

03_BEST PRACTICE_REGION OF VENETO

In december 2002, Veneto Region has carried an awareness campaign financing the purchase of pedelecs and providing € 360,000.00 for capital towns Venice, Verona, Treviso, Padua and Rovigo. These municipalities have quickly run out of funds available thanks to the great interest aroused among the citizens. Based on this success the Region has allocated new funds also for municipalities "at risk PM10":

- **in 2004:** € 430,000.00
- **in 2005:** € 600,000.00
- **in 2006:** € 320,000.00

In order to regulate the initiative, a "Letter of Intent" signed by the Veneto Region and pedelecs retailers /manufacturers has been prepared.

Main Letter of intent contents are:

- *The incentive for each pedelec was € 250,00 and may not exceed 50% of the vehicle's price;*
- *Signatory companies have to indicate the list of pedelecs for sale, with technical characteristics, fixed prices and assure a promotional discount*
- *The manufacturers have to assure to the citizens a maintenance services and supply of spare parts etc.*
- *The traders are responsible in collecting old batteries when citizens replace the battery and they also must dispose of the batteries in accordance with current legislation (usually through the Consortium Required batteries - COBAT).*
- *The Region and municipalities can make audits on products, costs and availability of spare parts.*

Procedure to buy pedelecs:

- *Citizen who want to buy a pedelec (1 pedelec per citizen) must go to one of the shops who joined the awareness campaign*
- *The retailer, first of all, have to verify the availability of the fund by calling own Municipality and will receive a "financing reservation number"*
- *Citizen will pay the price minus the regional contribution.*
- *Municipalities will pay dealers within 60 days from the contribution request.*

*Thanks to this best financial instrument n° **6.840 pedelecs were sold.***

Box of Advice:

- *A Letter of Intent is essential to regulate relationships between public administration and retailers*
- *It's important that retailers assure maintenance services and disposal of old batteries*
- *The percentage of discount it's a retailer choice*