

Strategy for promoting the use of electric vehicles in the Lüneburg region



After first studying the potential for significantly expanding the use of electric vehicles in the Lüneburg region, EBP joined forces with regional officials to develop a strategy for promoting faster growth in the use of electric vehicles throughout the region.

The development of electric vehicles presents us with a unique opportunity to enter a new technological era in road transportation. The improvements associated with this new technology include a reduction in our reliance on fossil fuels in favor of regionally generated forms of renewable energy, lower transportation-related energy use, and reduced local emissions. Particularly in rural areas, where private motor vehicle use can be expected to remain the primary means of transportation, electric vehicles can help us to secure climate-friendly, environmentally sustainable means of access and participation for individuals well into the future.

Establishing a promotional framework

When seeking to promote the use of electric vehicles in a given region, it is often essential to first establish a comprehensive region-specific concept for facilitating the use of electric vehicles. In order to develop this concept for Lüneburg, EBP carried out an extensive study of the entire region, including its 11 counties and 18 different **LEADER** and **Integrated Rural Development** sub-regions.

The study results were used as a basis for specifying various measures geared to promoting the use of electric vehicles. These measures include the development of a charging

Client

Region of Lüneburg (Project Sponsor:
Osterholz County)

Facts

Period	2017 - 2018
Project Country	Germany
Publicly accessible charging stations (2017)	around 240
Maximum travel distance covered during 90% of all trips	50 km
Participating stakeholders	around 80

infrastructure that meets the needs of the region, the introduction of projects and events to raise awareness among the region's residents to the advantages of electric vehicles, and the creation of a framework for enabling and encouraging private individuals, commercial enterprises and public agencies to successively replace their conventional motor vehicles.



Municipal vehicle being charged

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Approach

EBP began its study of the potential for significantly expanding the use of electric vehicles in Lüneburg by carrying out an analysis of the current situation. The general transportation behavior in the region was examined by our project partner PTV Transport Consult GmbH. In addition to this, we examined the current state of electric-vehicle technology in the region, including charging equipment and power-storage options, and also assessed other general conditions, including the relevant legal framework.

We then estimated the potential for significantly expanding the use of electric vehicles. The study takes account of technological developments, a target-group analysis and three market-penetration scenarios at a county level. In addition to this, we modelled the basic charging needs for the various townships and cities.

Having compiled all the relevant information, we developed a superordinate strategy and sat down with regional officials to draft a catalogue of recommended measures.

Results

Our work has provided a basis for the various municipalities in the Lüneburg region to join forces and effectively promote the use of electric vehicles. This will help the region to reach the goals it has set in the area of environmental sustainability and climate protection, as is outlined in the regional development plan. It will also have a positive effect on the region's attractiveness and take it forward into the future.