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SEMS

Sustainable Energy Management Systems

Instrument: **Integrated Project**

Thematic Priority: **No. 6: "Sustainable development, global change and ecosystems (including energy and transport research)"**

D 2.01.5 Integration of E-mobility in awareness raising activities

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Dissemination Level		
PU	Public	PU
PP	Restricted to other programme participants (including services)	
RE	Restricted to a group specified by the Commission (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

Integration of e-mobility in awareness raising activities

Responsible

Verbandsgemeinde Weilerbach
 Rummelstraße 15
 D 67685 Weilerbach

1. Concept for the integration of e-mobility in awareness raising activities

The awareness concerning e-mobility is rising very fast. E-mobility is a very well discussed theme in the public at the moment. The awareness of people concerning RES is easy to rise by focusing on this topic. Therefore cooperation between the tourist office and the SEMS office started. WEILERBACH purchased some “pedelecs” (hybrid electric bicycle).

The pedelecs are on the one hand used for the administrative staff as company vehicle, and on the other hand lend to citizens and tourists during events, for example the farmers market and the business fair. In summer 2010 one e-bike and in summer 2011 two e-bikes have been available. Further e-vehicles follow in the next year. An e-car, called “smart electric drive”, could be presented to the general public at the business fair in September 2010 where 30 drivers could make a first trip in the e-car.

2. Permanent exhibition in the entrance hall

The pedelecs are permanently presented in the entrance hall of the administration building of the community association of WEILERBACH.

An information stand and the bikes are standing there and can be seen by every visitor.



Figure 1: Presentation of pedelecs

3. Pedelects as company vehicles

The mayoress herself and other staff use the pedelecs for official business trips. Visited people or visitors may test the pedelecs as well, which is always very funny. The new company vehicle is used sometimes even in November when the weather is good enough.



Figure 2: The mayoress of WEILERBACH, Anja Pfeiffer, and the mayor of the neighbouring city of Kaiserslautern, Dr. Klaus Weichel, on the way to an official meeting

4. Pedelects for citizens and tourists

A voucher campaign for the pedelecs was set up: vouchers for 30 minutes free of charge trips were spread in the region in order to let people know about the new mobility alternative and offer them a first contact experience.



Radelspaß mit dem E-Bike
Testfahrten bis 30 Minuten kostenlos !!!!

VERBANDSGEMEINDE
WEILERBACH
 ZERO EMISSION VILLAGE

Radelspaß mit dem E-Bike

Mietpreise für unsere Räder:
 Ein Rad pro Tag 20 €, 2 Tage oder Wochenende 30 €
 Zwei Räder, Preis pro Rad pro Tag 17 €, 2 Tage oder Wochenende 26 €

Kaution 100 € pro Rad und Personalausweis bitte mitbringen
 weitere Wechselstationen finden Sie pfälzweit unter www.movelo.com

Öffnungszeiten:
 Mo 8:00 - 12:00 und 13:30 - 18:00 Uhr
 Di-Do 8:00 - 12:00 und 13:30 - 18:00 Uhr
 Fr 8:00 - 13:00 Uhr

Information und Buchung:
 Touristikbüro Verbandsgemeinde Weilerbach
 Flummelstraße 15
 67885 Weilerbach
 Telefon 06374 922 131
movelo@vg-weilerbach.de

SEMS ist ein Projekt der CONCERTO-Initiative und wird kofinanziert durch die Europäische Union im 6. Forschungsrahmenprogramm.

Figure 3: Voucher for test run of the pedelec – title: “Biking fun with the pedelec”

Also excursion groups (e.g. of other communities) coming to WEILERBACH to learn more about the SEMS project get information on e-mobility.



Figure 4: Every visitor of an excursion group from eastern Germany tested the pedelec as an “appetizer” before the welcome dinner.

5. E-Mobility at the regional fair “Gewerbeschau” on 11th and 12th of September 2010

At the regional fair “Gewerbeschau” (presentation of the trade, handcraft and industry) e-mobility was the main topic at the SEMS stand.

To visualize the relations of energy input 210 Chocolate bars showed how much sweets a car needs in average for 100 km and in comparison a pedelecs needs.

Test runs have been raffled off hourly. About 30 people won a test run in the e-car. The winners’ feedback has been positive all over. They told their neighbors and friends about their experience, and about 10 citizens bought a pedelec after they tried it at the SEMS stand of the fair.

Erleben Sie Elektromobilität!

Zero Emission Village
WEILERBACH
Spar Energie Mit Spaß!
sems@vg-weilerbach.de

In Kooperation mit dem
smart center Kaiserslautern

Wir verlosen stündlich
eine Testfahrt im
smart electric drive!

Teilnahmekarten gibt es nur
am 11. und 12. 09.2010 auf
der Gewerbeschau

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Above: Advertisement for the e-car at the fair in the regional newspaper



Above: Chocolate bars compared to average fuel consumption of different vehicles

Below: The e- car in front of the SEMS exhibition stand



Verlosung einer Testfahrt im smart electric drive

Die Fahrten finden auf der Gewerbeschau 11. und 12.09.2010 stündlich statt, Verlosung immer um halb!

Wettfrage: wieviel Kilowattstunden (kwh) braucht der smart electric drive auf 100km? _____ kwh

Vorname / Name _____

Straße / Hausnummer _____

PLZ / Ort _____

E-mail _____

Telefon / Handy _____

Schicken Sie mir Informationen zu folgenden Themen:

- smart electric drive Markteinführung
- Elektrofahrrad

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Above: Card to enter the contest for winning a trip in the e-car

Figure 5: Impressions of the “Gewerbeschau” activities

6. PR campaign “Touristic meets Energy”

A guided tour for a reporter has been organized, which resulted in a nice article. Advertisement in the regional newspapers and magazines were published.

Touristik meets Energy

Elektrofahrrad zu vermieten! 5 € pro Stunde, 20 € am Tag
pfalzweites Verleihsystem von Movelo

CO₂ frei und komfortabel fortbewegen, ohne Auto!

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Figure 6: Advertisement for newspapers and magazines

7. Overview on some information activities

- November 2009: SEMS Consortium Meeting in Weilerbach: two speeches on the topic of e-mobility, test of pedelecs, e-cars, segways, presentation of an electric vehicle charging station
- May 2010: "Farmers' day" in Weilerbach, information stand and test runs with the pedelecs
- August 2010: "Family Day" in neighbouring region of Klingenmünster
- September 2010: Regional fair in Weilerbach with e-car
- October 2010: Presentation of the electric vehicle charging station "parkpod" to the trade association of Weilerbach
- June 2011: "Farmers' Market" in Weilerbach, information stand and test runs with the pedelecs
- August 2011: "Bicycle Hiking Day", presentation of the pedelecs to the public