

June 2008

e-TREAM in brief

- Analyse existing services and the demand for new mobility services in every region
- Determine targets for the new mobility services, provided by every agency
- Develop an e-learning platform, based on previous STEER projects, which will be implemented on the project web-site
- Train the employees of the agencies to develop a new service
- After validation and editing: promote the new e-learning platform in the different project countries

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e-TREAM IN ACTION

Final project conference set for June 10 in Brussels

Pack your bags. The e-TREAM Final Conference will come to order at 15:00 on June 10 in Brussels. Location: Rue de Mot, Room 3/47.

The half-day programme, designed to appeal not only to e-TREAM Project Partners but also to energy agencies in general, NGO's, local and regional authorities, transport providers and universities, will provide a great deal of information about the e-learning platform, including a real-time demonstration of how it works. Also included will be presentations of regional mobility-management-related projects launched by Project Partners in various parts of Europe.

The keynote presentation will be delivered by project coordinator Thekla Heinel, representing

B. & S.U. Beratungs- und Service-Gesellschaft Umwelt mbH, Berlin. She will present a project overview, discuss the services implemented in the e-TREAM Project, and acknowledge those responsible.

Tobias Kipp, representing Team Red, Munich, will then describe the e-learning platform in more detail, covering all nine learning modules. He will also give a live demonstration of how it works as well as tips on how to get the most out of the e-learning experience, and how to impact mobility management and the adoption of alternative energy sources in Europe.

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Letter from the e-TREAM Team



Thekla Heinel

**By Thekla Heinel,
B.&S.U. Beratungs-
und Service-
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mbH**

The e-TREAM Project is now reaching its final phase, so perhaps this is a good moment for an initial review. Most significantly, the e-learning platform has been successfully implemented, with more than 300 participants enrolled in the different courses.

Some minor technical problems have been solved, and now the feedback of the users is very positive. Earlier, we often had comments like "The platform is very good, but I do not have as much time for e-learning as I would like to". The staffs of energy agencies are generally very busy these days, so with our e-learning platform we were able to provide information to users who would have had absolutely no time to travel to a seminar for a couple of days.

We have thus far held three interesting forums on the topics "How to Establish a Mobility Centre", "Driving Style" and "Alternative Fuels". They were all very good online discussions with international participants. We were able to find well-known experts to attend our forums and talk about their experiences;

for example, Bob Saynor, who coordinated the TREATISE Project, shared his knowledge about Ecodriving.

Another important achievement is the huge number of new mobility-related services that have been realised in the partner countries. Some of them have been presented already in this newsletter.

We would like to thank all participants and partners for their support so far, but of course we still invite more people to join us on the e-learning platform. In the last months of the project there will be additional forums, which will be a good opportunity to discuss mobility topics in an international environment.

It is important to note that even though the project will be finalised at the end of August, the e-learning platform will still be available after this period, so it is not too late to start e-learning with us.

Last but not least, we invite all participants and receivers of this newsletter to join us in the final conference June 10 in Brussels in the frame of the ManagEnergy event. (See article above) Come share experiences and discuss future developments with us!

EAP consulting with Bulgarian municipalities on mobility management

The Energy Agency of Plovdiv has launched a regional e-TREAM service for municipalities in Bulgaria. Services offered consist of consultation on mobility management, municipal mobility planning, and the use of alternative fuels in public transport.

Manager of the new service is Klimentina Hadjieva, who has already conducted sessions with four municipalities incorporating 107 towns. In these consultations, she has provided municipal officers with many possible avenues for reducing transport-

related CO₂ emissions.

"We have found municipalities to be particularly interested in establishing local mobility centres," said Ms. Hadjieva. In these centres, citizens will be able to gather the needed information, often entailing more than one mode of transportation, to reach their destinations. These creative routings will make it easier to individuals to find alternatives to the automobile.

"EAP's participation in e-TREAM has helped it develop

the expertise to offer this service, as well as the capacity to train other energy agencies in Bulgaria to provide mobility management services of their own," said Liyana Adjarova, EAP's executive director. She noted that EAP will soon place on its Web site informational materials on mobility management for municipalities, private companies and other players in this sector.

"Mobility management and alternative fuels will play an increasing role in EAP's future activities," said Ms. Adjarova.

Car dealers in Kalmar County, Sweden, protect the environment

CO₂-Effective Car Salesmen in Kalmar County is a regional service that Energy Agency for Southeast Sweden has implemented during the e-TREAM project. Through informational and educational activities, and working with the car dealers in Kalmar County, this service helps car salesmen to become environmental ambassadors.

"The basic idea is this: if car salesmen are more aware of and competent in environmental issues, they can argue for and sell cleaner vehicles," says Jonas Lööf, project manager at Energy Agency for Southeast Sweden.

Measurable objectives for the service are increased awareness of and interest in environmental issues by participating car salesmen, increased sales of cleaner vehicles, and

decreased CO₂ emissions from new cars sold.

Results to Date

So far about 30 car dealers in Kalmar County have shown an interest in the service. Educational materials have been prepared, a first round of educational sessions have been held for interested car salesmen, and some common activities have been organized, such as exhibitions and test driving of clean vehicles.

"We are very happy to see that sales of clean vehicles during 2007 increased faster in Kalmar County than in other parts of Sweden," says Mr. Lööf. "And increased sales make the salesmen even more interested in working with the environment."

To follow up on the CO₂ emissions in new cars sold, an analysis tool has been developed. With this tool a current analysis has been done at some of the interested car dealers. Based upon average CO₂ emissions from new sold cars in 2006 and 2007 by car dealers included in the analysis, the dealers now will set goals to lower their CO₂ emissions during 2008 and in coming years. A first follow-up of the CO₂ emissions will be done after summer 2008. A follow-up of the CO₂ emissions from new cars sold is a way to stimulate the car dealers to be a factor in the process of reaching the EU goal, which is a maximum of 120 grams/km in average by 2012 at the latest.

A growing European problem: CO₂ emissions from cars

Exhaust of fossil CO₂ emissions from cars is increasing in Europe. We have to introduce cleaner-running vehicles, vehicles that are more fuel-efficient and/or can run on alternative fuels, to be able to reach sustainability in the transport sector. The European Commission plans to implement a jurisdiction that regulates the exhaust of CO₂ emissions to a maximum of 120 grams/km (on average in new cars sold) by 2012 at the latest. Local and regional car dealers are a very important target group in reaching this goal.

"Final conference", continued from page 1

Following a break, Jonas Lööf, representing the Energy Agency for Southeast Sweden, will present "How to Implement a Successful Project Evaluation," including a SUMO evaluation of the e-TREAM Project. SUMO is the toolkit for monitor-

ing and evaluating mobility management projects, and it should prove interesting to see how we measured up.

The remaining short presentations will be on e-TREAM-related mobility management projects introduced by Project Partners in several regions of Europe. Many of these local

projects lend themselves well to replication elsewhere. The complete programme may viewed at www.e-tream.eu.

For more information and to register, please contact Jim Day at james.day@eap-save.dir.bg. See you in Brussels!

Second e-TREAM user forum, on Ecodriving, a success

By Tobias Kipp, Team Red

For more than two hours the participants in the second e-TREAM user forum, titled Driving Style and In-car Devices, discussed the opportunities and restrictions of "ecodriving".

Ecodriving can help to save up to 20 percent in fuel usage immediately after the training, so it is a very efficient and "no-regret" way to reduce energy consumption in transport. Even after a considerable period following the training, ecodrivers still save 5 to 7 percent on average. Additionally, ecodriving improves traffic safety. For example, the water supplier of the city of Hamburg, Germany, saved up to 6 percent in fuel, and accidents and related costs dropped by 25 percent, after adopting ecodriving.

Gregory Zegoris from CRES, a Greek e-TREAM project partner, presented their national activities and the conclusions of a

national ecodriving campaign, launched in Greece in September 2007. The campaign, entailing several events, received a lot of attention from the media and was very successful. Mr Zegoris explained that it is very important to have excellent partners for such a project; for example, in Greece the Ministry of Transport, car manufacturers, car clubs, driving schools and several research institutions supported the campaign.

Bob Saynor, coordinator of the TREA-TISE project and an expert in ecodriving campaigns, provided his experiences during the session and answered many questions posed by participants. A virtual trainer for ecodriving was also developed during the project. With this simulator it is possible to educate drivers without actually getting into a car. Mr Saynor mentioned that the most effective education is to have practical training, even if it is for

just 30 minutes. People used to think they already knew everything about ecodriving and had the best driving style, so it is necessary to actually get them behind the steering wheel and show them what could be done better. Media campaigns and events can also have an impact, especially in attracting people's attention and raising awareness.

Mr. Saynor mentioned that it is important to focus on selected simple messages:

- a) Shift to a higher gear at between 2,000 and 2,500 rpm.
- b) Achieve greater anticipation to avoid unnecessary acceleration. This point also includes the need, when decelerating, to step off the accelerator as early as possible while staying in gear.
- c) Slow down to avoid excessive speed.

OEINERGE's Mobility Centre stand in Oeiras featured in municipality's Energy and Environment Week in Portugal

The EIE project e-TREAM allowed the implementation of a mobility centre in Oeiras County, Portugal. OEINERGE, the municipal energy agency and an e-TREAM Project Partner, designed a Mobility, Energy and Environment Centre as a new regional service for the County. In its first stage, a website was developed, congregating all relevant information regarding the mobility of Oeiras, namely the availability and interfaces of public trans-

portation. But the concept didn't stop at "mobility", because it also provides all necessary information for everyday needs concerning rational use of energy and environment questions.

Every year the Municipality of Oeiras celebrates Energy and Environment Week, promoting several initiatives, including many stands in the municipal garden. This year, OEINERGE has been

invited to establish a stand for its mobility centre. It will have a computer available, connected to the Internet, displaying the online mobility centre with the support of a datashow, which will project images on the wall. All visitors will be invited to browse the website and experience all the services provided by OEINERGE's Mobility, Energy and Environment Centre (<http://consultorio.oeinerge.pt/>).

DAES seminar on sustainable transport and energy attracts many in Poland

The Low-Silesian Energy and Environment Agency (DAEŚ) held a seminar on sustainable transport and energy under the patronage of Low Silesia Marshal in Wrocław on April 15.

The seminar focused on different aspects of transport and the environment, as well as the revitalisation of towns to include the principles of sustainable urban transport. A significant topic was the presentation of various solutions neutralising the degradation of the natural environment resulting from growing motorisation that have been developed under the e-TREAM project; this session which was led by Katarzyna Grecka (BAPE).

The subject of sustainable urban transport in municipalities presented examples from foreign countries by Izabela

Mironowicz, and from the Polish towns of Lwówek Śląski and Ostrów Wielkopolski by representatives of DAEŚ. The implementation of various solutions of the e-TREAM project in the town of Ostrów Wielkopolski gained a positive opinion of the experts, e.g., the architect Dr MSc, Alina Drapella-Hermansdorfer, from the Wrocław University of Technology, Faculty of Architecture, Department of Sustainable Development. She said that the project is very useful and offers wide options of application in activities relating to planning and transport activities for the revitalization of towns. She also expressed the opinion that the results of the project referring to technological and spatial management, as well as to organisation, can support and enhance the required transformation of the transport systems in modern towns.

The seminar was attended by 62 people from all over the Lower Silesia Region, as well as from more distant cities. The participants were mostly delegates of municipal offices, communal offices, county offices and representatives of the Wrocław and Warsaw universities of technology, as well as businessmen and representatives of associations, clubs and NGOs.

The organization of the seminar was supported by Baltic Energy Conservation Agency.



BSRAEM will support market research of biogas and CNG in region

BSRAEM, an e-TREAM project partner in Bulgaria, is pursuing a related regional project in partnership with the Bourgas Regional Agency for Energy management (BoRAEM). The project is MARKET DEvelopment of GAS driven CARs, or MADEGASCAR, and includes supply and distribution of natural gas and biogas. This is a European project that aims at developing the market for gas-driven vehicles -- natural gas and biogas fuelled vehicles -- with the overall goal of increasing the number of energy-efficient and alternative-fuelled vehicles in European countries.

Bulgaria has minimal utilisation of natural gas at present due to distribution constraints. Where gas distribution is present it is concentrated in a few major cities. Licences have been granted to gas providers but distribution networks are slow in implementation. At present only one percent of households have access to natural gas. The natural gas supply is only available in 35-40 municipalities, which is about 15 percent of the territory of Bulgaria.

The project will address existing barriers by creating increased acceptance on the consumer side, educating fleet owners and car dealers, incentive programmes and by awareness-raising and information activities. On the supply side, activities promote a better supply infrastructure (fuel stations) and market structure, including the integration of biogas.

The target groups of the project are: fleet managers of companies and public organisations, private car owners, suppliers of fuel (production and distribution), car dealers and manufacturers, and other decision makers.



The overall goal of MADEGASCAR is to develop the market for gas-driven vehicles by addressing target groups on the supply and demand sides. It will therefore contribute to improving the share of gas-driven vehicles across the European Union, and to achieving the European Union target of 10 percent for the share of bio fuels in overall EU transport petrol and diesel consumption by 2020. This has since been amended to 20/20 by 2020. The consortium of 15 partners from 10 countries ensures that the results from the project will be widely disseminated and implemented in Europe.

Carrying out the actions plans developed in the project is expected to result in the increased use of gas as a vehicle fuel, more filling stations, integration of biogas into the fuel chain and an increased number of gas vehicles in the partner regions. This will have a direct impact on the national and regional markets but will also affect car manufacturers and national regulations.



This project will have the following additional direct and indirect benefits to the City and Municipality of Bourgas.

Opportunity for increased production, distribution and use of biogas within the city and region

Economic opportunities and job creation in production and distribution of biogas fuels

Reduction of traffic pollution and CO₂ emissions

Utilisation of cheap organic sustainable and renewable energy

Possible income stream from municipal waste resources

Reduction in water and land pollution

Reduced vehicle fuel costs and consumption

Putting Bourgas on the European environmental map as an exemplar of good practice

Raising the profile of Bourgas as a European city and a major player in European projects

Reduced environmental pollution making the city and environs a better and healthier place to live for its citizens



For more information - www.madegascar.eu

www.e-tream.eu

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