

Interreg
Mediterranean



RECOMMENDATIONS

December 2020

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The Green mind project

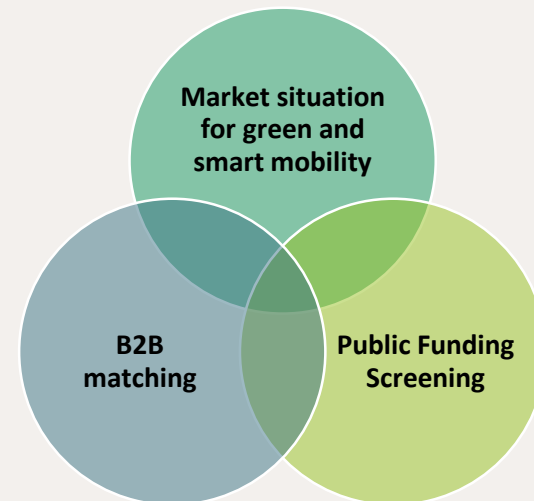
& its results



“

Between 2018 and 2020, the Green mind project has tested **three pilot services** designed to improve the competitiveness and innovation capacity of SMEs in the green and smart mobility industry. These pilot services have been set up and tested in eight regions around the Mediterranean, including Region of Vzhodna Slovenia in Slovenia, and will eventually form a new generalised service offer in each of the eight regions involved.

”



1

4 workshops and one Capitalisation workshop was organised in Slovenia. The capitalization workshop provided an extended and “hands-on” insight into the challenges and needs faces by SME’s and municipalities in the sustainable mobility sector.

Transfer local webinar provided an insight in Sustainable planning of mobility in smart cities in Slovenia, measures related to mobility during Covid 19 and their effects, the opportunities for SME’s and an example of local public transport company MARPROM.

Pilot projects were developed with SMEs of urban mobility and logistics



Results

in Region of
Vzhodna Slovenia



WORKSHOP

1

The introductory meeting with representatives of key mobility clusters in Slovenia: SRIP ACS+, the strategic and innovation partnership on mobility and with representative of GIZ ACS, the Automotive Cluster of Slovenia.

Date and location: 22 Jan 2019, Slovenian Chamber of Commerce, Dimičeva ulica 13, 1000 Ljubljana.

During the meeting the respective parties have identified important synergies and have agreed to join strengths to collaborate on targeted activities that will help promote and advance green and smart mobility in Slovenia. e-Zavod has been invited to join the SRIP ACS+ network and participate as a member at the next EDISON partnership network and partner meeting in March 2019 to further define collaboration and green mobility activities with the network partners.

WORKSHOP

2

Presentation of Green Mind pilot recruiting pitch at EDISON partnership meeting

Date and location: 7 March 2019, Slovenian Chamber of Commerce, Dimičeva ulica 13, 1000 Ljubljana

The e-Zavod's representative of the Green Mind project, participated at the 2nd EDISON partnership meeting as a new partner member.

As part of the introduction of the meeting a short presentation of e-zavod and green mind project was delivered to the participants.

The second partnership meeting was attended by 30+ people from various sectors, each giving a short presentation of their core business and ambition within the initiative.



WORKSHOP

3

Connecting Slo mobility clusters with EIT Climate KIC to support utilization of public funding for green and smart mobility

Date and location: 7 May 2019, Slovenian Chamber of Commerce, Dimičeva ulica 13, 1000 Ljubljana

The session started with the presentation of the Green Mind project, its ambition, aim, purpose and processes of activities. The pilot services were presented in detail to enable linking interested members of SRIP ACS network and EDISON partnership with services that will be offered as part of Green Mind pilot package, linking in particular the public funding intervention with the session's agenda and link with Climate KIC organisation.

In continuation SRIP ACS representative and EDISON partnership representative presented their respective organisations. Both are recognised as key nodes of SME connectivity in mobility at large and in green and smart mobility on a national level. The SRIP ACS brings together over 100 members of from 12 different mobility branches, that represent 30% of national export and 17% of GDP. EDISON partnership was presented as an initiative that brings together actors in green mobility. Its focus lies in connecting supply and demand in this field; connecting companies to develop new solutions together; connecting institutions for joint R&D efforts and for development of new capacities for deployment of new technologies.

WORKSHOP

#4

Green Mind pilot recruiting pitch at EDISON partnership meeting

Date and location: 19 June 2019, Orehov Gaj 13, Obirje, 1000 Ljubljana

The e-Zavod's representative of the Green Mind project delivered a piloting services stakeholder recruiting pitch.

As part of the introduction of the meeting a short presentation of e-zavod and green mind project was delivered to the participants.

The event was attended by 18+ people from various sectors, each giving a short presentation of their core business and ambition within the initiative.

While the partnership is still in its formative stage, some interesting project ideas and collaboration clusters are already emerging. Also, there is a notable strong interest in green and smart mobility from city level authorities that are looking for new mobility models and service providers.

CAPITALIZATION WORKSHOP

The Panel speakers provided new knowledge that helped expand our knowledge base on the status and regulatory frameworks for GSM activities in Slovenia.

The workshop provided more comprehensive and “hands on” insights into services required by SME’s to accelerate the GSM activities.

The event enabled ample networking opportunities with stakeholders that see the potential synergies in cooperation and have expressed interest in the transnational innovation network.

The event enabled networking opportunities with additional SME’s that are interested in pilot services.

Location: *Center TNP – Bohinjka,
Stara Fužina 37, 4265 Boh. jezero*



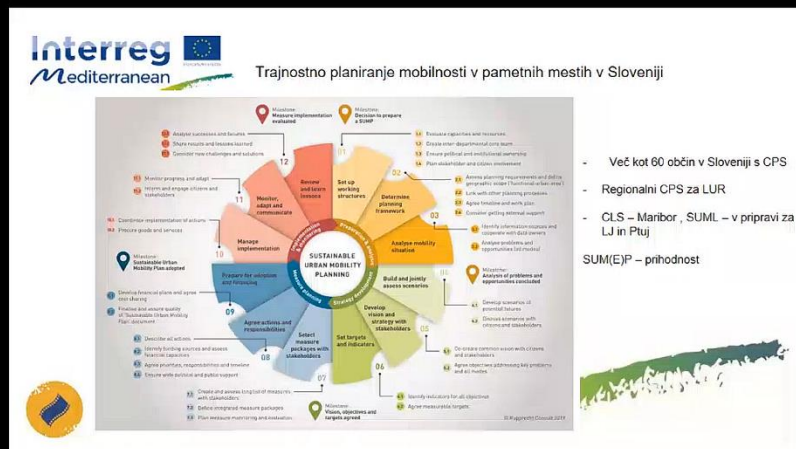
Transfer local webinar

Webinar: Sustainable and smart mobility and a successful transition of the Covid-19 crisis in Slovenia at Microsoft Teams Meeting

Goal: to present sustainable and smart mobility in Slovenia with the regard to Covid-19 situation with examples

Date: 12th November 2020

Participants: 56 - representatives of SMEs, municipalities, regional agencies, NGO's and interested individuals.



Pilot #1: Innovative promotion of environmentally friendly modes of transport tested by a consortium of Podravska region municipalities as part of exploring the potential of e-mobility as a service option

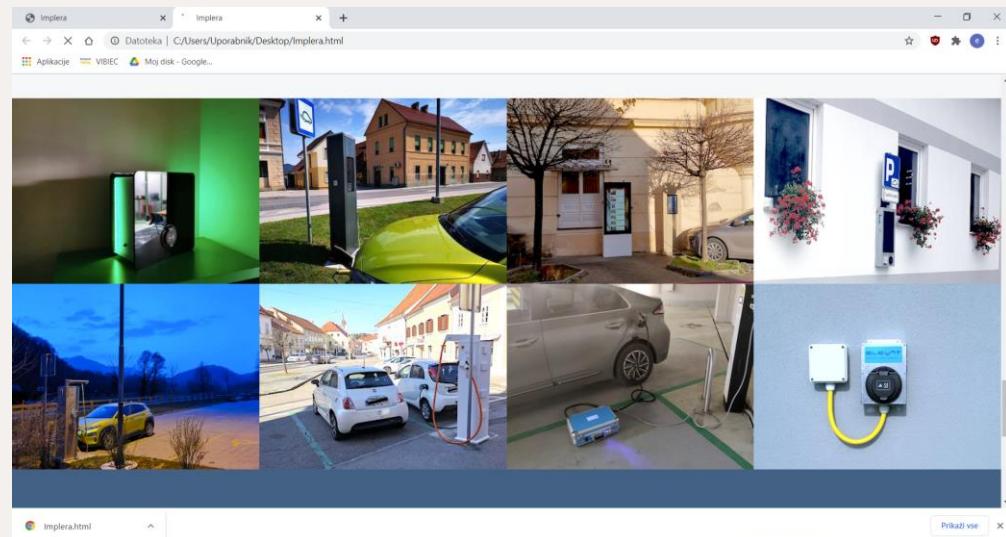
Aim: The pilot service was aimed at identifying some of the obstacles to greater up-take of e-vehicles on a local/municipal level and developing a model for better penetration of e-mobility in general and e-mobility as a service through sector promotion in specific local contexts of Podravska municipalities.

Role of E-zavod: E-zavod provided support in designing the private-public local e-mobility promotion model for e-vehicles (cars, bikes) and has been closely monitoring its development.

Involved parties: SME Implera Ltd. in collaboration with municipalities of Slovenska Bistrica and Rače-Fram.

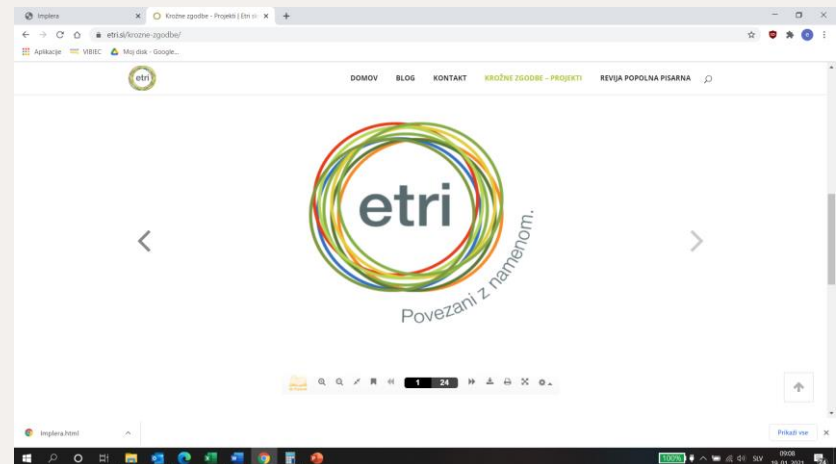
Pilot #1: Innovative promotion of environmentally friendly modes of transport tested by a consortium of Podravska region municipalities as part of exploring the potential of e-mobility as a service option

Implera Ltd. was involved in the project as the organizer and provider of an interactive workshops/lectures on sustainable mobility and promotional events with electric vehicle testing. The investor of the electric car was the Municipality of Slovenska Bistrica. The company is authorised to manage the e-vehicle and corresponding infrastructure for the purpose of raising awareness and promoting e-mobility service model to potential customers. The project also includes the Municipality of Rače - Fram, which will purchase 5 electric bicycles and establish a bicycle rental station - City Bikes system.



Pilot #2: Business planning and business operations support for innovation enterprises

As part of this pilot, a **business plan focusing on e-mobility was developed for 2 SMEs (Good Vibe and Etri): first is an innovation start-up dealing with sales and rentals of e-scooters and e-motorbikes; and second is a social enterprise that employs deprived target groups, which is considering the possibility of using e-vehicle for their company's' transportation needs.**



Pilot #2: Business planning and business operations support for innovation enterprises

- **Good Vibe** company is bringing lightweight e-vehicle (currently motorbike and scooters) to Slovenian market. Slovenian market on light e-vehicles is currently still under-developed in comparison to other EU countries and has a significant potential to grow. By providing business planning support and getting real case feed-back the business planning tool developed aims to strengthen the enterprises working in this sector and can provide healthy competition that also benefits the customers.
- **The social enterprise ETRI** is trying to position themselves in the market as an innovation company in transport operations for their customers, by providing e-mobility services to their target groups. An investment analysis has been developed for the company. ETRI provided test bed opportunity for a real case testing of investment analysis and will be used to provide a guideline for SME's that are looking for opportunities to improve their business operations via transition to e-mobility.
- **The business plan methodology used to help the companies plan their innovative business, are public and can also be used in other sectors for supporting penetration of innovation services.**

Pilot #3: Utilizing Slovenia's Climate Change Fund to transition city passenger transport fleets to low carbon services

- The main objective of the pilot was to, through real case testing, identify the key barriers and opportunities for the concerning sector in obtaining public funding support. For this purpose, practical and concise guideline was developed, for the companies operating in this sector in order to better position them to use the public funding for the transition of their fossil-fuel based fleet to low carbon fleet options on one hand, as well as provide input on how such public calls could be improved.



Pilot #4: Public funding screening transnational network

- Pilot #4 was oriented at facilitating the interaction between EU funding body EIT Climate KIC and Slovenian automotive cluster (SRIP ACS) and EDISON partnership to develop a working relationship and start exploring potential synergies in the green and smart mobility sector scope.
- In conclusion an agreement was reached that SRIP ACS and EDISON representatives will present the opportunities discussed to their members with a view to engage their members and encourage formation of synergies around active shared green mobility ideas with the purpose of strategic project cluster formation that can collaborate with Climate KIC and other support and funding bodies for acceleration of green and smart mobility.



Recommendations

to boost the competitiveness and strengthen the resilience of companies in the green and smart mobility industry in the Region of Vzhodna Slovenia as well as to overcome the impact of the COVID-19 pandemic

Investments in rail infrastructure

At a time of large investments in the construction of the motorway network, rail transport has declined and become less and less competitive. It remained out of date, slow and uncomfortable. The backbone of the railway lines in Slovenia is still represented by the Southern Railway (completed in 1857) and the Jesenice - Dobovo line, which was also built more than a century ago.

Modernization and upgrade of railway lines, signaling and safety devices, stops and stations in larger regions (Osrednjeslovenska, Podravska, Savinjska) and connections between them. The latter mainly includes the high-speed railway connection Ljubljana - Celje - Maribor, with connections to other regional centers.



ACTORS OF CHANGE

Ministry of Infrastructure of Republic of Slovenia and the government who will set the priorities in investments in public infrastructure in the future investing period



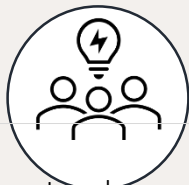
MEASURES FOR IMPLEMENTATION

Ensuring the national in EU funding for investments (who are extensive and long-term)

- Preparation of the National Railway Construction Program, which plans new railway corridors and introduces measures to revitalize regional lines.

Supporting Active Mobility – walking and cycling

- investments in national and local infrastructure – mainly for daily mobility and also investments in so called „bike high-ways“, guarded and covered bicycle parking, equipping workplace locations with showers and changing rooms...)
- development of bike rental systems in connection with public transport stops which are coordinated among regions
- incentives for individuals and businesses to purchase e-bik



ACTORS OF CHANGE

- Local municipalities who can include these recommendations as priority in their Integrated Transport Strategies of municipalities
- Ministry of Infrastructure of Republic of Slovenia and the government who can support such actions on national level



MEASURES FOR IMPLEMENTATION

- Ensuring the local, national in EU funding for investments
- Putting these activities into Integrated Transport Strategies of municipalities and regions
- Raising awareness among citizens about benefits of walking and cycling

Developing mobility as a service

Developing mobility as a service (development of *mobility platforms and micromobility*)

The most successful business models are those services that put the user experience at the forefront, while at the same time building ecosystems that are offering complementary services.

Public transport urgently needs information update and connection of all providers, bicycle rental systems, car sharing systems into mobility as a service.

The younger generations in particular are opting for a model of sharing economy, which can be represented by the sharing of a single fleet of vehicles (Avant car), the division of transport to work (Prevozi.org) or peer sharing of vehicles (Giro Car Share).



ACTORS OF CHANGE

- SME's who can develop new business models and develop and organize such platforms as well as develop complementary services
- Local municipalities who can include these as priority in their Integrated Transport Strategies of
- Ministry of Infrastructure of Republic of Slovenia who can support such actions on national level



MEASURES FOR IMPLEMENTATION

- Putting these activities into Integrated Transport Strategies of municipalities and regions
- Supporting SMEs to develop new business models, develop and lead mobility platforms
- Actions to raise awareness of benefits of shared mobility among citizens

Increase the quality of public passenger transport services

In order to gain people for the public transport, we need to increase the quality of public passenger transport services, which means: increased frequencies, adequate vehicle capacities, harmonized timetables, single ticket.



ACTORS OF CHANGE

- Ministry of Infrastructure of Republic of Slovenia (railway)
- Municipalities with local SME's providers (public bus transport)



MEASURE FOR IMPLEMENTATION

- Putting these activities into Integrated Transport Strategies of municipalities and regions
- Ensuring investments on national level (railways)
- Supporting new business models

The Motor Vehicle Tax Act needs to be amended

The scale for CO₂ tax rates needs to be updated in a way that encourages the use of cleaner cars.

In 2020, the Ministry of Finance published a proposal to revise the Motor Vehicle Tax Act, which stipulates a relatively low tax, especially compared to foreign experience, up to an emission value of 200 gCO₂ / km. Such an arrangement does not stimulate the use of cleaner and electric vehicles, which would be made possible by the introduction of additional tax classes.



ACTORS OF CHANGE

- Government of Slovenia who can vote for such amendment (there needs to be political will to make legal changes)
- Automotive cluster together with the Chamber of Commerce can produce the figures and analyses for the political decision makers



MEASURES FOR IMPLEMENTATION

- Prepare the analyses and models on the financial effects of such amendment
- Present the findings of the analyse to the political decision makers who will pass new law or the appropriate amendment to the current law

Improve the subsidy scheme for electric vehicles

Improve the subsidy scheme for electric vehicles and implement financial incentives for infrastructure for alternative fuels and electromobility (including the installation of charging infrastructure for the occupants of multi-apartment buildings, which should also include the case where the owners of apartments / vehicles are not also the owners of parking spaces.).

In accordance with the plan in the Integrative National Energy and Climate Plan of the Republic of Slovenia, the subsidy scheme for electric vehicles should be improved as soon as possible in order to increase the cost-effectiveness of these incentives by setting a limit on the subsidized vehicles. Incentives over the years should be lower.



ACTORS OF CHANGE

- Government who can provide the framework for subsidies
- SME's who can develop and built the infrastructure



MEASURES FOR IMPLEMENTATION

Setting up the structure to bring together auto-moto cluster, SME's and the government and bring different actors together at the national level.

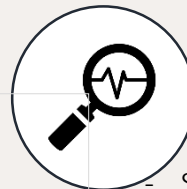
Reimbursement for transport to work

Reimbursement for transport to work must be ensured as soon as possible in accordance with the guidelines of Integrated national energy and climate plan of the Republic of Slovenia (NECP) in the context of tax policy measures and the calculation of travel expenses. We recommend tax relief related to the cost of public transport, which also include rewards for walking and cycling. (Example: Abroad, there is a practice of reimbursing mileage for cyclists in the form of tax relief)



ACTORS OF CHANGE

- Chambers of Commerce
- Clusters
- Unions
- Government
- SME's



MEASURES FOR IMPLEMENTATION

- Setting up the structure to bring together auto-moto cluster, Chambers of Commerce, SME's (as employers) and the government and bring different actors together at the national level

Parking restrictions

Parking restrictions (especially long-term parking) in urban areas.

The vision that has become established in Slovenian cities/towns are city centers without cars.

The current minimum parking standards encourage the ownership and use of a car, which is not in line with the vision of urban development.



ACTORS OF CHANGE

- Municipalities and city councils
- Citizens



MEASURES FOR IMPLEMENTATION

- Setting up the structure to bring together municipalities and citizens at local and regional level to enhance the communication and discussion
- Developing alternatives (e.g. setting up P+R systems and quality public transport)
- Raising awareness of benefits of such policy and gaining trust and support of citizens for it

THANKS FOR YOUR ATTENTION!

E-zavod contacts:

Darko Ferčej
Head of EU project office
Čučkova ulica 5
2250 Ptuj, Slovenia
T: +386 2749 32 25 / +386 2749 32 17 /
mobile +386 31 214 276
skype:darkof-e
www.ezavod.si

For more information;

Project website: <https://greenmind.interreg-med.eu/>

Twitter: [@Med_GreenMind](https://twitter.com/Med_GreenMind)

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