

GERMANY

Local development

Location

Klixbüll

Programming period

2014 – 2020

Priority

P6 – Social inclusion & local development

Measure

M19 – LEADER/CLLD

Funding (EUR)

Total budget 20 679.38

RDP contribution 15 509.53

Private 5 169.85

Project duration

2016 – 2019

Project promoter

Gemeinde Klixbüll

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www.klixbuell.de/seite/277432/unser-d%C3%B6rpsmobil.html

Using LEADER support to set up an electric car sharing scheme in a rural community.

Summary

Schleswig-Holstein is an electricity-producing region. However, the electricity produced by the local wind farms is mainly transported for consumption to other parts of Germany, even though this locally produced green electricity offers plenty of opportunities for sustainable development in the region.



LEADER support was used to set up an electric car-sharing scheme in the village of Klixbüll. The purpose of the support was to install the charging points which are required to operate the vehicles. The project also contributed to purchasing the booking software, the safes to store the car keys, and manufacturing the required signs. The electricity used to charge the vehicles comes from the community's own wind farm.

Results

This is the first electric car sharing project to be successfully completed in rural Schleswig-Holstein.

Nine charging points have been installed at different points around the village.

The electric village car is used by residents and local companies for both community and private rides.

The actual project may be limited to the village, but its impact can be felt far and wide. There are now around 30 follow-up projects in Schleswig-Holstein.

Lessons & Recommendations

- ❑ Similar projects can be launched almost anywhere if the following two key criteria are met:
 - ✓ There must be enough users. This number is estimated to be approximately 20 potential users who live in a close-range area. This is because there needs to be a permanent parking space for the vehicle that users can reach easily, either on foot or by bike.
 - ✓ Secondly, to guarantee genuine sustainability, the vehicle should only be charged using certified green electricity.

Context

Schleswig-Holstein is an electricity-producing region, but the electricity produced by the local wind farm is not currently being used to its full potential in the region and is instead being sent to other parts of Germany. This green electricity must, therefore, also be brought to the streets of Schleswig-Holstein.

With the implementation of the electric car sharing scheme, the village of Klixbüll established a new carbon-neutral form of mobility for its residents. The community car sharing scheme increases both the village's sense of community and the region's value creation, as the electricity used to charge the vehicles comes from the community's own wind farm.

Objectives

The aim of the project is to establish e-Mobility in a rural area, whilst also reducing harmful greenhouse gas emissions.

Activities

The project began with the intention to boost the development of eco-friendly mobility in the village and to create a form of mobility that suits the rural setting. Back in January 2016, the initial response to a postal survey sent out by the mayor was rather modest and a meeting was set up to provide more information. However, the meeting was attended by only 30 out of the 1 000 local residents. The draft usage regulations and supporters' declaration were presented, but only eight of those present showed an interest. This was however, sufficient for the mayor to set up a three-year lease agreement for a Renault ZOE with a mileage of 15 000 km per year. The number of interested users increased to 18 paying members by the time the car arrived at the end of April 2016.

Each member pays EUR 5 per month and EUR 3.50 per hour booked. The project broke even after less than 10 months. The membership payments and the 90 hours of car hire per month are sufficient to cover its costs. Charging by the hour ensures that the vehicle is returned on time and is available for the next person. The keys are handed over via a safe with a key code. An insurance

provider set up a special car sharing insurance policy for this project, which is now available to other projects.

The electric car is frequently hired by the mayor, the refugee officer, the caretaker and the foreman, this usage takes up 40% of the available time. This guarantees a high utilisation as a large part of the journeys are made on behalf of the community. The other 60% of time slots are shared between private individuals and companies.

In April 2016, a funding application was submitted to the LEADER association AktivRegion Nordfriesland Nord. The purpose of the support was to set up the charging points required to operate the vehicle. The funding was also used to purchase the booking software and the safes to store the car keys, as well as to manufacture the required signs. The actual vehicle – a Renault Zoe – was leased for three years and was not part of the funding request. A second electric car with a larger battery was leased by the community as early as autumn 2016, as demand and the number of rides increased significantly.

The entire project was designed and continues to develop in line with the "KISS" principle which is "keep it simple, stupid". In other words, keeping things as simple as possible. This applies to the booking process, vehicle collection and return, and invoicing. There is, for example, no logbook.

The community has now also sourced a third electric car. The car is parked in a 'mobility pavilion' bedecked with solar panels to charge the car and, when the car is not there, to feed electricity into a battery.

Main Results

This is the first electric car sharing project to be successfully completed in rural Schleswig-Holstein.

Nine charging points have been set up at different points around the village as part of this project. Klixbüll is now well equipped with contemporary charging facilities and well-prepared for the mobility revolution.

In addition to the positive environmental impact and the improved mobility, the social aspects of the project deserve to be highlighted. The project is all about sharing the use of the vehicles among all sections of the population.

The electric village car is used by residents and local companies for both community and private trips. A 'lift feature' in the booking software also makes it possible for people who do not have a driving licence to make use of the car. Tourists are also welcome to use the vehicle. Therefore, the electric car covers almost all parts of the population in the rural community.

The actual project may be limited to the village, but its impact can be felt far and wide. There are now around 30 follow-up projects in Schleswig-Holstein. Furthermore, a coordination unit has been set up for electric car-sharing projects in rural areas, which can provide assistance on software solutions (automatic billing, vehicle booking, unlocking/locking the vehicles with RFID cards) and insurance questions.

Key lessons

In principle, the sense of village community makes it easier to get a project like this off the ground. However, at the beginning, it is necessary to have 'ambassadors' who believe in the concept, are willing to invest personally in the project and inspire others to do the same. As such, it is important that there is a positive environment at the location, and that this positivity comes largely from the local residents.

In Klixbüll, many private individuals and local companies volunteered their services for the project, by providing

technical expertise for the design of the charging points for example. The financial contributions received from the Klixbüll Civic Trust and the energy companies demonstrate how much was and continues to be put into the project.

The project can be launched almost anywhere, to protect the environment and mitigate climate change, as well as to promote alternative mobility and support social integration by revitalising a village community, as long as the following two key criteria are met:

- There must be a sufficiently large number of users. This is estimated to be approximately 20 potential users that reside in a close-range area. This is because there needs to be a permanent parking space for the vehicle that users can easily reach, either on foot or by bike.
- To guarantee genuine sustainability, the vehicle should only be charged using certified green electricity.

In terms of perspective, the project has also increased the acceptance of e-Mobility within the community. In view of the fact that the prices of electric cars are expected to decrease, this will lead to an increase in the use of electric cars.

The project's potential has been recognised at the state level: in the summer of 2019, a number of ministries set up a coordination unit for "Dörpsmobil" projects.



Additional sources of information

n/a