

ProMotion in brief

The purpose of this action is to assist public authorities/ fleet operators with the implementation of the Clean Vehicles Directive¹ (CVD) and procurement of clean and energy-efficient vehicles.

The Directive is expected to result in a wider deployment of clean and energy-efficient vehicles. Increased sales will help reduce costs through economies of scale, resulting in progressive improvement in the energy and environmental performance of the whole vehicle fleet. In order to reach this, both demand and supply side must have the capacity to understand the implications of the CVD and to implement it into their operating procedures in a way which improves the environmental performance of vehicles. The existence of common mandatory requirements under the CVD provides the framework for EU-wide capacity building and demonstration and dissemination of good practice in the procurement of clean and energy-efficient vehicles.

The objectives of this action are:

- To **build capacity** amongst public authorities/ fleet operators for the implementation of higher standards of energy and environmental performance in road transport vehicles through Needs Assessment, structured interaction between purchasers and suppliers and the development of specific guidance and training material
- To **support specific procurement actions**, including market consultation, specification development, competitive tendering and contract management which build upon the Needs Assessment, guidance and training material developed under the first objective. Procurement activities will be carried out by the project partners and other public authorities/ fleet operators from across the EU-27 identified as part of an initial call for interest.
- To **promote knowledge transfer** and take-up of the outputs of the project with an emphasis on practical tools for implementation, training modules and good practice examples. Further to this aim, the Clean Vehicle Portal will be enhanced with specific content and functions enabling exchange and partnering between public authorities/ fleet operators on the CVD.

The action addresses a number of elements of the Intelligent Energy Europe (IEE) work programme under the specific field STEER. It will go beyond raising awareness and transform the market towards more energy-efficient vehicles, supporting and complementing the recent legislation in this area. Specifically the action will assist fleet operators and authorities with implementation of the CVD and make use of the European Commission's (EC) Clean Vehicle Portal by networking, mutual learning and sharing experience and best practice. The action will also support public authorities/ fleet operators directly in the actual procurement of clean and energy-efficient vehicles.

The key steps required to achieve the outcomes and objectives include:

- **Identify barriers** to the implementation of higher standards under the CVD for public authorities/ fleet operators– whether technical, organisational, legal/regulatory or cost-based.
- Undertaking **exchange and dialogue on barriers and solutions** to implementing the CVD between public authorities/ fleet operators and suppliers of clean and energy-efficient vehicles.
- **Develop** and promote **guidance and tools**, such as the use of Life-Cycle Costing (LCC), supplier engagement and specific procurement, contracting and fleet management approaches to address the identified barriers.
- Undertake **capacity building** on the CVD and European Emission Standards (Euro Norms) as they apply to clean and energy-efficient vehicles and organise **structured interaction** with suppliers of vehicles at the pre-procurement stage.
- Provide **direct support** to public authorities/ fleet operators in their **procurement** of clean and energy-efficient vehicles.
- Raise **awareness and disseminate information** on the CVD and procurement of clean and energy-efficient vehicles amongst public authorities/ fleet operators.

Key benefits for public authorities, fleet operators and suppliers will include:

- Better informed on the CVD
- Receive direct support with implementation of the CVD
- Exchange, collaborate, network, learn and share good practice on how to procure clean and energy-efficient vehicles
- Improved skills in procuring clean and energy-efficient vehicles for example develop technical specifications, evaluation methodologies, contract management and other aspects of procurement.

Changes that will occur due to the proposed activities include:

- Public authorities/ fleet operators will develop tenders that implement the CVD and go further than the current legislation requires when procuring clean and energy-efficient vehicles
- Accelerate broad market introduction of clean and energy-efficient vehicles
- Through purchasing clean and energy-efficient vehicles reduce energy consumption, CO₂ emissions and other pollutant emissions (particulate matter, NO_x, NMHC) and noise

Major outputs & expected results

1. Online exchange platform and help desk function on the EC's Clean Vehicles Portal: directly support 700 public authorities/ fleet operators.
2. Workshops and training: 385 people from public authorities/ fleet operators and suppliers better informed about the CVD and improve their skills on how to procure clean and energy-efficient vehicles.
3. Develop and promote a CVD toolkit with tools such as the use of LCC, supplier engagement and specific procurement, contracting and fleet management approaches:

2000 actively using the CVD toolkit from the Clean Vehicle Portal whilst procuring clean and energy-efficient vehicles.

4. Facilitate the procurement of clean and energy-efficient vehicles: 20 public authorities/ fleet operators commit to develop a tender and go further than the current legislation requires.
5. Raise awareness of the CVD and disseminate outputs of the project: 10,000 organisations targeted for awareness raising; provide input into future legislative and policy developments related to the CVD and procurement on clean and energy-efficient vehicles.

Participants

Part. N°	Participant name	Short name	Country code	Profile of the organisation	Main role in the Consortium
CO1	ICLEI European Secretariat GmbH	ICLEI	DE	Local Government Association	Procurement expert Communication and dissemination expert Project coordinator
CB2	Municipality of Sofia	Sofia	BG	Local authority	Market actor
CB3	City of Stockholm, Environment & Health Administration	Stockholm	SE	Local authority	Market actor
CB4	Municipality of Rotterdam	Rotterdam	NL	Local authority	Market actor
CB5	City of Bremen, Senate Dpt. for Environment, Construction, Transport and European Affairs	Bremen	DE	Local authority	Market actor
CB6	Romanian Union of Public Transport	URTP	RO	Network of urban public transport operators	National dissemination Needs Assessment
CB7	TÜV NORD Mobility	TUEV NORD	DE	Consulting and Marketing Service Provider for Transport	Technical expert
CB8	Transport & Travel Research Ltd	TTR	UK	Research organisation	Needs Assessment Stakeholder engagement
CB9	Institute of Studies for the Integration of Systems	ISIS	IT	Research organisation	Training provider
CB10	City of Zagreb Holding Ltd.	ZCH	HR	Fleet operator	Market actor
CB11	Transport for London	TfL	UK	Fleet operator	Market actor
CB12	Freiburg Public Transport	VAG	DE	Fleet operator	Market actor
CB13	Vitoria-Gasteiz City Council	Vitoria-Gasteiz	ES	Local authority	Market actor