

30. LIVE Platform (Logistics for the Implementation of the Electric Vehicle)

MUNICIPALITY

Barcelona and its metropolitan area

HEADING

Barcelona, leader in electric mobility.

ECONOMIC AND TECHNICAL DETAILS

- Annual budget 2012: €130,000
- Creation of newsletter with over 3,000 followers
- Creation of *User's guide to the electric vehicle* (<http://w41.bcn.cat/per-saber-ne-mes>)
- Advice given to over 60 business and entrepreneur projects

PROJECT DESCRIPTION

The main objective of the LIVE project is to become a tool for promoting the real introduction of electrical mobility in the region. This means supporting the execution and definition of strategic plans for introducing electric vehicles and coordinating all actions, public or private, to position Barcelona and its surrounding area, with its economic and industrial assets, as a worldwide centre of excellence in the introduction and development of this technology.

The operational objectives of LIVE are:

- To promote projects that demonstrate electric mobility.
- To support the creation of local consortiums in Spanish and European projects for technology and knowledge transfer.
- To organise and host events promoting electric mobility in Barcelona.
- To encourage the deployment of charging networks and public/private fleets.
- To communicate to and raise awareness of both residents and the related private sector.

2012 was a year of transition for the LIVE Platform as regards the new organisation planned for LIVE 2013. This new organisation has three main features:

- Opening of the platform to any public or private body that wishes to join.
- LIVE becoming the instrument of coordination between public bodies and their respective plans for promotion or introduction of EV (Barcelona Municipal Plan, Metropolitan Area Plan and the Government of Catalonia's Industry Stimulus Plan to Promote Sustainable Mobility).
- Facilitating the consolidation of private interest and return projects by permitting the creation of specific working sub-groups under the LIVE umbrella with contents and leadership from private agents.

PROJECT ADDRESS

www.bcn.cat/livebarcelona and <http://w41.bcn.cat/barcelona-lider-en-la-mobilitat-electrica-2/>

RESPONSIBLE

Ramon Pruneda Felip, Director of the LIVE Project, Barcelona Activa, Barcelona City Council