



## e-MOTICON:

### e-Mobility Transnational Strategy for an Interoperable Community and Networking in the Alpine Space

## PROJECT SHEET



## PROJECT OVERVIEW

Aiming to facilitate the deployment of electric mobility in the Alpine Arc, the e-MOTICON project has provided strategic tools to local authorities and energy syndicates with a delegated competence in electric charging stations (E-CS).

These tools, regional plans and practical guides were tested in Auvergne-Rhône-Alpes with energy syndicates and inhabitants of the concerned areas. The project helped public actors to improve the location and operation of their electric charging networks and to specify how users can be involved in the definition of a deployment plan.



### GOALS

- ∞ Propose to public authorities a strategic approach and a local action plan to foster the deployment of the e-mobility infrastructure in the Alpine region.
- ∞ Contribute to integrating this approach into land use planning, mobility management and air quality improvement initiatives.
- ∞ Disseminate knowledge about electric mobility to mobility operators and users.

### BUDGET



**€ 2 M**

allocated to the different partners

### DURATION



November 2016  
June 2019



### TARGETS

Local authorities and energy syndicates with competence in charging infrastructure for electric vehicles.



### INVOLVED ACTORS IN THE REGION

- ∞ Local authorities
- ∞ Energy syndicates
- ∞ Mobility operators
- ∞ Energy distributors
- ∞ Mobility organising authorities
- ∞ AVERE Auvergne-Rhône-Alpes
- ∞ Auvergne-Rhône-Alpes Énergie Environnement

### PARTNERS

15 partners from 6 Alpine Arc countries: Italy, Austria, Germany, Slovenia, France and Switzerland (representing public actors, regional organisations, research centres and investors)

# ACTIVITIES CARRIED OUT



## ► A survey carried out among E-CS subscribers in Auvergne-Rhône-Alpes

On the basis of an inventory of charging infrastructures for electric vehicles in Auvergne-Rhône-Alpes, a study was carried out with the energy syndicates in order to switch from an exclusively technical approach to a shared planning with E-CS users and subscribers.

By giving a voice to users, the objective was to involve them in the deployment of infrastructures, and above all to benefit from their feedback in order to improve existing facilities and to adjust the deployment of new installations. For this purpose, AURA-EE and its partners (SYANE and SDE03) developed a questionnaire, which was distributed during the spring of 2018 by SYANE to its subscribers, and more broadly by the energy syndicates of the Eborn network, an interdepartmental network of energy syndicates in the south-east of France.

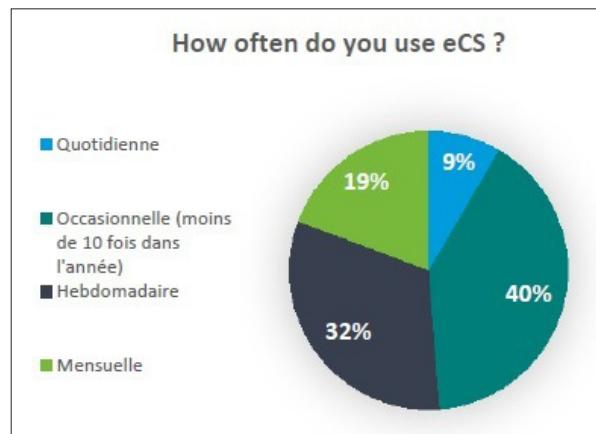
### ***Characteristics of the interviewed users***

Nearly 70% of the respondents to the questionnaire live in rural and mountain areas. More than 80% of them use their electric or plug-in hybrid car for journeys of less than 50 km. Ten vehicle brands are used, the most popular being Renault (50%), BMW (12%) and Nissan (<10%). Also, 53% of the vehicles have an actual range of less than 200 km.

For most users, their subscription to the E-CS network is recent (less than one year), which shows the evolution of electric vehicles in France. For all users, the subscription duration is inferior to two years.

### ***Use and location of terminals***

The survey showed that 70% of users have, or plan to have, a charging station at home or at work. Public E-CS are considered as a stopgap solution and their presence reassures the drivers of electric vehicles when travelling. Nearly 50% of users recharge their vehicles at these terminals when they are shopping or at work.



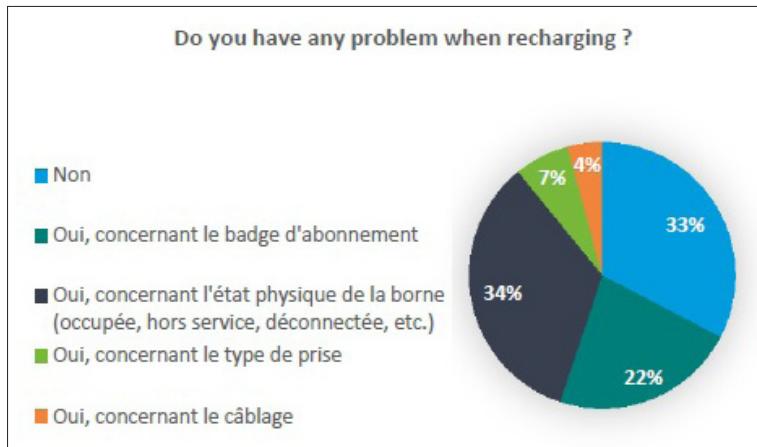
Subscribers to the Eborn network, who represent 50% of the respondents, have not subscribed to other networks.

Nearly 70% of E-CS users are satisfied with the facilities, although some of them find that it requires them to make a detour. In addition, 64% would like to be able to recharge their vehicles elsewhere, in other departments, without having to subscribe to the local network.

## **Quality of the service provided at the stations**

40% of the respondents use the information provided on eborn.fr to locate charging stations, while 20% use the chargemap.fr network. More than 90% of users are satisfied with the existing localization tools. The reservation service is not used by most of the persons, because they do not see its usefulness or even find the system inadequate.

Almost three-quarters of the respondents encountered difficulties when recharging their vehicle.



Moreover, more than 70% of users are satisfied of the information provided on-site. Also, 66% are satisfied with the support service.

80% of current users responded they are not interested in the possibility of charging electric bicycles or scooters at the terminals.

Finally, nearly 90% of users are aware of the pricing applied by public E-CS. 80% are satisfied with the subscription packages and 63% find the pricing understandable and attractive.

**The data from this survey was integrated into TerriSTORY®, the online data visualisation and territorial foresight tool, developed by Auvergne-Rhône-Alpes Énergie Environnement.**

## Pilot operations to test different electric mobility initiatives

In the context of the e-MOTICON project, three types of pilot actions have been tested in order to identify the best solutions that could favour the interoperability of E-CS: communication actions (Internet, questionnaires, conferences, workshops, etc.), technical actions (networking platforms, user information, roaming, etc.) and solutions related to the location.

Concerning communication, the complementarity of communication actions between public and private actors is a key point for a better promotion of the E-CS offer. Also, in complement to the information available today on the Internet, it is necessary to organise physical meetings allowing direct exchanges between users and service providers. The central role of tourism as a generator of travel flows, particularly in border areas, must be taken into account in the deployment of terminals.

The actions carried out in relation to the technical aspects also showed that a concerted approach is necessary between public stakeholders and electric mobility operators, for the design, implementation, management, control and monitoring of infrastructures. Updating the data in the national database is essential for the deployment, monitoring and promotion of E-CS. Additionally, terminal accessibility and a practical system for recharging and paying are essential to earn users' trust and acquire new customers.

Finally, in order to support the network to evolve, it is useful to have an overview on how E-CS function (based in particular on user surveys) and to centralise all this information. Involving users is also recommended in order to develop the network.



## PROJECT RESOURCES AVAILABLE



### Overview of E-CS in Auvergne-Rhône-Alpes

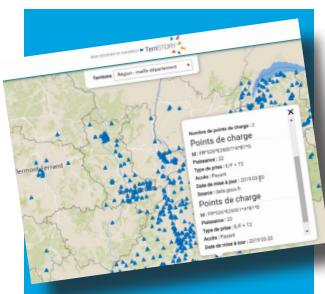
A state of play of charging infrastructures for electric vehicles in Auvergne-Rhône-Alpes.

<https://cutt.ly/vrLi3GJ>

### Dynamic map of charging infrastructures for electric vehicles in TerriSTORY®

Cross-referencing of several databases listing the electric charging stations available in Auvergne-Rhône-Alpes and integration into the TerriSTORY® decision making tool.

<https://territory.fr/>



## Taking action on electric mobility: strategy for local authorities to support the deployment of E-CS



Recommendations and defining possible actions for the implementation of electric mobility policies and the local deployment of E-CS in Auvergne-Rhône-Alpes (transposition of the previous European strategy).

For elected officials, decision-makers in public authorities in charge of electric mobility.

<https://cutt.ly/frLowJs>



## Training materials to enhance knowledge and facilitate the deployment of E-CS

For technicians from public authorities in charge of electric mobility.

<https://tinyurl.com/wea2qz8>

## FUTURE PROSPECTS

The e-MOTICON project made the following recommendations:

### Coordination between mobility actors

Local and regional actors have to facilitate and coordinate the deployment of homogeneous and efficient infrastructure on their territory, with particular attention to peripheral areas. Interaction with energy and mobility service providers is essential in order to enable good network management. The highest priority should be given to communication, not only within public administrations, but also with citizens and end-users.

### Improved user experience at charging stations

From a technical point of view, the facilities provided for the access, identification and payment of energy at the terminals are key elements for the deployment of charging infrastructures for electric vehicles. Technical solutions for making the payment at the station must take into account both operating cost and user comfort.

### Updating databases

In order to obtain a complete and reliable mapping tool, it is necessary to have up-to-date official databases ([data.gouv.fr](http://data.gouv.fr)). For this purpose, operators should provide the most complete data on the actual deployment of their infrastructures, or at least concerning the publicly accessible charging points.



... TO FIND OUT MORE

- Projet website: [www.alpine-space.eu/projects/e-moticon/en/home](http://www.alpine-space.eu/projects/e-moticon/en/home)
- e-MOTICON poster: <http://bit.ly/2V0XBZX>

## CONTACT IN AUVERGNE-RHÔNE-ALPES

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