



**ELENA Completed Project Factsheet**  
**High-volume ELeCtric VehicLe PrOcurement**  
**(HELLO)**

<b>Location of planned investments</b>	Germany, Netherlands, France, UK
<b>Final Beneficiary</b>	B2M Software GmbH
<b>Final Beneficiary's address</b>	Blütenstraße 15, 80799, Munich, Germany
<b>CoM signatory</b>	No
<b>Sector</b>	Transport
<b>Total PDS costs</b>	EUR 2 585 853
<b>ELENA contribution</b>	EUR 2 078 640
<b>Project development services financed by ELENA</b>	Project Development Services (PDS) included the establishment of local project organisations, negotiations with local stakeholders and counterparts for engagement and cooperation, tendering of supply and services including negotiations, finalisation of business plan and marketing plans as well as supervision and project management.
<b>Description of ELENA operation</b>	<p>PDS activities have been performed by the Final Beneficiary (FB) staff and the seconded staff of the project partners, and the external experts. The PDS has been organised in the following five work-streams:</p> <p>A: Market assessment and engagement  B: Procurement strategy and contract negotiations  C: Business models coordination and optimisation  D: Operations and service concepts  E: Project management and coordination</p>
<b>Timeframe</b>	1 May 2018 – 31 October 2020
<b>Investment programme description</b>	<p>The Investment Programme concerns deploying electric car-sharing services in the countries Germany, Netherlands, France and the UK. Project components are electric vehicles, technology integration and charging infrastructure.</p> <p>When compared to the initial setting, the project has resulted in relatively substantial investments in EV charging infrastructure and low investments in electric vehicles. This is particularly due to the challenges in EV deployment in cities without adequate public EV charging infrastructure.</p> <p>Project investments have resulted in the following capital formations:</p> <ul style="list-style-type: none"> <li>- 413 electric vehicles</li> <li>- 1,931 EV charging points</li> <li>- 147 Intelligent Transport Systems (ITS) equipped to the vehicles</li> </ul>
<b>Investment in implementation phase</b>	EUR 23m

<b>Results expected to be achieved</b>	<p>The estimated impacts of these investments are as follows:</p> <ul style="list-style-type: none"> <li>• GHG Reduction: 18 958 t CO<sub>2</sub>eq/year</li> <li>• NO<sub>x</sub> Reduction: 25 t/year</li> <li>• Estimated Job Creation: 100 FTE</li> </ul>
<b>Leverage factor achieved</b>	11
<b>Lessons learnt</b>	<p>An important aspect the Final Beneficiary and other project partners have learnt from the ELENA project is that there are challenges specific to countries. ELENA projects have made it possible to transfer these unique experiences of project partners to others.</p> <p>The COVID-19 pandemic had also an impact on the implementation of PDS activities and delivering projects. On the other hand, it has been observed during the pandemic that shared mobility propositions have also received increased attention in the course of the pandemic as an alternative to public transport.</p>
<b>Further information sources</b>	N/A
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