



---

## Roadmap for Electric Mobility 2022

---



## Roadmap for Electric Mobility 2022

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 CO<sub>2</sub> 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 CO<sub>2</sub> 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 CO<sub>2</sub>. **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. <sup>1</sup>

### 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.

---

<sup>1</sup> You find an overview of all measures: [https://roadmap2022.brainstore.com/de/roadmap\\_elektromobilitaet\\_2022/massnahmen](https://roadmap2022.brainstore.com/de/roadmap_elektromobilitaet_2022/massnahmen) .

# Roadmap for Electric Mobility 2022

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 reflects a dynamic process. This survey of the current state of the work is expected to change at regular intervals thereafter.


The road map 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.



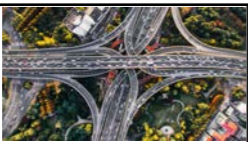
## At once →

**Adoption of the roadmap for electric mobility in 2022**  
Development of a summary of the roadmap for electric mobility 2022 and signed it December 18, 2018 with a reasoned responsible body.




[Link](#)

**Coordination and simplification**  
The actors and their activities are coordinated. This helps to identify potential simplification, facilitate information sharing and together create added value.



[Link](#)


**Federal Measures I**  
The Confederation shows a good example by including engaging new measures.



[Link](#)


## shortly →

**Promising development of the vehicle market**  
The most various measures are taken to develop the vehicle sector electrical outlet in Switzerland. These measures concern the fleet, car sharing, test races, fairs and public services on the road.




[Link](#)

**optimal charging infrastructure**  
This group brings together all the measures to expand the network of charging stations to make it simpler, clearer and more effective. This applies charging at home, on the road and in the workplace.




[Link](#)

**Incentives and framework conditions**  
This group of measures sets the foundation and framework conditions to promote electric mobility in Switzerland.




[Link](#)

**Federal Measures II**  
Four new Confederation measures can be implemented in the short term.



[Link](#)


**Arouse positive emotions**  
The population perceives and feels better all the fascination of electromobility.



[Link](#)


## subsequently →

**common communication measures**  
Development of measures to impose electric mobility to a wide audience.



[Link](#)

**Federal Measures III**  
This group contains two new measures of the Confederation achievable in the longer term.



[Link](#)

## Potentially


Space for other measures



Space for other measures



Space for other measures



# Roadmap for Electric Mobility 2022 →

## partial Roadmap: Coordination and simplification

The actors and their activities are coordinated. this allows identify potential simplification, facilitate information sharing and together create added value.

### At once →

**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.



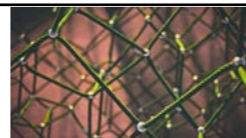
### shortly →

**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.



**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.



[Link](#)

### subsequently →

**Simplification**  
Simplification are taken wherever possible.



**Updating existing measures**

The measurements are updated continuously and made available to the players.



[Link](#)

**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.



### Potentially

Space for other measures



Space for other measures



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.

### At once →

**Communication between players**  
The website of the roadmap for electric mobility in 2022 is used for intense exchanges within the network of actors.



**Events and meetings of the branch**  
The importance of positive emotions related to electric mobility is included in agenda events in the industry.



### shortly →

**Collaboration with influential people**  
If influential people are passionate about electric mobility, it has a multiplier effect on the positive emotions related to electric mobility.



**Attractiveness of existing measures**  
Development of the basics of communication and highlighting the attractiveness of existing measures as part of a creative workshop.



### subsequently →

**Auto Show and test runs**  
Coordination of measures with an emotional impact.



**image campaign for electric mobility**  
Backed by all the players.



### Potentially

Space for other measures



Space for other measures



Space for other measures



# Group: Development of promising vehicle market

## Fleets

Availability Beschaffung und von E-Lieferwagenkapazitäten beschleunigen (98)



Eigene elektrifizieren Fleet (56)

Lohnt sich für mein Elektromobilität Unternehmen - das praktische Analysis Tool (79)



Umfrage für Schulung bei Flottenbesitzern (76)



Flottenmanagement (29)



Mobilitätsfrühstück für Flottenbesitzer zum Thema Steckerfahrzeuge (77)



Freche Kampagne: Hey Chef du was weist TCO ist? (96)



Driving E-Day (78)



City Logistik (39)



Carvelo2go (100)



## Ride / multimodality

E-Carsharing (13)



SBB Green Class baut die aus Trägerschaft (31)



Basel steht unter Strom (93)



Carvelo2go (100)



## test runs

Mehrtägiges Fahrerlebnis mit E-Fahrzeugen für Firmen-Mitarbeitende (99)



Positive Emotionen für Elektrofahrzeuge (09)



Elektrofahrzeuge müssen Herz und Verstand der potenziellen Nutzer ansprechen. Umweltauswirkungen sind ein wichtiger Aspekt, aber nicht der einzige. Als die Basis dienen erfolgreichen Ausstellungen und Präsentationen, auch in sensiblen Gebieten. Ab zur "Driving Experience!"

## Consumer Fairs

Elektromobilität Autosalon am (11)



Sonderausstellung "Zukunft der Elektrotechnologie" am Autosalon Genf 2020 (01)



Am Autosalon Genf 2020 ist ein wertvoller Platz für die Elektromobilität reserviert. In Zusammenarbeit mit einschlägigen Akteuren werden die neuesten Technologien und vor Publikum und Presse. Forschungslabern zu Markert, was Schweiz hat ein zum Markt!

## Services

Support für Steckerfahrzeuge und Infrastruktur Lade- 24 Stunden am Tag - 7 Tage in der Woche - ganze Schweiz. Bei jedem Wetter (00)



TCR können die neuen elektrifizierten, insbesondere in den Wintermonaten, wenn die Temperaturen sinken und die Ladeinfrastruktur nicht optimal funktioniert. Die neuen elektrifizierten Fahrzeuge sind mit einer speziellen Ladeinfrastruktur ausgestattet, die es ermöglicht, die Ladeleistung zu erhöhen und die Ladezeit zu verkürzen. Dies ist besonders wichtig, wenn die Temperaturen sinken und die Ladeinfrastruktur nicht optimal funktioniert. Die neuen elektrifizierten Fahrzeuge sind mit einer speziellen Ladeinfrastruktur ausgestattet, die es ermöglicht, die Ladeleistung zu erhöhen und die Ladezeit zu verkürzen. Dies ist besonders wichtig, wenn die Temperaturen sinken und die Ladeinfrastruktur nicht optimal funktioniert.







# Group: Incentives and framework conditions

## Energy and environment (impact measurement)

BAFU als Kompetenzzentrum für Daten zur umweltrelevante Elektromobilität (50)



Wirkungsmessung und Parameter (52)



Umwelt-Bewertung von Elektrofahrzeugen (20)



Die übrigen 85% - ökologische Fahrzeuge neben der Elektromobilität (15)



## Training and qualification

Normen, Merkblätter und zu Ausbildungsmodule Ladestationen in Gebäuden (57)



Kompetente Elektro-Installateure (10)



Ausbildung und für Mitarbeitende im Autogewerbe (97)



Steckerfahrzeuge in Fahrkursen (27)



Zur Ausbildung Elektromobilität (75)



## Consulting, promotional

Promotion energieeffizienter Fahrzeuge (68)



Information und Beratung des Bundes (70)



Verbreitung von Informationen für Gemeinden wertvoll zum Thema Elektromobilität in den Kommunikationskanälen von SGV (33)



VFAS nimmt aktuelle Trends auf (36)



## Incentive Instruments

Elektromobilität in den Agglomerationen (19)



Förderung von Forschungs-, Pilot-, Demonstrations- und Leuchtturmprojekten (69)



## regulation

CO2-Emissionsvorschriften für Personwagen (71)



Aufflastung von bei Fahrzeugen Elektroantrieb (44)



Verzögerte Einführung der Abgabe E- (46)



Einführung von grünen Zonen für Elektrofahrzeuge (47)



Verzicht Automatenbeitrag auf den in Rahmen der Revision Führerausweisesvorschriften (OPERA-3) (43)

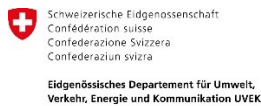




## Signature

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



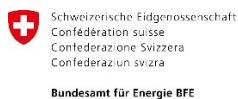
Federal Department für Umwelt,  
Verkehr, Energie und  
Kommunikation UVEK

---



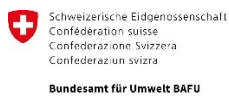
Bundesamt für  
Raumentwicklung AER

---



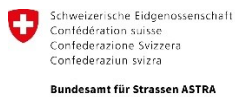
Bundesamt für Energie BFE

---



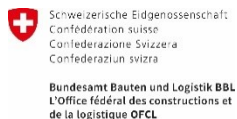
Bundesamt für Umwelt BAFU

---



Bundesamt für Strassen  
ASTRA

---



Federal Office for Buildings and  
Logistics FBL

---





ABB Schweiz AG



About Fleet



Allreal Holding AG



Schweiz alphabet



Alpiq E-Mobility



Auto Gewerbe Verband Schweiz  
Union professionnelle suisse de l'automobile  
Unione professionale svizzera dell'automobile

Autogewerbe-Verband der Schweiz (AGVS)



Automobil Club der Schweiz (ACS)



auto-schweiz



Bau-, Planungs- und Konferenz-Umweltdirektoren BPUK



bauenschweiz



Bouygues Construction AG



Bouygues E & S AG InTec



Catch A Car



Centralschweizerische  
Kraftwerke AG



Electrosuisse - Fachgesellschaft  
e'mobile



ETH Zurich - SCCER Mobility



EVTEC



fenaco Genossenschaft



Energie360 °



Green Motion Ltd.



Konferenz der Kantonalen  
Energiedirektoren (ENDK)



LeasePlan (Schweiz) AG



Mobilitätsakademie AG



Mobility Carsharing



Mobimo Holding AG



MOVE Mobility AG



CH Post AG



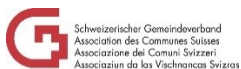
Repower AG



Schweizerische  
Bundesbahnen SBB



Schweizerischer Fahrlehrer  
Verband (SFV)



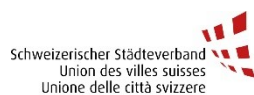
Schweizerischer  
Gemeindeverband



Schweizerischer Ingenieur- und  
Architektenverein SIA



Schweizerischer  
Mobilitäts-Verband (sffv)



Schweizerischer  
Städteverband





Swiss eMobility

**SWISS PRIME SITE**

Swiss Prime Site AG



swisscharge.ch AG



swisspower



You're here



Touring Club Schweiz (TCS)



Verband freier Autohandel  
Schweiz (VFAS)



Verband Schweizerischer  
Elektrizitätsunternehmen VSE



Verband Schweizerischer  
Elektro-Installationsfirmen  
(VSEI)



Verkehrs-Club der  
Schweiz (VCS)