



**ELENA Project Factsheet**  
**ITS-CONCEPT URBAN BUS EQUIPMENT**  
**(ITS-CUBE)**

<b>Location of planned investments</b>	Germany
<b>Final Beneficiary</b>	Free and Hanseatic City of Hamburg
<b>Final Beneficiary's address</b>	Alter Steinweg 4 20459 Hamburg Germany
<b>Sector(s) of investment</b>	Urban Mobility
<b>Total Project Development Services (PDS) cost</b>	EUR 2 162 500
<b>ELENA co- financing</b>	EUR 1 946 250
<b>Project Development Services (PDS) financed by ELENA</b>	<p>The Project Development Services (PDS) financed by ELENA will provide support to implement the Investment Programme (IP) of the planned Intelligent Transport Systems/Bus Priority System (ITS/BPS) service in Hamburg. The PDS are needed to secure the coordination of the preparation and development of the IP.</p> <p>This specifically entails:</p> <ul style="list-style-type: none"> <li>• Project Management &amp; Coordination: Ministry of Transport and Mobility Transition Hamburg, Department for Transport and LSBG will carry out project management and coordination activities. It will ensure the appropriate coordination between the different stakeholders of the project and smooth running of the IP implementation. External support will be taken for EIB contract management and reporting</li> <li>• Technical studies</li> <li>• Financial and legal advice</li> <li>• Project results dissemination</li> </ul>
<b>PDS Timeframe</b>	Q2 2023 – Q2 2027
<b>Investment programme description</b>	The Investment Programme (IP) consists of upgrading bus network infrastructure (intersections), buses and traffic management system required for the planned ITS/BPS service. This involves equipping buses with OBU devices, infrastructure upgrade entailing equipping intersections with ITS/BPS enabling technology and central transport management system software updates enabling the new ITS/BPS functionalities.
<b>Investment amount to be mobilized</b>	EUR 64m

<b>Description of the approach to implement the Investment Programme</b>	<p>The Investment Programme is planned to be implemented in the period 2023-2027 in phases structured along with three main project components. Project implementations time plan with respect to each project component are below:</p> <ul style="list-style-type: none"> <li>• Bus retrofitting programme to be implemented by public transport operators HOCHBAHN and VHH</li> <li>• Infrastructure upgrade programme to be implemented by traffic lighting systems operator HHVA</li> <li>• Software updates programme to be implemented by LSBG</li> </ul>
<b>Expected results of investments planned</b>	<p>The total estimated contributions are:</p> <ul style="list-style-type: none"> <li>• Estimated annual reduction of NOX reductions (and/or other pollutants and particulates) – Annual total reductions of <b>21 NOX t</b></li> <li>• Estimated change in modal share – <b>16.5%</b> of private car travels (of the signalised network) to shift to public transport (in vehicle-km)</li> <li>• CO2 reductions – Annual total reductions of <b>53 298 CO2 eq t</b></li> <li>• Jobs retained or created – <b>208 FTE</b> during project construction</li> </ul> <p>Assessment of investment or deployment of 'new to market' goods and services: High – large scale ITS project covering a substantial part of the urban traffic (i.e., 600 of 1 750 intersections to be equipped with the new technology).</p>
<b>Leverage factor (Minimum 20)</b>	33
<b>Status</b>	Contract signed on 31/05/2023
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