



GO FOR CROSS-BORDER-PROJECTS

6th NoAE Project-Day April 17/18, 2013

1 Title of project proposal **Consulting Services and Services as catalyst to implement e-mobility in Europe**

2 Description of Content

- Creation and implementation of an international service-portfolio based on an European multi-technologies approach
- Development of a phase related service portfolio that aims to catalyse the e-mobility implementation of all kinds in cities, regions and islands
- Leverage project that tends to enable the implementation and speed of implementation of sustainable e-mobility concepts
- International cooperation in step 1 in 5 different European Countries
- Using proven methodologies
 - o For step 1: From ideas to projects (create, build, run)
 - o For step 2: Value chain (see graphic)
 - o For step 3: NoAE Mobility-Matrix

3 Key points and sub-items for the project proposal

Step 1:

Create

- o Identification of cities, regions, islands interested in e-mobility
- o Identification of potential target customers
- o Analysis of value chain and position in the value chain

Build

- o Identification of industrial, research and service partners that are able / r required to establish and implement electric mobility
- o Creating a best partner list standardized in the Mobility Matrix

Run

- o Definition of "Best Practice" "e-Mobility Management©" for e-mobility projects

Step 2:



- o Create the apparent step from Value Chain to Value Matrix
- o Establish, moderate & improve interactions within the Value Matrix

Step 3:

- o Identify, establish and run new projects within the Mobility Matrix



4 What are the objectives of the project?

- o Definition of "e-mobility management©"
- o Develop set of services for the different phases to implement e-mobility projects, focusing on:
 - European technical standards compliance;
 - Integration of local ICT and charging infrastructures to common European platforms;
 - Rollout strategies and modularity for infrastructures & vehicles;
 - Integration of renewable energy;
 - Design of special vehicles for urban mobility;
 - Smart-grid management and Vehicle to grid;
 - ICT services for e-mobility;
 - Permission and rules definition for e-mobility;
 - Traffic management;
 - Logistic and last-mile delivery;
 - Re-conversion of car-production platform to electric vehicles platform;
 - Support to start-up of new companies in e-mobility;
 - Management and coordination of industrial partnership for e-mobility implementation and services
 - Safety
- o Develop set of services that reflects the new complexity of the Value (Chain) Matrix (see above)
- o Definition of the holistic needs to achieve "Best Practice"

5 Anticipated results and benefit

- The "European" approach of the proposed consultancy & services activity guarantees quality, standard compliance and fully integration for each single implementation. The process design will also involve local and national companies, which will be integrated in the adopted value chain. Thus, European approach combined to local industrial and management resources. Results and benefits:
- o Reduce time and risks for e-mobility initiatives
 - o Increase success rate for potential Investors
 - o Minimize risks for implementation of e-mobility
 - o Increase planning safety for e-mobility initiatives
 - o Strategy toolbox for e-mobility initiatives
 - o Toolbox for apprentice and training
 - o Guidance for decision makers
 - o Tailored projects

6 Measures for achieving objective

- o Pilots in 5 different countries
- o JoinGreenCities for 50 European cities
- o Presentation of toolbox to 8 European countries
- o Certification of 2-3 "best partners" in all Value Matrix defined areas



- 7 Efforts of Initiators**
 - o NoAE proven project network
 - o NoAE methodologies
 - o NoAE virtual project platform
 - o Stakeholder management
 - o Develop the consulting services under "Mobility Matrix" background
 - o Established international expert network and network of networks
 - o All European expertise mapping
 - o Development of local industrial framework for e-mobility
 - o Open source development of EV services
 - o Mobile app development platform
- 8 Potential industrial partners** e-mobility service affine companies
- 9 Potential research partners** e-mobility service affine organizations
- 10 Initiator/author**

Company/Organization	NoAE – StreetScooter – NoAE GreenCities – HMI Heidelberg Mobil International – Insero Emobility - CBI Partners – U of Cassino – SIM-Drive
First name, last name	Martin Pohl
Sector/function	Project Coordinator
Telephone	+49 89 579 49 231
email	m.pohl@noae-office.com
Postal code and city	D-81475 München
Street	Mühlthaler Str. 106
Country	Germany