

The future of Public Transport is electric – the ebus

TROLLEY Marketing Symposium, 29th June 2011, Lviv
Dir. Gunter Mackinger – Salzburg AG



TROLLEY is implemented through the
CENTRAL EUROPE Programme co-
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trolley
Promoting electric public transport

Agenda

- Introduction to TROLLEY Project
- Present the Image Campaign



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EU Objectives

- **Long-term goal** for 2050: the reduction of at least 60 % of carbon emissions (Source: „Energy Roadmap 2050“: http://www.roadmap2050.eu/attachments/files/Volume1_fullreport_PressPack.pdf, 2010) .
- **Medium-term targets** to be met by 2020 identify the **transport sector** as one of the **key factors** to achieve sustainable reduction of energy consumption and CO₂-emissions.

Our approach:

- It needs a **change of the operating system** in the transport sector.
- **Three key levers** to focus on: avoiding traffic, changeover to environmentally-friendly means of transport and enhancing efficiency.



Objectives of the TROLLEY project

The project **TROLLEY** will:

- deliver **transferable strategies** for implementation of trolleybus systems
- develop **innovative ways of promoting trolleybus systems** as environmentally friendly transport mode and thereby
- “reshape” and **update the image of trolleybuses** in Central Europe



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The TROLLEY consortium

- The **TROLLEY** consortium is an **EU funded project** consisting of nine partners located in the EU:
 - Salzburg AG (Austria), Lead Partner
 - City of Brno (Czech Republic)
 - Barnim Bus GmbH, Eberswalde (Germany)
 - TEP S.p.A., Parma (Italy)
 - LVB, Leipzig (Germany)
 - City of Gdynia (Poland)
 - University of Gdansk (Poland)
 - SZKT, Szeged (Hungary)
 - TrolleyMotion, Salzburg (Austria)



TROLLEY Project: European Know-how & Co-operation

- **Programme:** INTERREG IVB CENTRAL EUROPE Programme
- **Priority:** Priority 2, Improving accessibility to, and within, Central Europe
- **Project Call:** 2nd call
- **Number of Partners:** 9
- **Lead Partner:** Salzburg AG, Austria
- **ERDF Grant:** ~ Euro 3.3 million
- **Total Eligible Costs:** ~ Euro 4.2 million
- **Start Date:** 01.02.2010
- **End Date:** 31.01.2013
- **Misc.:** Biggest 2nd call project in terms of budget



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Technical Outputs

- **Transnational Manual on Advanced Energy Storage:** Summarising the TROLLEY findings on energy recovery (super caps & network-based energy recovery).
- **Guideline on Detailed Diesel to Trolleybus Conversion Principles:** Highlighting the TROLLEY experience with respect to the conversion of used regular diesel bus into trolleybuses at 25% of the regular costs for new vehicles.
- **Reference Guide on Trolleybus-Tram Network Use:** Technical good practise guide for cities who seek to combine tram and trolleybus networks.
- **Trolleybus Intermodality Compendium:** Presentation of the results and findings related to the public transport corridor investments and intermodal integration
- **Central European Trolleybus Knowledge Centre Facilitation** of the ongoing and long-time knowledge transfer of all project results within Central Europe and beyond. This CO will go beyond the lifetime of the TROLLEY project.



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Offer of cooperation

In order to promote its members, to provide relevant information to experts and to attract potential Trolleybus partners, the TROLLEY consortium offers a **wide range of additional services:**

- Trolley declaration
- Newsletter
- E-Learning modules (end of 2011)
- Image Campaign
- Trolleybus Knowledge Center (2012/2013)
 - Library
 - Pool of experts
- Industry Summits



Image Campaign - Target Groups



Decision makers: those who are able to take the relevant decisions toward public transport.



Passengers/General public: those who might get a benefit from improved trolleybus operation and public transport efficiency



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The Image of Trolleybusses

- as Basis for the Image Campaign



How the image should be ...

economical, ecological, electrical: Trolleybusses are Europe's urban traffic system of the future. They are comfortable and safe, good for the ears and the environment.

With low maintenance costs and a long life span, they are the logical alternative to diesel & co.

This makes trolley buses an integral part of an innovative and sustainable traffic system for Europe's cities.

Passengers, cities and the environment will benefit.

***Clean, urban, modern, comfortable, innovative ... electric.
Trolley buses are smart.***



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The brand

ebus
the smart way



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The brand

The name

- Trolley buses become **e**buses, the new brand in Europe.
- „**e**“ stands for „**electric**“, signalling sustainability to politicians and decision makers.

The claim

- The **e**bus is the smart future way, as it combines **e**cologic and **e**conomic advantages.
- It is good for the budget and for the environment, has a long life span and is sustainable. It is the European way of future public transport.

***e*bus. The smart way.**



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The brand

The design

- Two **colours** symbolize the two dimensions „ecology“ and „economy“.
- **Green** stands for the environmental advantages and sustainability, black refers to the economic arguments in favour of the system.
- **The line** stretching the logo symbolizes the most apparent feature that tells the ebus from the (diesel) engine bus: the collector
- ebus is primarily a B2B-brand. When addressing passengers it is still possible to use well established local brands or names.



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0% pollution
100% innovation

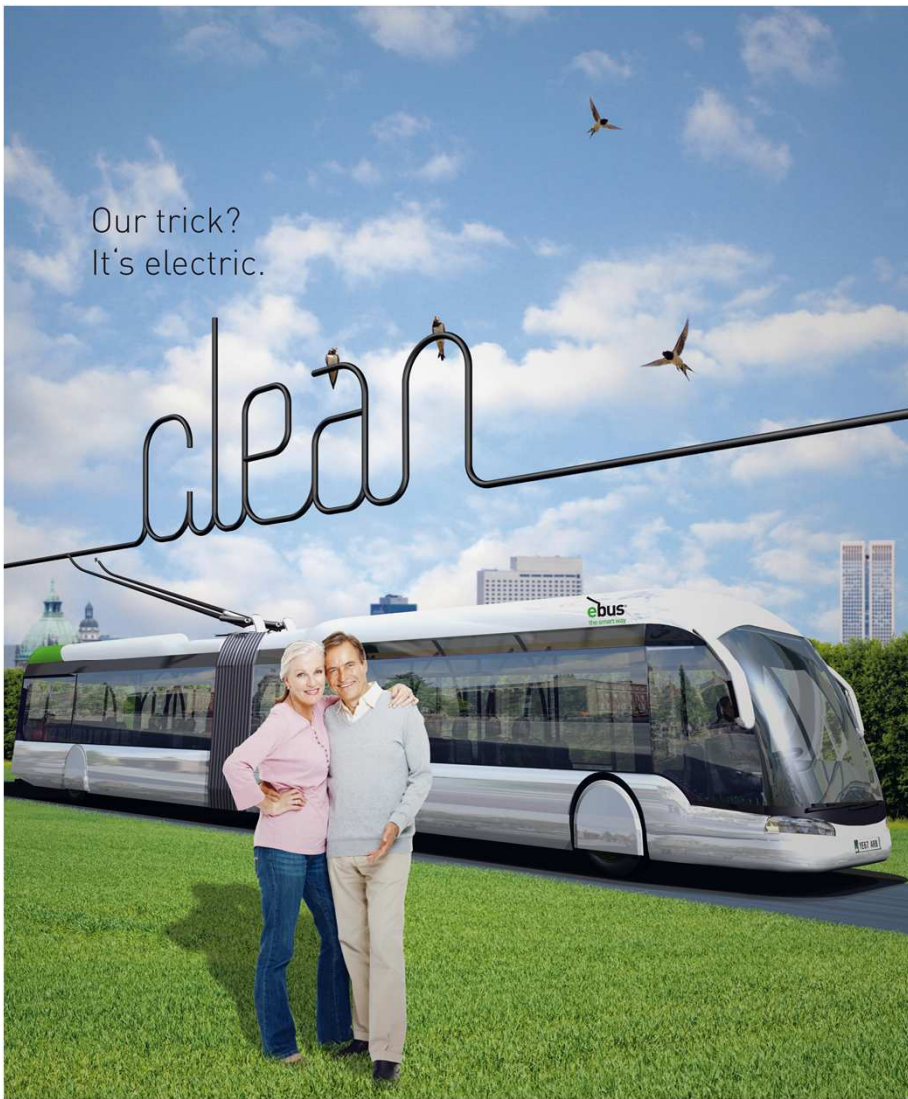


Ecological, economical, electrical, the **e**bus is simply smart urban mobility. Today's clean, green cutting-edge technology that enhances quality of life for Europe's cities of tomorrow. The **e**bus, with no noise, no pollution and maximum convenience and safety is the future of European public transport. www.ebus.eu

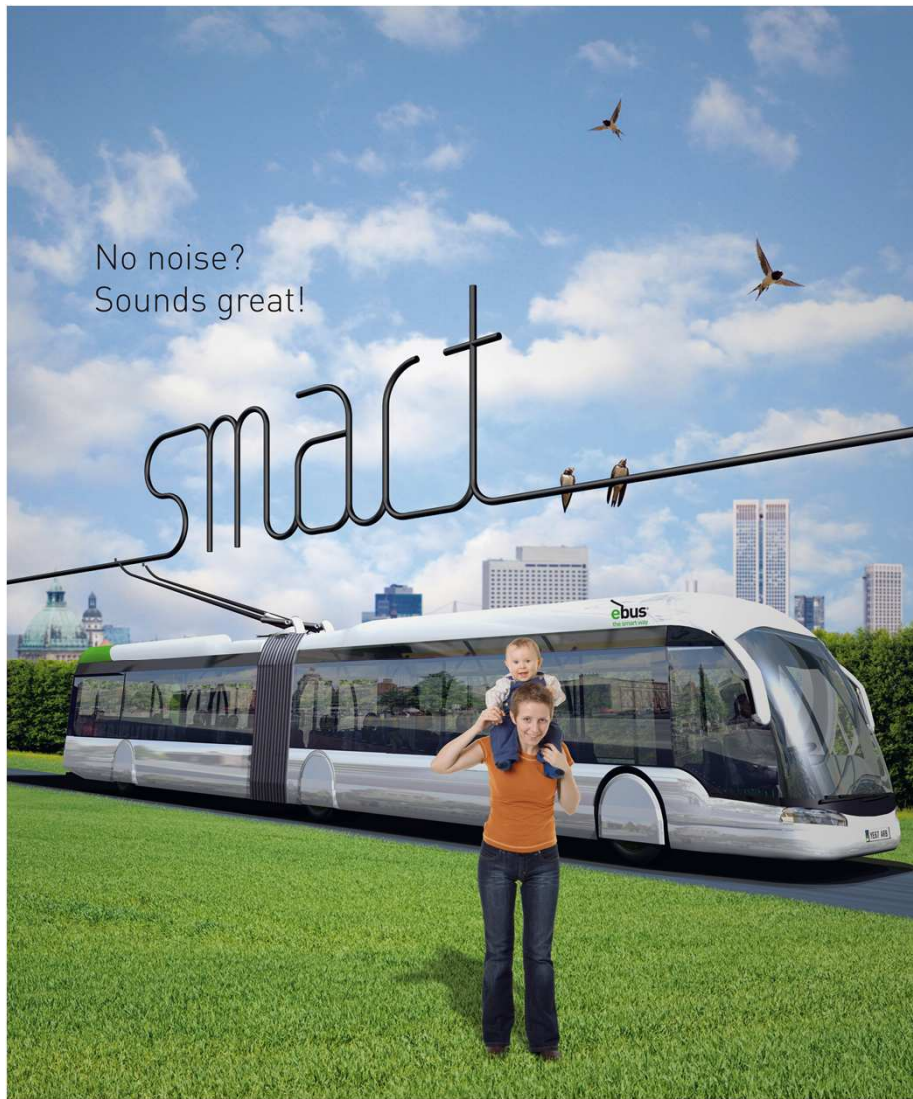


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Our trick?
It's electric.



No noise?
Sounds great!



Ecological, economical, electrical, the **ebus** is simply smart urban mobility. Today's clean, green cutting-edge technology that enhances quality of life for Europe's cities of tomorrow. The **ebus**, with no noise, no pollution and maximum convenience and safety is the future of European public transport. www.ebus.eu



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Obus: sauber, leise und innovativ!
Elektro-Mobilität hat Zukunft!



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0% pollution
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Our trick?
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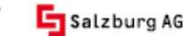
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EUROPEAN UNION
Intelligent Mobility
Investment for Growth



**Example:
Promotion Wall**



Example: Salzburg AG

Vorbild für Europa.
Vorbild für die Zukunft.

sauber leise ebus

1 ZENTRUM

StadtBus
SAUBER. LEISE. EBUS.

StadtBus
SAUBER. LEISE. EBUS.

SAUBE

europa

Elektro-Mobilität hat Zukunft! Sie ist sauber, leise und innovativ. Der Obus garantiert umweltfreundlichen Verkehr und verbessert unsere Lebensqualität in der Stadt. International ist der ebus das moderne Verkehrskonzept von morgen – für den Fahrgast von heute: ökonomisch, ökologisch und elektrisch. www.ebus.eu

StadtBus
SAUBER. LEISE. EBUS.

ebus
the smart way

CENTRAL EUROPE

EUROPEAN UNION
EUROPEAN REGIONAL
DEVELOPMENT FUND

Salzburg AG

trolley

Image: Out of home

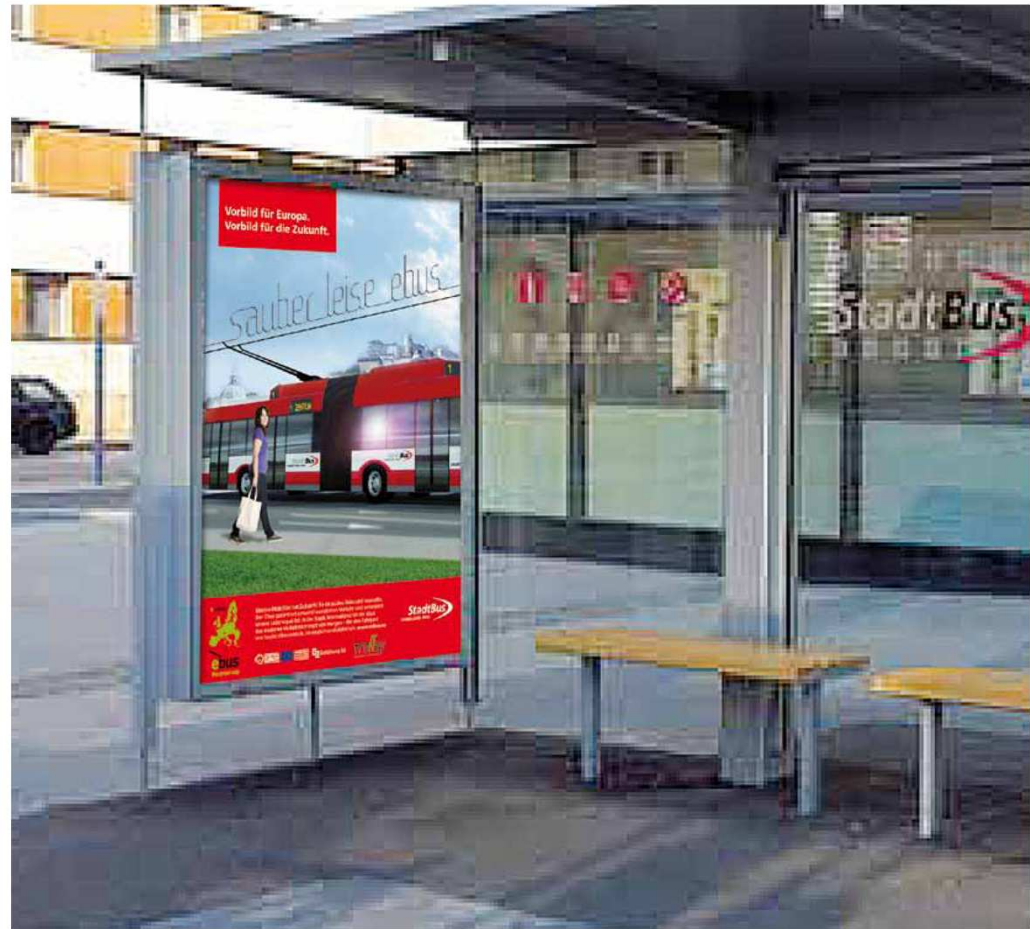


Image: Out of home



What is possible to get ? (in English)

- Branding:
 - 3 Susjets incl. a CD Manual
 - 1 Advertorial (text & layout)

- Media Package for Press
 - Presentation
 - Press release
 - Factsheet
 - Q&As
 - Interview quotes list

- Lobbying Package for Decision Makers
 - Presentation
 - Lobbying story
 - Q&As



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Read more about Trolleybus systems by visiting

www.ebus.eu



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