



ELENA Completed Project Factsheet

Madrid Electrical Vehicles (MADEV)

Location	City of Madrid, Spain
Beneficiary	Empresa Municipal de Transportes de Madrid S.A. (EMT) Public company owned by Madrid City Council
CoM signatory	The City of Madrid signed the Covenant of Mayor on 28 th November 2008.
Sector	Urban Public Transport EE (Implementation of Electric Vehicles)
Total PDS costs	EUR 650 510
Elena contribution	EUR 572 449
Project development services financed by ELENA	<p>The Elena assistance supported the first large scale investment programme for electric vehicles in Spain:</p> <ul style="list-style-type: none"> • Development of a strategic definition of electric mobility in the city of Madrid. • Support to citizens and companies regarding electric mobility. • Promotion of the acquisition of electric vehicles for municipal fleets and other professional fleets, as well as of the deployment of public and private charging networks. • Organization of events and activities to promote the e-mobility. • Demonstration projects to place Madrid as an international reference in the field of e-mobility. • Identification of external funding sources for the implementation and effective deployment of electric vehicles. • Promotion of environmental voluntary agreements to reduce CO2 emissions with companies and other public entities. • Support to the city of Madrid in the deployment of new policies related to electric vehicle as a tool to improve urban sustainability.
Description of ELENA operation	A Project Implementation Unit (the Sustainable Mobility Office) was created within the EMT to manage the investment programme. Two full time experts were hired and assigned to MADEV project. They were supported by external experts. The unit coordinated, promoted and analysed the proposals from the sector stakeholders (energy companies, vehicles charging station manufacturers, etc,..) and from the Municipality of Madrid.
Timeframe	November 2010– November 2013
Basis for investment identification	<ul style="list-style-type: none"> • SEAP developed in the framework of CoM: Plan de Uso Sostenible y Prevención del Cambio Climático de la Ciudad de Madrid 2008 • Project MOVELE (2009-2010) • Integrated Strategy for Electrical Vehicles Promotion in Spain, presented on 06 April 2010
Investment programme description	<ul style="list-style-type: none"> ▪ 192 charging points installed (162 in public parkings and 30 in the private sector) ▪ 180 Electrical Vehicles acquired
Investment in implementation phase	EUR 14 909 889

Results expected to be achieved	<ul style="list-style-type: none"> • Energy savings: 5.76 GWh/y • CO₂ reduction: 1 746 t/y
Leverage factor achieved	26
Lessons learnt	<p>The City of Madrid considers the followings as the key MADEV lessons learnt:</p> <ul style="list-style-type: none"> • The use of public procurement in order to make fleets cleaner and the inclusion of clauses relating to CO₂/NO_x levels to encourage suppliers to increase cleaner vehicles in fleets • Be open to new partnerships, new ways of working and new mobility services: The best way to foster e-mobility is to generate synergies between public and private sector • Be a reliable partner for the private sector by creating stable regulation: To achieve this, cooperation among different administrations is key. • Include EVs in the move towards mobility services, car and bike-renting/sharing, integration of public transport systems • Get people to touch, feel, try out, to see how great EVs are in order to reduce doubts about range, driving performance, etc. The promotion events have shown to be an extremely helpful tool to promote electric mobility among private companies and to help changing behaviours and misconceptions about electric vehicles. • Importance of exchange, dissemination and capitalization of knowledge: The City of Madrid has done an important effort to organize the e-mobility forum in order to foster cooperation between the public and the private sector. • Importance of incentives: Despite the bad economic situation, Madrid has implemented, among others, two measures which entail a reduction of income for the city council: the exemption of regulated parking fee for EVs and a reduction of the local tax for EVs. These measures have proved being extremely powerful to promote e-mobility.
Further information sources	http://www.movilidadelectricamadrid.es
Contact person at Beneficiary	Sergio Fernández Balaguer, Emte Madrid, sergio.fernandez@emtmadrid.es



Private charging point



new GNC-plug in hybrids buses at the Operation Centre of Carabanchel



Madrid Avisa service with 5 Think City



And 26 motorbikes