

## 06\_BEST PRACTICE\_MUNICIPALITY OF NAPLES



In February 2000, the municipality of Naples launched an action aimed at reducing emissions generated by two-cycle engines used by mopeds, which are primarily responsible for benzene concentrations in urban areas.

Electric scooters and Pedelecs offer an interesting alternative, but their sales price - at almost twice that of traditional vehicles - remains prohibitive.

To encourage people to use electric scooters and pedelecs the municipality of Naples and manufacturers of electric vehicles signed a joint agreement: the municipality paid 40% of the production cost of these scooters, and the manufacturer applied a 15% discount to the sales price. Thanks to this measure, the price of electric scooters and pedelecs became more competitive than that of traditional vehicles. The municipality also paid an additional amount for old and polluting vehicles that are turned in when a new one is purchased.

This financial incentive measure was advertised through a campaign that bore the slogan: "It's time to change: move to electricity - pollute less and move ahead". Publicity took the form of posters, brochures, press conferences, a free telephone number and radio spots. A page on the ANEA's Internet site gives all of the necessary information to take advantage of the subsidies, as well as the list of dealers participating in the operation. The participation form could also be downloaded there.

In order to convince citizens of the ability of electric vehicles to perform, the municipality and the ANEA organised a demonstration day called the "2nd Ecomotor Show". It took place during an "Ecological Sunday", a day that is set aside every month in accordance with the principle of the European day called "In the city without my car!". On a major promenade in Naples, two test routes were set up in which most electric vehicle builders participated. A special stand, set up to teach people about general environmental problems, received 3,000 visitors.

This programme, which was financed by the municipality, cost 620.000,00 euros. Approximately 500 pedelecs were sold to people whose profile was determined very precisely: they were mostly adults from 30 to 60 years old, with an advanced educational level, with a job requiring technical expertise or skills, and with comfortable income. They are aware of environmental problems and, in particular, of the linkage between atmospheric pollution and traffic.

Direct and personal contacts constitute an important element in the campaign in order to instil long-lasting good habits. For this reason, the campaign was closely monitored and relationships were established with participants in order to collect their reactions, comments and suggestions. Three methods were used to this end:

- whenever subsidy requests were made, interested persons had to fill out a form indicating among other things their age and profession,
- when purchasing, they also filled out a questionnaire in order to ask certain, among other things, their reasons for taking advantage of this offer,
- they were then questioned by telephone on their degree of satisfaction with the electric vehicle and on their suggestions.

The telephone contacts are particularly useful. They provide precious information in order to tailor the action to the needs and the expectations of citizens.

### Box of Advice:

- To define high quality parameters
- To identify several pedelec's manufacturers in order to satisfy all needs and age
- To make a good information campaign
- To monitor campaign results with telephone contacts