Roadmap for Electric Mobility 2022
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Electric vehicles play a key role for a modern and carrier mobility of the future. They contribute significantly to achieving the energy and climate objectives of Switzerland. The roadmap for electric mobility in 2022 aims to increase to 15% by 2022 the share of vehicles called “rechargeable” (100% electric vehicles and plug-in hybrids) in new registrations of passenger cars. The Swiss car importers (auto-Swiss) had previously announced will achieve a 10% share. This roadmap will voluntarily later in order to more rapidly reduce CO₂ from road traffic. It is the fruit of collective work: more than 50 organizations and companies from different sectors and representatives of the Confederation, cantons and municipalities have participated in its elaboration. They strive to advance electric mobility by adopting measures within their sphere of influence. Federal Councilor Doris Leuthard and representatives of the sector of electric mobility, the federal government, cantons and cities have laid the cornerstone of the roadmap on the occasion of a roundtable held the May 28, 2018. the signing of the roadmap December 18, 2018 in Bern marks the start of the implementation of the corresponding measures in the coming years.

This collective approach defends the following objectives:

- In 2022, electric vehicles will be part of the road traffic in Switzerland. They represent 15% of new registrations of passenger cars.
- Electric vehicles are an interesting way forward from an economic point of view for large groups of users.
- There sustainable and profitable business models in the field of electric mobility.
- Electric mobility is essential in view of a more efficient mobility on the energy level and respectful of the environment.

Good reasons to commit to electric mobility

The lowering of the target value of 130 g CO₂ per kilometer (current average) 95 g from 2020 for new passenger cars is a major challenge to the automobile sector. Given their energy efficiency and their zero emissions in certain conditions, electric drive systems play a vital role in achieving the target value in terms of CO₂. Moreover, the Swiss power mix provides favorable conditions thanks to its high share of renewable energy.

Concrete measures to achieve the objectives

The strong commitment of many actors in the roadmap allows mobilization on a large scale in order to promote electric mobility in Switzerland. Signatories apply measures individually or collectively. Acting together stakeholders exploit synergies and thus make them more effective measures. The roadmap on electric mobility contains concrete measures in three priority areas: proper development of the automotive market, optimal charging infrastructure and incentives and framework conditions.
Development of the roadmap

The actors and stakeholders of the automotive, electricity, real estate and auto fleets and their federations, as well as representatives of the Confederation, the cantons, cities and municipalities were invited to participate in the development of the roadmap by offering their own measures. A workshop held November 15, 2018, in which all players have submitted their measures, formed the cornerstone of the development of the roadmap process. It has created synergies that actors have offered to contribute to measures of their peers and formed alliances to achieve common measures. Before being integrated into the roadmap, measures were grouped and their timing has been set.

Role Roadmap

This roadmap is a reflection of a dynamic process, not a master plan directed from the top down. It illustrates the current state of work and will be regularly updated over time. This process is driven by the initiatives and activities of participants and by the will of the latter to quickly get results. The roadmap provides flexibility and shortens communication channels.

Stakeholders in the roadmap are sometimes in competition with each other. They realize synergies and joint activities when they contribute to the common goals and advance. The actors of the roadmap organize themselves to implement the initiatives. They use platforms and networks for coordination.

The Confederation supports initiatives, assumes the role of independent coordinator within the limits of its possibilities and can also provide initial support for promising projects using available structures.

What Next

The new measures will be enforced as of January 2019, while various measures are already being implemented. It is expected that the various players and teams establish first interim reports for the first half 2019. In addition, the public will be informed of the status of the implementation of measures at the Swiss congress of electric mobility that held on 17 and 18 September 2019 in Bern as part of the Arena mobility. In the future, the records will be prepared regularly on the progress of current or possible new measures. The organizations involved are also free to communicate at shorter intervals and on their own on the progress of their actions.

Use third parties to support the roadmap

The roadmap for electric mobility is open to other organizations and companies wishing to also contribute to the achievement of objectives. They are invited to define their actions, to publish on their own initiative and thereby participate in the roadmap through a self-declaration.

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Overview of the roadmap for electric mobility 2022. The roadmap describes various practical measures to bring to 15% the share of new registrations that are the vehicles called "electric socket" (fully electric cars and plug-in hybrids) by 2022. Electric vehicles play an important role in achieving the objectives of Swiss energy and climate. Over 50 companies and organizations participated in the development of this document, reflecting a dynamic process. This survey of the current state of the work is expected to change at regular intervals thereafter.

The roadmap divides the different steps to achieve the objective set in four temporal dimensions: immediately, soon, and potentially later. These dimensions indicate primarily a succession in time (within the meaning of "first A, then B") corresponding to the approximate course of the road map. The allocation of the steps is not immutable and may change in the short term on the basis of developments. It is merely an indirect link with actual timeline for defining priorities without setting too rigid deadlines.

This roadmap includes partial roadmaps as well as different groups of measures. The various measures contained in the partial roadmaps are divided into the four temporal dimensions. A measure group contains actions which integrate a partial roadmap is provided in the process but not yet effective.

<table>
<thead>
<tr>
<th>At once →</th>
<th>shortly →</th>
<th>subsequently →</th>
<th>Potentially</th>
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</thead>
<tbody>
<tr>
<td><strong>Adoption of the roadmap for electric mobility in 2022</strong></td>
<td><strong>Promising development of the vehicle market</strong></td>
<td><strong>Federal Measures</strong></td>
<td><strong>Space for other measures</strong></td>
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<tr>
<td>Development of a summary of the roadmap for electric mobility 2022 and signed it December 18, 2018 with a reasoned responsible body.</td>
<td>These measures concern the fleet, car sharing, tests, events, and public services on the road.</td>
<td>This group of measures sets the foundation and framework conditions to promote electric mobility in Switzerland.</td>
<td>?</td>
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<tr>
<td><strong>Coordination and simplification</strong></td>
<td><strong>Optimal charging infrastructure</strong></td>
<td><strong>Incentives and framework conditions</strong></td>
<td>?</td>
</tr>
<tr>
<td>The actors and their activities are coordinated.</td>
<td>These measures aim to extend the network of charging stations to make it simpler, clearer, and more effective.</td>
<td>This group contains two new measures of the Confederation achievable in the longer term.</td>
<td>?</td>
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<tr>
<td><strong>Federal Measures I</strong></td>
<td><strong>Federal Measures II</strong></td>
<td><strong>Federal Measures III</strong></td>
<td>?</td>
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<tr>
<td>The Confederation shows a good example by including engaging new measures.</td>
<td>Four new Confederation measures can be implemented in the short term.</td>
<td>This group contains two new measures of the Confederation achievable in the longer term.</td>
<td>?</td>
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<tr>
<td><strong>Arouse positive emotions</strong></td>
<td><strong>Common communication measures</strong></td>
<td><strong>Space for other measures</strong></td>
<td>?</td>
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<tr>
<td>The population perceives and feels better all the fascination of electromobility.</td>
<td>Development of measures to impose electric mobility to a wide audience.</td>
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Roadmap for Electric Mobility 2022 →

partial Roadmap: Coordination and simplification

The actors and their activities are coordinated. This allows identifying potential simplification, facilitating information sharing and together create added value.

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| Coordination of the roadmap for electric mobility in 2022
A neutral contact center provides initial coordination of various groups of measures for the roadmap. Objective: networking of actors and promoting an autonomous organization. | Setting up teams of people responsible for the coordination
People are sought within the network of actors to coordinate the development of the partial roadmap. | Space for other measures |
| Good interconnection between the actors, even in a small circle
Actors working on similar themes seek dialogue. This dialogue is based on the reactions to the measures from the workshop of November 15, 2018. | Updating existing measures
The measurements are updated continuously and made available to the players. | Space for other measures |
| | Optimization of process throughout the customer journey
Implementation of measures to make the acquisition, operation, charging, counting and vehicle maintenance as user friendly as possible. The target audience includes fleet operators and individuals. | Space for other measures |
Roadmap for Electric Mobility 2022 →
partial Roadmap: Encourage positive emotions

The population perceives and feels better all the fascination of electromobility.

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<td>Communication between players &lt;br&gt;The website of the roadmap for electric mobility in 2022 is used for intense exchanges within the network of actors.</td>
<td>Collaboration with influential people &lt;br&gt;If influential people are passionate about electric mobility, it has a multiplier effect on the positive emotions related to electric mobility.</td>
<td>Auto Show and test runs &lt;br&gt;Coordination of measures with an emotional impact.</td>
<td>Space for other measures</td>
</tr>
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<td>Events and meetings of the branch &lt;br&gt;The importance of positive emotions related to electric mobility is included in agenda events in the industry.</td>
<td>Attractiveness of existing measures &lt;br&gt;Development of the basics of communication and highlighting the attractiveness of existing measures as part of a creative workshop.</td>
<td>image campaign for electric mobility &lt;br&gt;Backed by all the players.</td>
<td>Space for other measures</td>
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Group: Development of promising vehicle market

Fleets

- **Eigene elektrifizierter Fleet (90)**
- **Umfrage für Schulung bei Fleetsbesitzern (77)**
- **Analysen für den Bereich Elektromobilität (79)**
- **Fleetsmanagement (89)**
- **Frische Kampagne: Hey Chef du was weißt TCO ist (94)**
- **City Logistics (88)**

Ride / multimodality

- **10%**
- **E-Carsharing (13)**
- **BAS Green Class laut die aus Eigennutz (21)**
- **Basel steht unter Strom (80)**
- **Carvalo2go (100)**

test runs

- **Betreibergespräche mit E. Fahrzeugen für Flächennutzung (39)**
- **Positive Emotionen für Elektrofahrzeuge (58)**

Consumer Fairs

- **Elektromobilitäts-Ausstellungen (11)**

Services

- **Unterstützung von Sponsoren ab sechs April 2019**
Group: optimal recharging infrastructure

charging infrastructure in buildings

fast charging network

charging infrastructure in the workplace

Refill a lamppost

Park & Charge Points of Interest (POI)

Ease of use and access

Standardization, standardization, coordination, process

Storage and Energy Production
Group: Incentives and framework conditions

Energy and environment (impact measurement)

Training and qualification

Consulting, promotional

Incentive Instruments

regulation
The signatories of the roadmap for electric mobility in 2022 met in Bern December 18, 2018 to support actively together and accelerate market development of electric mobility. The substantial decrease in emissions of greenhouse gases and energy consumption in the transport sector is a huge challenge: we are convinced that electric mobility plays a major and pioneering role and contributes to reduce locally emissions of air pollutants and noise. By our signature, we reaffirm our determination to join forces and defend the objectives of the roadmap through various measures and activities.

Berne, 18 December 2018