



## **Green eMotion, the European e-motion initiative, kicks off in Spain**

- **On 25 and 26 January the Green eMotion project will be showcased in Barcelona through a series of working meetings to speed up the market mechanisms that will allow electric vehicles to be rolled out in Spain.**
- **The Green eMotion project was initiated by the EC nine months ago. 43 partners are taking part in the initiative (including leading Spanish companies, town councils that are pioneers in the field of e-mobility and SmartCities, universities and technological and research institutes) with a view to contributing, exchanging and developing their experience and know-how in a selection of Spanish cities.**
- **The project has a budget of Euro 42 million, of which approximately Euro 24 million will be financed by the EU.**

Madrid, 25 January 2012.- Barcelona played host today to the first executive meeting of the Green eMotion project held in Spain. The initiative has been designed to foster e-mobility in Europe and develop a market to facilitate its rollout. 43 partners are taking part, including leading Spanish companies such as Endesa and Iberdrola, who will jointly demonstrate the project in Spain, in addition to the town councils of Barcelona, Malaga, Ataún and Madrid, research centres, such as Institut de Recerca en Energia de Catalunya (IREC), la Fundació Cidaut, Tecnalia and the Cartif technology centre for research and development in transport and energy. These entities will work together to validate and demonstrate the technologies that best promote the use of the electric vehicle in Spain from a European perspective.

The consortium chose Barcelona for the Spanish launch of Green eMotion because it was the second Spanish city to house a SmartCity, after Malaga. The two-day meeting will be held in the offices of Barcelona Activa at the Barcelona town hall and a delegation from the project is expected to visit the solar-powered house located on the Paseo Marítimo.

The aim of the Green eMotion initiative is to provide a response to the question most commonly raised about e-mobility, i.e. whether it is possible to charge an electric vehicle in any part of Europe.

Green eMotion has been selected by the EU as the framework that will connect the main pilot schemes currently taking place in Europe. In Spain, the project brings together key government programmes such as Plan Movele, and above all, local initiatives such as the Oficina LIVE programme in Barcelona and the SmartCity projects in Malaga and Barcelona, in addition to the car sharing schemes launched in Madrid and Ataún (Guipúzcoa) to create a single market where drivers of electric vehicles have full mobility, i.e. they can drive their electric vehicles freely between Madrid and Barcelona or in the metropolitan area of any city, with the interoperability of solutions and transparency for the user guaranteed. The main consideration is the development of the IT processes, standards and solutions, charging infrastructure and smartgrids necessary to give drivers of electric vehicles easy and trouble-free access to charging points and associated services across Europe.

In addition to the project's technological component, the objective of the consortium and the Spanish entities involved in it in this first phase, is to bring mobility to potential customers and society as a whole, through conferences and demonstration events where they can learn about existing e-mobility solutions. Ascertaining the concerns of potential users of e-mobility services and gaining their acceptance of the technological proposals put forward is key to the successful implementation of the project.