

<b>Project name:</b> Swiss federal electromobility roadmap	<b>Approx. value of services:</b> <b>Contract value:</b> 603 740 CHF (approx. 680 000 USD) <b>Planair services :</b> 232 260 CHF (approx. 260 000 USD)
<b>Country:</b> Switzerland	<b>Duration of assignment:</b> Start date: July 2020 Completion date: December 2022 (Extension option until 2024)
<b>Name of Beneficiary/Client:</b> SFOE: Swiss Federal Office of Energy	<b>Project Partners:</b> Planair is partner of a consortium made of Geelhaarconsulting and SchulzKommunikation
<b>Total No. of staff-months of the assignment:</b> 12 man months	<b>Names of Planair staff members involved in the project:</b> Daniel Schaller (lead), Geoffrey Orlando (support).
<b>Description of Project:</b>  <p>Under the authority of the swiss federal Minister of Energy (Doris Leuthard) , on 18 December 2018, a roadmap for the promotion of electric mobility in Switzerland was signed by 50 representatives of the automotive, electricity, real estate and vehicle fleet industries and their associations, as well as representatives of the federal government, cantons, cities and municipalities. The goal of the roadmap is to increase the share of electric vehicles (pure electric cars and plug-in hybrids) in new passenger car registrations to 15 percent by 2022. The Roadmap Electromobility 2022 contains more than <b>70 measures in three priority fields of action:</b></p> <ul style="list-style-type: none"> <li>- <b>Successful market development of vehicles,</b></li> <li>- <b>Optimal charging infrastructure and incentives</b></li> <li>- <b>Legal framework.</b></li> </ul> <p>The measures that the participating stakeholders have developed for their respective spheres of influence include, among others, the development of new charging options for buildings, the creation of a national fast charging network for electric vehicles, the role of electromobility in the energy system, the targeted training and qualification of specialist personnel, regulatory adjustments and the stimulation of the EV-market. The great commitment of the numerous participants in the roadmap enables a broadly coordinated mobilization to promote electromobility. The measures are coordinated by the Roadmap management, but implemented directly by the signatories either alone or jointly. By acting together, the participants can exploit synergies and thus increase the impact and dramatically accelerate the adoption of electric vehicles, without the need for the state to directly subsidize the purchase of vehicles.</p> <p><b>Services carried out by Planair:</b>          Planair in charge of (main tasks):</p> <ul style="list-style-type: none"> <li>- The overall monitoring and follow up of the 70 measures as well as their strategic repositioning and revitalization,</li> <li>- Enabling the networking between swiss key players in e-mobility, organization and moderation of Workshops on the subject,</li> <li>- Support for the definition of new official national targets in terms of the development of electromobility in Switzerland.</li> <li>- Design of new measures to support development of electromobility, at the legal, technical and communication levels.</li> </ul>	