



# News letter

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# sm@rtCEM

Issue 02 - January 2013

## Editorial

Welcome to the second issue of the smartCEM newsletter!

As we introduced in the first issue, thanks to the services that smartCEM will pilot, we want to demonstrate that electromobility can be a valid alternative for our cities and for consumers. User needs should be at the center of every effort to improve and promote electromobility. Therefore what better way of learning what users want than asking them directly? smartCEM did just that and this issue of our newsletter features an interview of an electric car user, Liz, from Newcastle.

This issue also focuses on presenting to you the Barcelona Pilot site of smartCEM and the innovative sharing system for electric scooters that will be tested in this pilot project. You will also find an update on latest news and developments in the project.

We hope you enjoy your read and keep on following the progress of smartCEM: bringing smart connected electromobility to the streets!



*Fernando Zubillaga*

smartCEM project coordinator

## INTERVIEW with Liz Gray, EV user

### About Liz Gray

A marketing and business development professional with over seven years' experience of working for small companies within the sustainable transport sector. Liz is currently managing stakeholder engagement and vehicle placement within the SWITCH EV vehicle trial as well as working on several other sustainable mobility related projects. Prior to this Liz was Key Account Manager for WhizzGo car club responsible for developing car clubs in the north of England and before that she was Marketing Manager for GoingGreen, launching and selling G-Wiz electric cars in the UK. Liz is a board member of Carplus.



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**What were your reasons for choosing to drive an electric car? Could you tell us a bit about your car use (what is the main purposes of your journeys, annual mileage, journey purposes)?**

My main motivation for driving an EV was to test the technology and making sure that EVs are as good as people said they were. Journey patterns were short commutes to and from work and business trips from the office out and back. My annual mileage is about 6000 miles.

**You have been using the electric car as a company car. Have you had any initial concerns about using an electric car? And if so, what were they?**

I guess initially I was concerned about the range in the winter, but that was it.

**Has your experience driving an electric car met your expectations? Are there problems associated with it that you did not foresee?**

Yes, the EV met my expectation. There were not really any problems.

**In your opinion, what are the advantages/benefits of driving an electric car compared to driving a conventional car?**

Free reserved city center parking was my favorite thing so that I could get really lazy. I also liked emission free driving and how fun they were to drive. I loved the fact that the car was automatic, really zippy especially in city driving and smooth to drive.

**From your experience of driving an electric car, what do you feel can be improved to make the driving experience of electric cars better?**

From the car point of view, more vehicle choices and a more accurate range prediction would be nice. The range indicators are not too accurate at the moment and it would be nice if that could be improved.

**In your opinion, what are the reasons for the comparatively low uptake of electric cars?**

I think it's down to the cost, the availability of cars to date, the perception of EVs is still negative. Concerns about how and where you can re-charge the cars and perceptions of the range not being sufficient are important too.

**Do you have any funny story to share from your experience driving an electric car so far?**

I had a scramble with one other electric vehicles driver about access to a charging point that we both wanted to use. We arrived at the same time and stopped next to the charging point, both jumped out of the car and said “after you”. Eventually I went to the next nearest charge point and we both were able to charge up.

**What do your family and peers think about you driving an electric car? Are they asking you a lot of questions about the car?**

Oh yes, they ask a lot of questions and all want a test drive. They are all impressed with the car and pleased that I’m driving it.

**What would you tell someone who comes to you for advice on whether s/he should buy or lease an electric car?**

To work out what their regular trips are and to work out how much that would cost in electricity versus petrol. I think that is probably it. They can then work out whether the increased purchase cost will be paid back through their savings in fuel cost.

**Do you have an idea of how much money you have saved over the period since you started driving an electric car compared to what you would have paid for running a conventional car?**

Sure I do, just on running cost (i.e. petrol and parking) I save about £60 per week, but that doesn’t include any of the purchase cost or depreciation. So the overall number would be less than that.

**The smartCEM project is testing new ICT services for electric cars. In the future drivers will be offered services such as real time information about the availability of charging stations and the possibility to book charging posts remotely. Drivers will also be given on-board eco-driving advice to maximise the car’s range and on-board navigation that suggests the most EV-efficient routes. What do you think about those services?**

I think they are all good. I think being able to book a charge point a very short time ahead (i.e. 10 minutes into the future) and the most EV efficient route would be very useful functions for a sat nav. Real time traffic information is useful if the system then suggests another route. However, if you need to get from A to B, then you still need to get there. Ecodriving advice will be good as long as it’s not too intrusive and as long as you have the possibility to switch it off when you don’t need to extend your range so that you can enjoy the performance of the car.

**Do you think those services will be enough to increase the uptake of electric cars?**

I think they will add confidence in the purchasing process, but not enough to change someone’s mind about purchasing an EV.

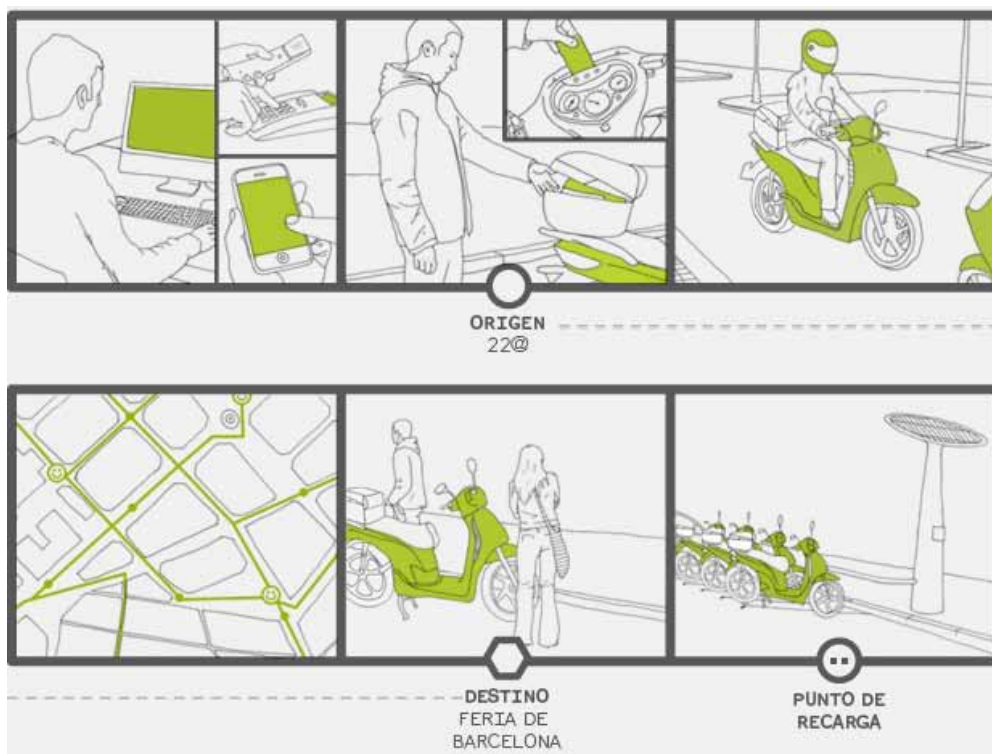
## PILOT SITES presentation

### BARCELONA

Barcelona has always been known for having a traffic composition different from that of any other European city, with the possible exception of Rome. The number of motorcycles and scooters in the city is constantly growing, with around 300.000 powered two wheelers registered in 2010.

This characteristic has been one of the main factors explaining why, for decades, Barcelona has had a congestion index significantly lower than other urban areas of the same size, and has also served to efficiently complement public transport with a means of transport that is cheap, accessible and widely used. Furthermore, barriers for the deployment and wider acceptance of EVs are much easier to overcome when considering electric motorcycles in an urban environment (price; range; operation costs, i.e. due to maintenance, repairs, energy consumption; recharging time). The Barcelona pilot site in the smartCEM project will thus be based on electric scooters. More specifically, an advanced sharing service for electric scooters will be implemented involving the introduction of a unique innovative solution based on the “mobility on-demand” concept, which was first introduced by the Media Lab at the MIT (Massachusetts Institute of Technology) in 2008 (see MIT Mobility on-Demand systems). The MIT proposed a wiser use of the current means of urban transport, integrating existing public and private solutions, but also proposing an open or one-way sharing system where users can freely drive to their final destination leaving the vehicle (electric scooter, in our case) wherever they want, thus not depending on available charging stations or limited parking areas (reducing range anxiety and increasing user acceptance, as a consequence). In the Barcelona pilot site, the service will be configured so that vehicles reach an average rate of daily use that is significantly higher than other existing sharing services, thus not over-sizing the fleet and making it an even more sustainable, profitable and scalable business.

#### How does it work?



#### Short facts:

- Available vehicles (scooters): 45
- Available charging points: 141

1. First, the user makes a trip reservation through a web-based application or Smartphone app. Example: "I am in "Position A" and want to go to "Position B" in 30 min".
2. The system replies with the following information:
  - Where will the user have an available vehicle, always less than 250 meters from the indicated position (A)
  - The ideal route and approximate time to get to (B)
  - The cost of the trip
  - The area where the vehicle must be dropped off at destination
3. The user finds the vehicle and unlocks it
4. The user makes the trip
5. Once the trip is finished, the vehicle is dropped off in the pre-determined area.
6. Another user, who had booked short before a trip from "Position B" to "Position C", finds the vehicle and the process starts over again.

## NEWS/EVENTS

### smartCEM touring Europe!

The past few months smartCEM was present at a number of international events:

#### CIP ICT PSP smart electromobility event in Vitoria-Gasteiz

On 2 October the four CIP electromobility projects that were launched together in 2012 (SmartCEM, ICT4EVU, MOBI.Europe, and MOLECULES) joined forces to hold a common event in Vitoria-Gasteiz, Spain: The city is the 2012 European Green Capital. They all presented current progress in the four projects and the respective services these projects are piloting. This event took place the day before the "Spanish Green Car" annual conference. The agenda and information on this event can be found here: <http://www.smart-cipelectromobility.eu/>

Fernando Zubillaga from MLC Euskadi and Alex Muradás from ENNERA attended the event on behalf of smartCEM to present the project.

#### ITS World Congress in Vienna

smartCEM was also present at the annual meeting point of the ITS community: the ITS world congress that was held in Vienna in October 2012. A presentation about smartCEM was given a workshop held at the iCar Support Stand on 24th of October during the ITS World Congress in Vienna. The presentation was given by Guido Di Pasquale from Pluservice and was called: "smartCEM: 5 ways to make EV more attractive?"



## Annual POLIS Conference

On 29-30 November 2012 in Perugia, Italy the annual Polis conference took place. POLIS is the network of European cities and regions working together to develop innovative technologies and policies for local transport. The conference offers an excellent opportunity to meet representatives of local government, both officers and elected officials, from around Europe. The smartCEM project was present at the exhibition part of the conference. Guido Di Pasquale and Monica Giannini from Pluservice attended on behalf of smartCEM.

## New partners join smartCEM

### Università degli Studi di Modena e Reggio Emilia

The University of Modena and Reggio Emilia is an Italian University organised into a “site network” model by embracing the cities of Modena and Reggio Emilia in close cooperation with the surrounding economical clusters, that include more than 300 companies, most of them in the area of automotive, mechatronics and logistics in one of the richest economic area of Italy.

UNIMORE will participate in the project through the Human-Machine Interaction Group of the Department of Sciences and Methods of Engineering of the University of Modena and Reggio Emilia. The Human-Machine Interaction Group promotes Research in the Human-Machine Interaction field. In particular the Group designs prototypes and creates User Interfaces with the aim to make the user's interaction as effective, safe, usable as possible and able to reduce human error to the minimum. The Group includes experts in: Computer sciences; Ergonomics and Human Factors; Engineering; and Cognitive psychology.

Within the smartCEM project, UNIMORE will contribute to the definition of the Evaluation Framework, the experimental design and the Pilot site design as well as contribute to the Italian pilot site.

Website: [www.unimore.it](http://www.unimore.it)

### Fomento de San Sebastián

Fomento de San Sebastián (FSS) is the local public company dedicated to the economic and social development and promotion of the city of San Sebastián (Spain) through innovation, knowledge generation and transformation, networking, as well as project fostering and management, all of which under the principle of sustainable development. Within smartCEM, FSS will collaborate in the activities of the Gipuzkoa-San Sebastián pilot site and will be an active partner in WP6 “deployment enablers” by working on implementation guidelines.

Website: [www.fomentosansebastian.org](http://www.fomentosansebastian.org)



*smartCEM is one of the 4 CIP pilot projects on ITS for electromobility co-funded and launched jointly by the European Commission. The 4 projects will collaborate in the dissemination activities and in the exchange of best practices for the operations at pilot sites.*

## CIP cluster develops a joint terminology for Electromobility projects

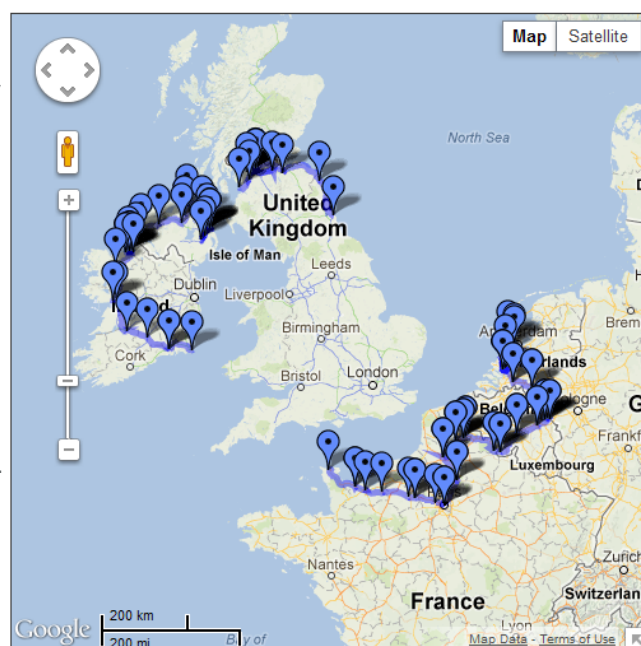
The CIP cluster projects (SmartCEM, MOLECULES, MOBI.Europe, and ICT4EVEU) got together to define a common terminology for the work they are undertaking. Since the four projects were launched at the same time and will strive to collaborate as much as possible it was deemed of interest to use the same terminology for the various aspects of their work. The common CIP cluster “electromobility Glossary” can be viewed online on the Wiki of the FOT-Net project (a support action dedicated to helping all projects that run their operations in real traffic environment). That way as the glossary is enriched with new terms this entry in the Wiki will be gradually updated. The glossary can be browsed online on the Wiki: [wiki.fot-net.eu/index.php?title=CIP\\_PSP\\_Electromobility\\_pilot\\_projects\\_glossary](http://wiki.fot-net.eu/index.php?title=CIP_PSP_Electromobility_pilot_projects_glossary).

## Family charge ahead with epic EV adventure

A family of electric vehicle (EV) advocates are proving that long-distance journeys are possible in an EV - as they undertook a trip from Paris to Ireland via the North East's Charge your Car network in a Nissan LEAF this summer. Mark Nitters, along with wife Rhona, eight year-old son Alexander and six year-old daughter Louise, drove 1500 mile in a round trip from Paris to Northern Ireland, visiting family and friends in the Netherlands and Glasgow en-route. The Nitters family, who live in the Grasse region of France, made the decision to go “all electric” in 2008 after experiencing the “zen sensation” of driving an electric hybrid car.

Since the family makes the same trip every year and now has a family-sized full electric car, they decided there was no reason not to complete the journey in it. The epic adventure was planned around the growing network of EV charging points on both sides of the Channel and the family became members of Charge your Car, the North East's Plugged in Places scheme, in the process. The journey consisted of 21 charges. Their long-distance electric adventure was recorded in their blog, Grasse Glasgow Electric 2012: [www.grasseglasgow2012.eu](http://www.grasseglasgow2012.eu).

Josey Wardle, project manager for the Charge your Car, said: “The Nitters family are fantastic ambassadors for electric vehicles and for the growing network of charging points here in the North East, as well as other parts of the UK and Europe. They will help overcome the myth that EVs are for only suitable for shorter journeys”.



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