



# Berlin elektrisiert

Strategic Approach and  
targeted Projects to  
implement Electric Mobility  
in the German Capital  
Region

**NoAE 5<sup>th</sup> Project Day**  
**Green Cities Kick-off Workshop**  
**18 April in Düsseldorf**

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## Pilot Region for Electric Mobility, financed by the Economic Stimulation package 2



- Berlin/Potsdam is selected as one of eight „**Pilot Regions Electric Mobility**“ by the Federal Ministry of Transport, mid 2009 to end 2011
- 130 mill. € programme to support introduction and service of electric vehicles for passenger and freight transport as well as installation of re-charging infrastructure
- Development of Electric Mobility as a subject of mobility
  - new integrated mobility services
  - new business models for transport operators passenger/freight
  - contribution to strategic objectives of the urban policies, e.g. Urban Development Plan, Energy Efficiency and Climate Protection Programmes
- Establishment of a long-term basis for E-mobility in the regions



# Electric mobility in the German Capital region – Pilot Region and further programmes



- In total 14 demonstration projects running with support from federal ministries  
such as Pilot Region programme involving 5 projects ranging from Car Sharing to retail delivery  
Total financial volume of ongoing projects more than 100 mill. €
- Basis infrastructure with currently approximately 110 public charging stations (Vattenfall, RWE)
- Integration into the roadmaps of transport and environment policy
- Interaction with urban traffic management (new: Berlin Traffic Information Center) will be established step by step



## ■ Objectives

- Operation of an e-car sharing fleet for use inside and outside the Berlin S-Bahn circle
- Integration of the e-fleet in Public Transport Schemes
- Analysis of user behaviour and user acceptance
- Evaluation of different types of fleet operation and new mobility products



## ■ Operation of a public e-vehicles fleet

- Set-up in 3 phases (laboratory, test, pilot) from Dec 2009 to Oct. 2011
- 45 cars (Toyota Prius Plug-in Hybrid, Smart ED, BMW Mini E, Citroen C1 elec., Citroen C-Zero/Peugeot iOn, Mitsubishi i-MiEV, Mercedes-Benz Vito E-Cell)
- 50 e-bikes (pedelecs)



**Project coordinator: Deutsche Bahn** (German Railway intermodals service)

# Pilot Region Berlin-Potsdam Project example: E-City-Logistics



## Demonstration of electric vehicles for efficient and environmentally friendly goods delivery by

- new and innovative concepts
- new user advantages in laboratory areas
  - dedicated loading areas for delivery vehicles
  - extended and area-related time slots for delivery

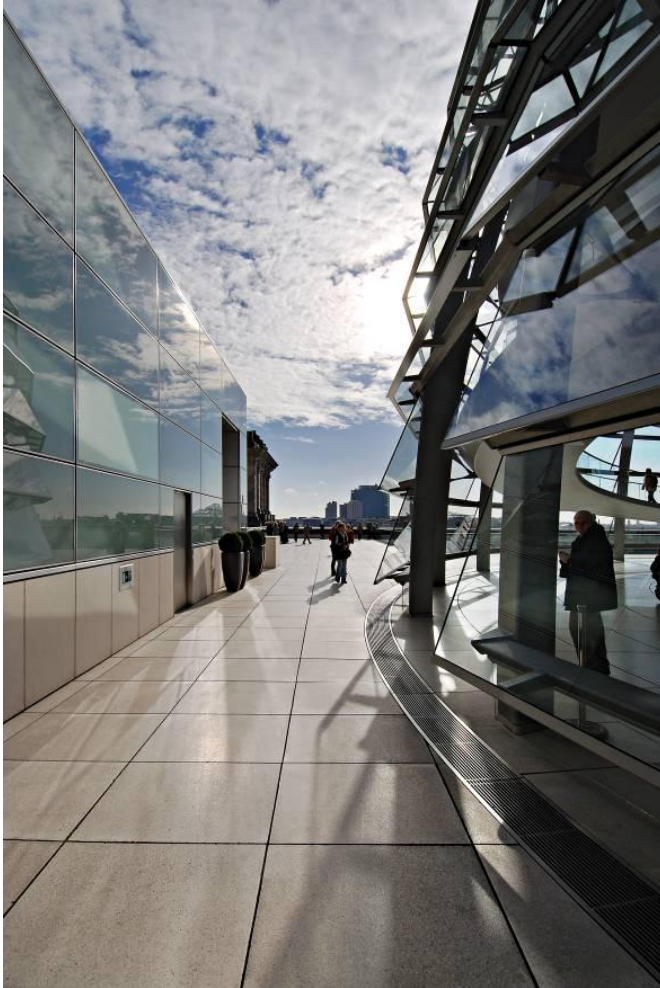
## Field tests

- Fashion logistics (city logistics) operated by Meyer&Meyer
- Courier, express and parcel services (CEP) operated by Deutsche Post DHL



**Operators:** Deutsche Post DHL, Meyer&Meyer Transport Services





**Berlin-Brandenburg strives for the leading Centre of Electric Mobility in Europe – along the value added chain:**

Research - Development - Manufacturing, Education - Demonstration

To achieve that, Berlin-Brandenburg shall

- establish an international show case for Electric Mobility
- build-up areas for demonstration, research and production
- generate attractive schemes for education and qualification
- attracts investors and talent on international scale

➔ “Berlin is going electric” – Action plan for Electric Mobility 2020 – released in March 2011

**For the stringent coordination of the coming activities and projects in the Berlin-Brandenburg region, the eMO has been established to**

- support the municipality to organise large scale demonstration activities
- promote innovation in companies and scientific institutions
- create and expand education and training programmes
- attract new stakeholders and create opportunities for expansion
- facilitate dissemination of and access to information, improve communications



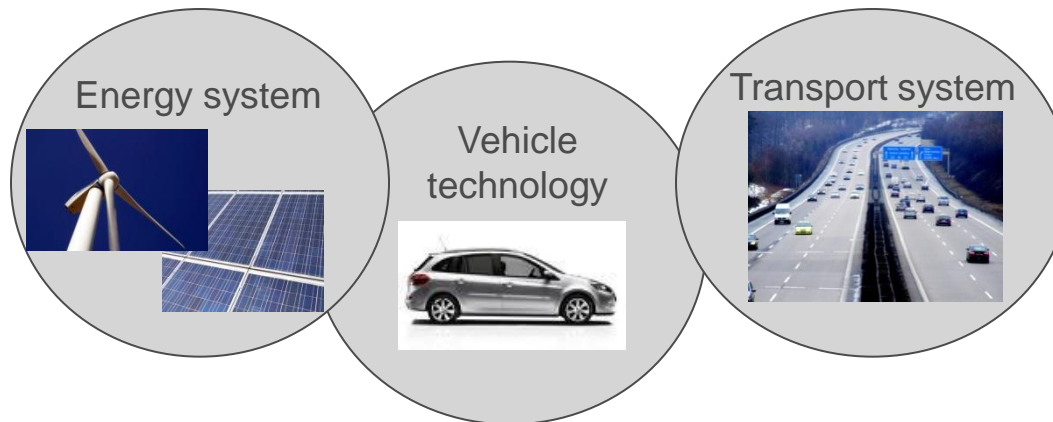
**Raise Berlin's profile as a center of excellence for Electric Mobility ➡ transport applications and industrialisation**

- Sept. 2010: Decision of the Berlin Senat to establish eMO
- Nov. 2010: Launch of eMo, Agreement of cooperation between Berlin Partner (in charge) and TSB, G. Lobenberg, Director of eMO since Jan. 2011

Action Plan ♦ Project portfolio ♦ Masterplan ♦ „show case“ application

## Mandatory features of a show case for Electric Mobility

- (1) Achieving the critical mass with regard to number and density of vehicles, infrastructure, user patterns etc.
- (2) Following a systematic and integrative approach  
Energy system – vehicle technology – transport system

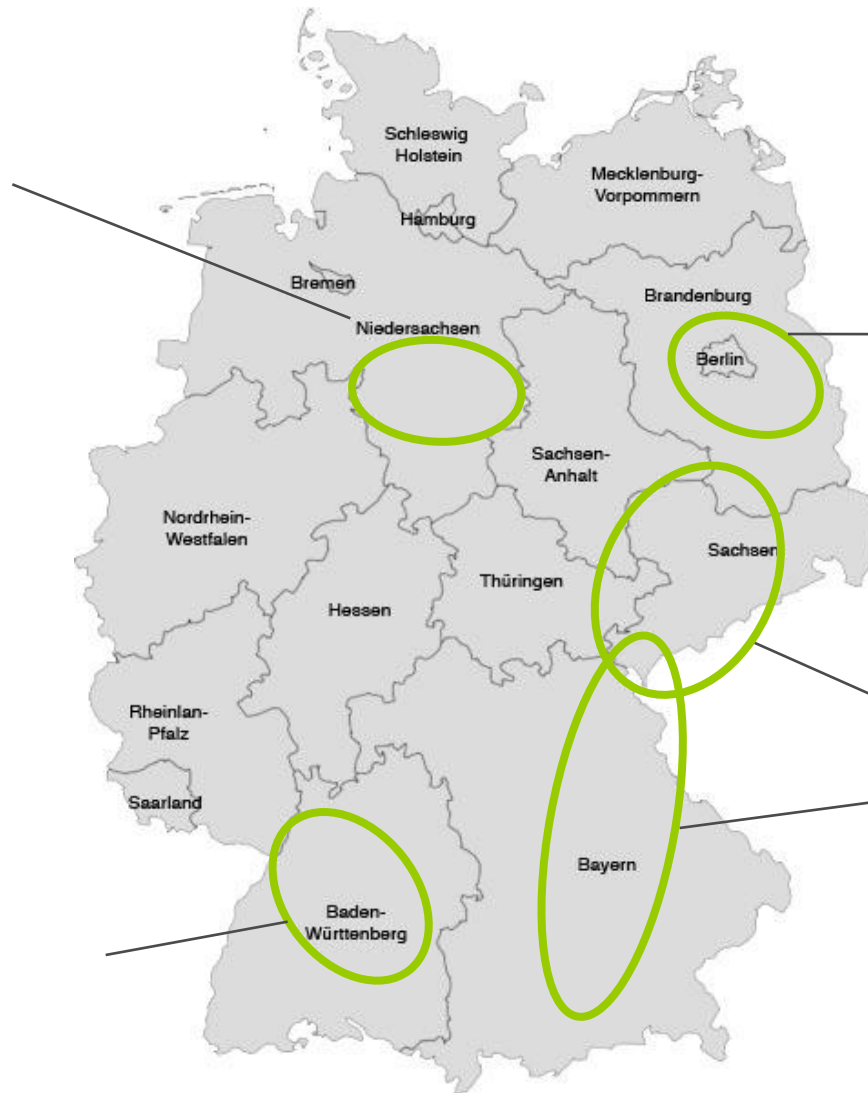


- Crucial 3 years activity to support the market penetration; projects might start 2<sup>nd</sup> half of 2012
- Joint programme involving four federal ministries (transport, economy/technology, research, education, environment)
- 180 mill. € public funding earmarked for 4 show cases in Germany



Unsere  
Pferdestärken  
werden elektrisch  
**Niedersachsen**

Living Lab BW  
E-Mobil  
**Baden-  
Württemberg**

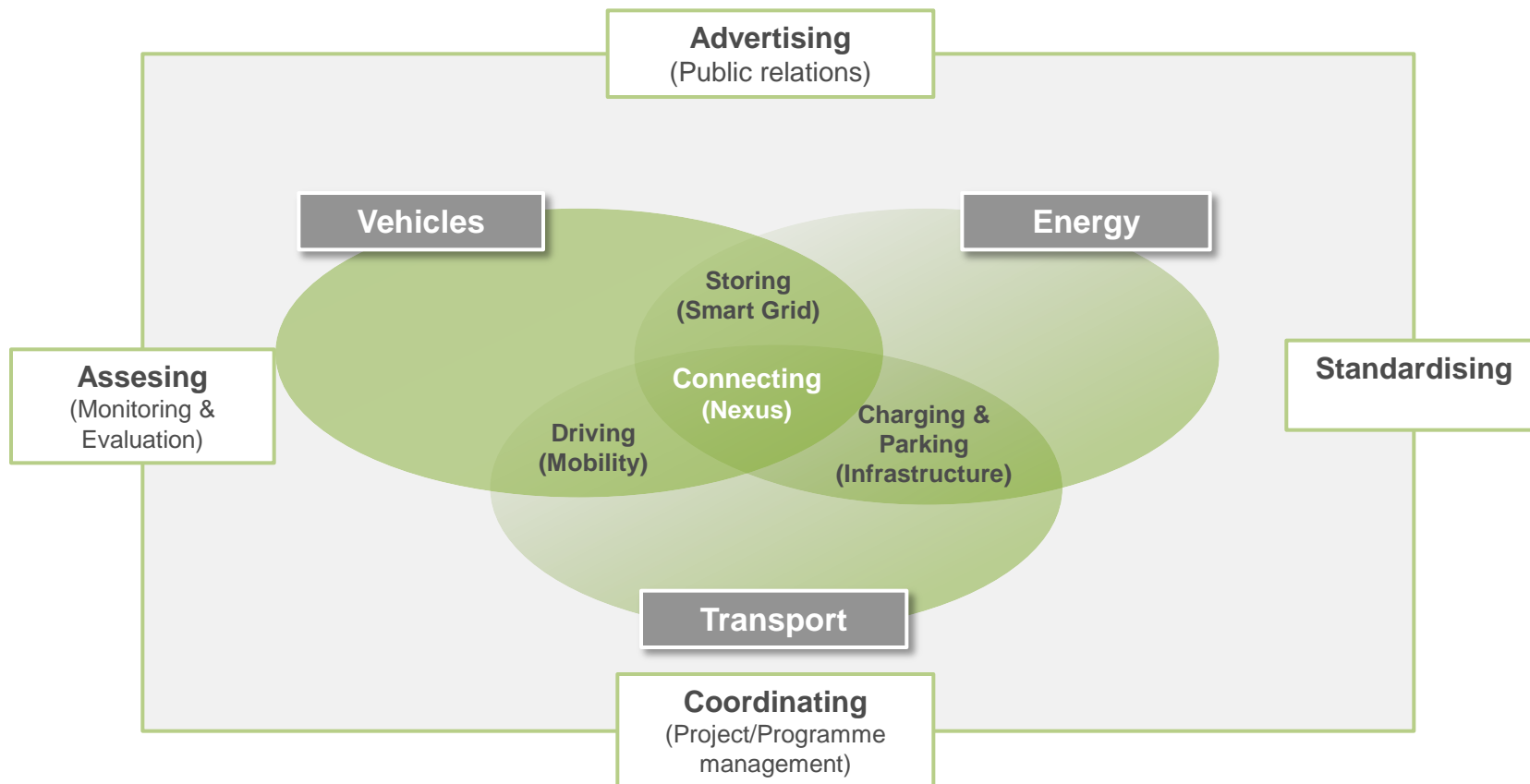


Internationales  
Schaufester der  
Elektromobilität  
**Berlin-Brandenburg**

Elektromobilität  
verbindet  
**Bayern & Sachsen**

# Portfolio of the Berlin-Brandenburg approach to achieve show case status

- Application-oriented Priorities
- horizontal Functions

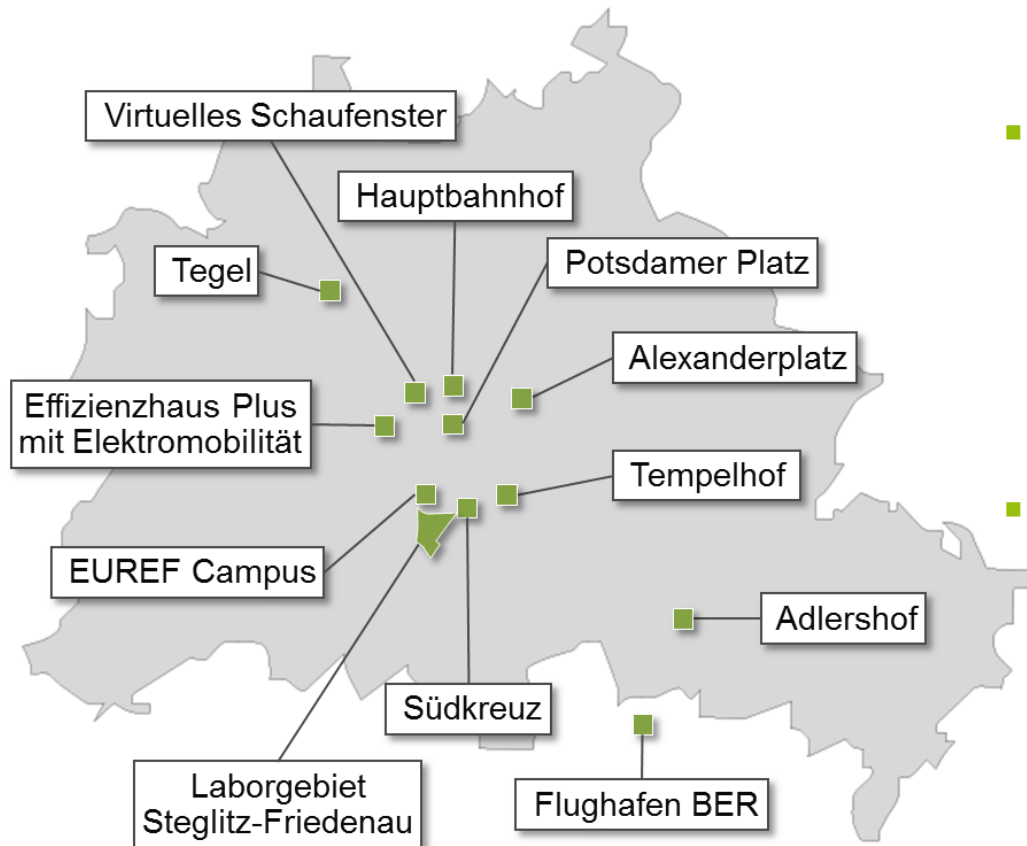


# Basic Facts and Figures of the Berlin-Brandenburg show case approach

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- 9 of 10 worldwide leading automotive manufactures contribute to the show case
- 257 partner, thereof some 200 private companies
- 35 “core” projects flanked by 39 supplemented and associated projects
- 165 mill. € budget, thereof 75 mill. € from the industry, and up to 25 mill. € from the Berlin Government; max. 50 mill € federal funding can be achieved
- 5.200 electric vehicles, thereof 4.000 passenger cars, busses and commercial vehicles
- 3.700 charging devices, thereof 1.400 publicly accessible



- Tempelhof: showcase and centre for practical experiences (s. next slide)
- EUREF (European Energy Forum) Schöneberg: Technical laboratory and test centre for e-mobility
- Tegel: RTD and production of new Urban Technologies such as sustainable mobility with the core „e-mobility“



- The introduction of Electric Mobility is a promising option towards sustainable mobility on mid to long-term basis with global and local implications
- Even if this presentation focuses on battery powered vehicles: Electric Mobility is not restricted to a certain technology – the decisive factor is given by the 100 % use of renewable energy sources
- Suitability for daily use has been proven, but major issues are still to be resolved ➡ Electric Mobility is not yet a „fast-selling item“
- Berlin-Brandenburg have the ambition towards a leading region for Electric Mobility on European level
- Lessons learned with demo projects of the recent 3 years and a well-coordinated approach should pave the way towards a big shop window for Electric Mobility
- Next important step to foster integration and to support implementation: The complex international show case for Electric Mobility Berlin-Brandenburg