ELENA Project Factsheet

High-volume ELectric VehicLe PrOcurement (HELLO)

Location	The project will be carried out as five projects in at least seven European regions in five different countries which are: • Metropolitan Region Rhine-Neckar (MRN), Germany • North Hessen Region, Germany • Cologne Bonn Region, Germany • Province of Limburg, the Netherlands • Province of Madrid, Spain • Oxfordshire, United Kingdom • Île-de-France Region, France
Beneficiary	B2M Software GmbH, Garching bei München, Germany
CoM signatory	No
Sector	Urban mobility services
Total PDS cost	EUR 2 309 600
ELENA contribution	EUR 2 078 640
Project Development Services (PDS) financed by ELENA	The PDS will be organised in five workstreams: 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 of which the key elements are to prepare and manage a coordinated joint procurement of electric vehicles and charging units. Furthermore, customised service concepts and user interfaces will be developed and deployed.
PDS Timeframe	Q1 2018 – Q1 2020
Investment programme description	Investment programme is composed of 2 000 electric vehicles (EVs), 1 200 charging points to be implemented in 5 different European countries and technology integration investments (in-vehicle devices, communication systems, etc.). The investment aims at improving quality and attractiveness of urban mobility services by an electric car-sharing scheme.

Investment to be mobilized	EUR 52 800 000
Description of the approach to implement the Investment Programme	The final beneficiary and its partners will establish a cooperation in which resources from the partners will be seconded to the final beneficiary who will be the contractual counterpart to EIB. Each project in terms of PDS and IP will be implemented by a single partner but in the cooperation with the other partners. A core component to the implementation of the IP will be the coordinated joint procurement of assets.
Expected results	When completed, the project is expected to result in annual reductions of 8 882 t CO2 eq and 11.8 t NOx. The project is also expected to have minor local impacts on i.e. congestion and access to parking, since users of car sharing would partly come from users of personal cars.
Leverage factor (Minimum 10)	26
Market replication potential	The project has a high replication potential due to the number of cities and urban areas in the EU at a comparable size and structure, and with similar challenges and barriers in terms of deploying low- or zero emission mobility services to support sustainable urban developments. The potential for deployment of car sharing solutions or to upgrade existing services to zero-emission is very high, and solutions and learnings from this project are very likely to be replicated. Especially, the use of framework procurements for larger fleets could have a positive replication effect for similar projects in the EU.
Status	Contract signed on 30/04/2018
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