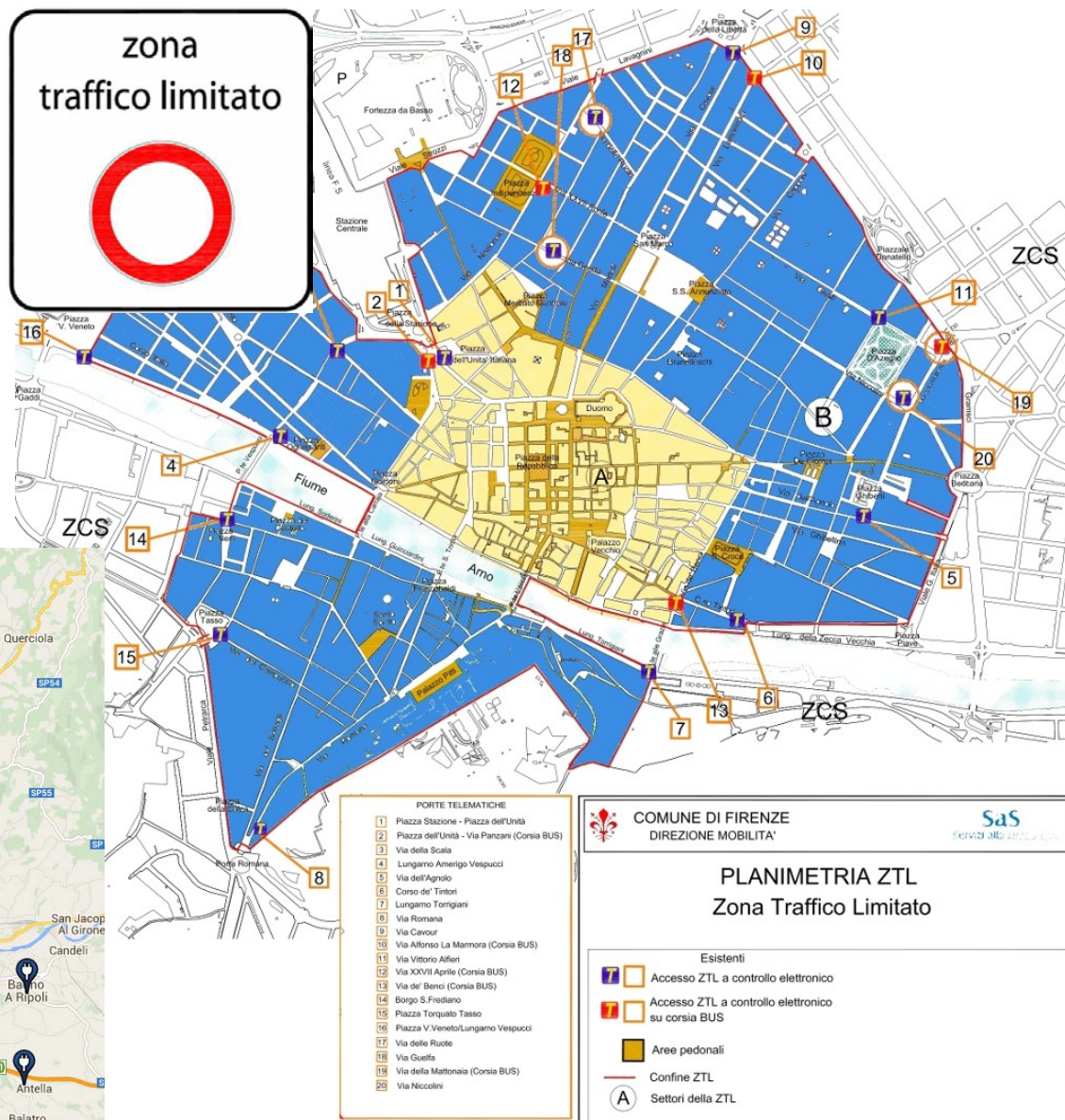
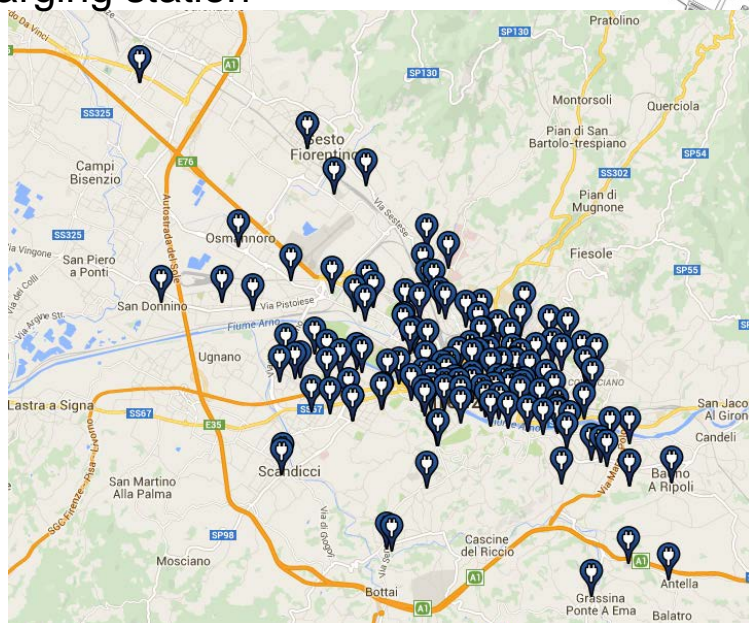
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The Municipality of Florence intends to stimulate the private use of electric vehicles, in particular in restricted traffic areas of the historic center of the city.

Limited Traffic Zones free of charge for e-vehicles

Interoperable network of public charging station





## In this perspective, our Municipality has joined two European projects:

1. DOROTHY (Development of regional clusters for research and implementation of environmental friendly urban logistics), funded by the programme Regions of Knowledge FP7, has the mission to enhance the distribution process of urban goods by reducing the number of vehicles and enhancing environmental standards, the project will help to improve the quality of life in European cities.



2. Ele.C.Tra. (Electric City Transport), funded by the programme Intelligent Energy Europe, intends to reduce pollution due to passenger transports and improve quality life by promoting a new urban sustainable mobility model. In this light, the project aims to increase the electric scooters use in urban areas, stimulating the private subjects to organize short and long term rent.

# The Dorothy Project

Dorothy Project is targeted to develop the potential of innovation and research in the four Regions Tuscany (Italy), Valencia (Spain), Lisbon and Tagus (Portugal) and Oltenia (Romania) composing the Consortium in the field of Urban Logistics, one of the main focus of attention of the Flagship Initiative.





## The aim

The specific objectives of the Project can be synthesised as follow:

To define lines of research and innovation for the Clusters compliant with the specific technological and territorial specialisations.

To address the research-driven clusters in the four Regions toward common developments and collaboration through networking activities.

To set up the better conditions for the full exploitation of the results of the researches.

To ensure the spread of knowledge through high quality dissemination and stakeholders involvement.

To support the internationalisation of the Clusters through specific actions (Albania, Brazil and Mexico already interested ).

To define Joint Action Plans (JAP) for the four Regions, with the active involvement of the Regional Authorities and Agencies

To mentor the start-up of the research clusters

To monitor the start-up of the activities defined in the JAP.

# The Project as an opportunity

for the Companies

- to define their RTD policy related to the analysis of the market opportunities and the territorial needs
- to find funding opportunities for their innovation activities
- to establish a cooperation network with other companies and Universities to enhance and integrate their innovation potential
- to ensure the coherence between their innovation activities and the Regional framework
- to scout their internationalisation potential in some markets

for the Regions

- to develop the innovation level over the territory
- to optimise the capabilities to access and to use European funds
- to enhance the Regional specialisation creating networks of excellence

# The Project as an opportunity

for the Universities

- to establish structural cooperations with companies and Public Administrations
- to improve their thematic specialisation

for the Municipalities

- to point out innovative solutions for the Urban Logistics
- to create the conditions to access further funding opportunities for improving the organisation of their Urban Logistics

## The Ele.C.Tra Project

The EleCTra project would like to test own innovative model, to give useful solutions to accessibility needs of citizens (house-work, house-school, house-keeping transfers,...) that cannot be fully solved by public transport local systems.

The project includes 3 pilot actions, that will be realized in Genoa, Florence and Barcelona, with some similar characteristics and a high scooters use. The tested model by experimentation phase will be suitable to transfer to other countries and cities, that have different characteristics too.





## Project background

The core concept of the Ele.C.Tra. (Electric City Transport) project is that it is possible to reduce pollution due to passenger transports and improve quality life by promoting a new urban sustainable mobility model.

In this light, the project allows:

**to increase** the electric scooters use in urban areas, through short sharing (e.g. for one day) or rent (e.g. for six months).

**Then, why the project focuses on scooters technology?**

Because this technology has reached a high level technological development, with relevant applications in the electric mobility;

Because scooters modal share increases, enhanced to the growth of fuel prices;

Because scooters are very used in the Southern European cities involved (Genoa, Florence and Barcelona), that have a scooter modal share between 15 and 20%;

**to raise awareness** citizens and tourists of changing daily behaviours to promote sustainable user-friendly activities

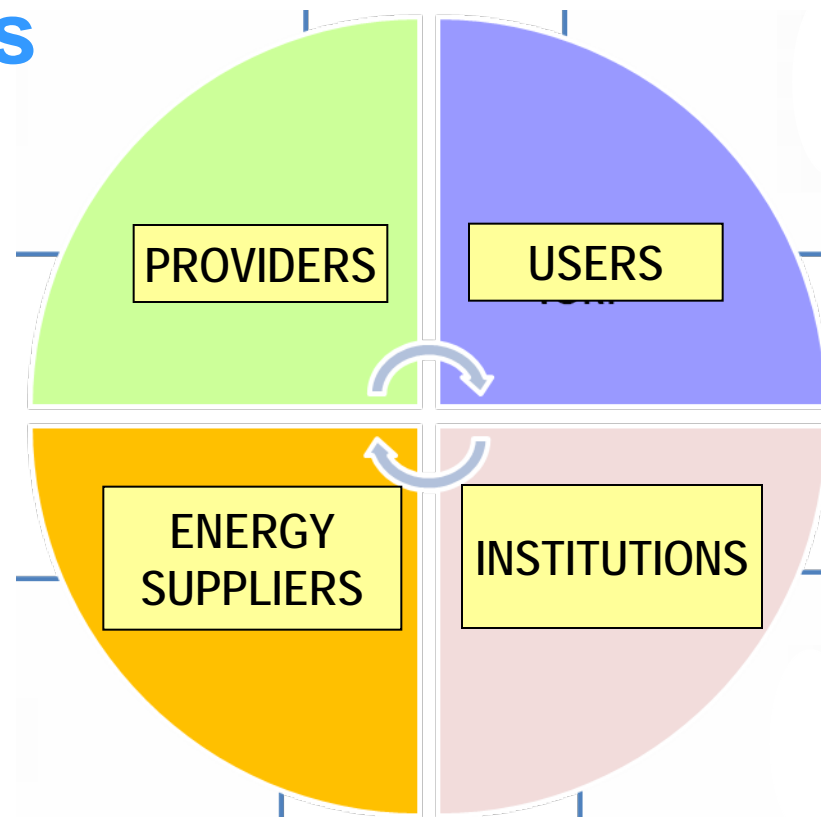
# Actions and actors

## *Urban facilities and Subsidies*

Interoperable network of public charging station  
Limited Traffic Zones free of charge for e-vehicles  
Financial incentives for citizens  
50% reduction on the cost of insurance  
Exemption from property tax for 5 years  
Pedestrian Area accessible for e-vehicles  
Reserved parking areas

## *Stakeholders Agreements*

## *Communication Plan*



Pilot and non-pilot cities have approved agreement schemes with stakeholders.

Some agreements are already signed, some others are going to be signed soon.

Florence	e-scooter suppliers	ELETTRICITTA'
		Alterenergy
	other stakeholders	SELF
		IKEA
Genoa	other stakeholders	Telecom
		IKEA
		Telecom
Suceava	other stakeholders	Suceava Municipality
Murcia	e-scooter suppliers	Emisiones 00
		Murcia sobre ruedas
Malta	other stakeholders	Fondazzjoni Temi Zammit
Lisbon	other stakeholders	RCDI
		Engimind, Consultores
		U-scoot

Skopje	other stakeholders	EMKICE – Knowledge Innovation Center
		“Vlado Tasevski”
		BLAKOM engineering
		Faculty of electrical engineering and information technologies
		“Boro Petrushevski”
		Avto + Magazine
Athens	e-scooter suppliers	Republic council on road traffic safety
		City Parking – Skopje
	other stakeholders	Green Motors
		Institute of Geoenvironment
		Municipality of Chalki

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