

## 29. LIVE Platform Barcelona (Logistics for the Implementation of the Electric Vehicle)

### MUNICIPALITIES

Barcelona metropolitan area, Catalonia

### HEADING

The LIVE platform has given support to the Electric Vehicle Symposium and Exhibition (EVS27), the most important congress in the world, held every year in a different continent. This year's edition achieved record participation, with more than 4,000 visitors, 1,300 delegates and 232 exhibitors.

### IDENTIFYING INFORMATION

- Budget forecast for 2014: €164,000, to execute the following actions:
  - Support to the strategic plans promoted by the public administrations,
  - identification, incubation, coordination of initiatives designed for the development of sustainable mobility,
  - facilitation of tools for industrial and economic transformation, and
  - centre of support to businesses (communication hub) for knowledge communication, promotion and transfer.

### PROJECT DESCRIPTION

LIVE Barcelona is a public-private platform. Led by Barcelona City Council, the city's Metropolitan Area and the Government of Catalonia, it is open to all companies and entities with a direct interest in electrical and CNG (compressed natural gas) mobility, with the dual objective of developing high value-added projects and new business models, and creating a knowledge network.

The objectives pursued by the platform are of great interest both for positioning Barcelona and Catalonia, and for fostering a business channel that will become strategic for our automation industry, among them:

- To maintain and increase Barcelona's and Catalonia's strategic positioning as an international centre of excellence in the sustainable mobility sector.
- To become the meeting point for the different public plans in the area (Barcelona, Metropolitan Area, Catalonia), as well as to share experiences and needs with the private sector.
- To give support to the private sector in fostering the implementation of strategic local and international projects, and to respond to the sector's requirements and interests.

2013 was a key year for the platform's development, with the incorporation of new partners and the definition of a joint plan of action that will allow it to achieve its planned objectives in 2014.

For 2014, the following lines of action are planned:

- Setting up four committees and eight working groups led by the partners to foster innovative initiatives.
- Identification of and support to projects in the field of sustainable mobility.
- Participation in international events.
- Publication of the sector guide on electric mobility.
- Support to training initiatives.
- Reinforcement of communication elements (updating website and enhancing the social networks).

### PROJECT ADDRESS

[www.bcn.cat/livebarcelona](http://www.bcn.cat/livebarcelona)

### RESPONSIBLE

Ramon Pruneda Felip, Director of the Barcelona Activa project