



penelope bacchus

Promoting Energy efficiency to Local Organisations
through dissemination Partnerships in Europe
Best Actions for Collaboration in Countries
for a High efficient Use of energy in Structural funds

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SPEED BIKE - Emilia Romagna - City of Modena - Italy

(project supported by SAVE)

Experimentation of 30 electro-muscular vehicles with two, three, four wheels for urban mobility as an alternative to traditional vehicles to reduce fuel consumptions and pollutant emissions from private cars; dissemination of the results to other administrations for the reiteration of the practice

Target Groups	Sector	Field
<ul style="list-style-type: none"> - Local authority - Domestic consumers - Manufacturers / industry 	<ul style="list-style-type: none"> - Transport 	<ul style="list-style-type: none"> - Information - Education and training

ANALYSIS

MOTIVATION AND PROJECT DESCRIPTION

Since 1997, the local Administration has been looking for alternative solutions to the traditional mobility system.

The speed bike experimentation has consisted in the following phases:

- a) selection of 30 electric vehicles with 2, 3, 4 wheels as available on the market in 1997,
- b) identification of 30 inhabitants ready to use the vehicles for one year to understand strength and weak points;
- c) evaluation of the functional standards of all the vehicles;
- d) final report to summarize the results, containing recommendations to local and national Administration, to sellers and producers about the best conditions and the promotion of electric urban mobility.

CONDITIONS BEFORE AND AFTER THE INITIATIVE

In 1997, electric vehicles in Modena were less than 50, mainly bicycles. Specialised sellers were very few and there were no technical assistance centres. Social awareness on the subject was very limited. After five years of promotional activity made by the Municipality of Modena, many steps have been put forward. About 500 vehicles, mainly bicycles but also scooters and cars are available now. The selling net is connected with 60 points, offering a large variety of national, European and extra-European products. The use of electric vehicles, even if still limited in the urban path, has allowed to reduce the number of traditionally fuelled vehicles.

EXPERTISE

The following expertise was required:

- Experts on marketing activity to choose the most suitable experimentation vehicles on the market in 1997
- Experts on electrical motor technology to evaluate basic features of the vehicles, functional standards and test the experimentation;
- Experts on electric accumulators of vehicles, also to investigate the replacement of bicycles exhausted batteries by those of mobile phones.
- Other experts have supervised the choice of experimentation vehicles and the functioning of accumulators and mechanical parts.
- Experts of Speed Bike Project have monitored the activities and noted strength and critical points.

COST AND BENEFITS

The total cost of the Project was 300.000 Eur, partly funded by the European Commission (135.000 Eur), partly by the other partners involved.

As this Project was intended to stimulate the use of electro-vehicles, the most relevant benefit was a social one: it must be considered the rising of public awareness and information about electric vehicles properties: after a one year experimentation, the use of electro-vehicles has increased of about 1.000% in the urban area.

In the same time the selling network has increased of about 3.000%. This result will help to rise public awareness and information about electric vehicles properties and modify people urban mobility lifestyle; in the long term, it will contribute to the reduction of energy consumptions, acoustic and air pollution.

This will push also the Public Administration and private companies, to allocate more financial and technical resources of this alternative transportation mean.

Obviously at the moment no significant reduction in energy consumptions, acoustic and air pollution has been accounted.

PARTNERSHIP

AT LOCAL LEVEL:

- National Professional Technical Institute of Maranello
- University of Modena

AT EUROPEAN LEVEL:

- Guy Hamesse (Belgium)
- Adel Group (Italy)
- German Eslava (Germany)

COMMUNICATION:

Communication before, during and after the experimentation was made directly by the Services of Modena Municipality.

RECOMMENDATIONS

OBSTACLES

The following obstacles have been met:

- high costs of electric vehicles
- technical standards still rather low (autonomy, accumulator re-charging times, overall weight of vehicles)

EVALUATION

The internal services of the Municipality have served as monitoring and evaluation structures.

These services have also made evaluation of success and/or failure.

In order to ensure future success of this kind of initiative it is opportune to foreseen a series of measures to promote sustainable mobility such as economic incentives, special permissions for electric vehicles and so on (see also the good practice Promotion of Sustainable Mobility of Modena)

TO KNOW MORE

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