

FREVUE European demonstration project: From assessment framework to evaluation

Liv Øvstedal

FREVUE (www.frevue.eu) demonstrates the use of electric vehicles for goods delivery in 8 European cities of different sizes from north to south, involving Stockholm, Oslo, Rotterdam, Amsterdam, London, Madrid, Milan and Lisbon. The focus in this presentation is the obstacles and barriers in a demonstration project moving from an ideal assessment framework through the actual data collection to enable analysis and evaluation.

The idea is to benchmark electric freight vehicles against fossil fuel vehicles and to evaluate the effects. Five assessment areas are defined; the technical performance, economic performance, systemic and environmental impacts, attitudinal and social impacts, and policy, procurement and governance. Each demonstrator involves public and private organisations including municipalities, consultants, transport operators and energy companies. Transport operators include local freight operators through to multi-national logistic companies in different sectors; food, retail, waste, and post, and include vehicles 3.5-18 tonne in different logistic models involving point to point deliveries, urban consolidation centres, etc.

Five assessment methods have been defined including process evaluation, experience surveys, business model analysis and impacts modelling. So far the following challenges in data collection may be highlighted:

- To reach the "right" person in each organisation to give the most useful responses (given the number of actors and lines of communication, difference in culture and language etc.).
- For the demonstrators to actually provide the electric freight vehicles to collect data from (due to limited range of models, limited providers of vehicles and maintenance, uncertainties in delivery time, limited range and higher costs, uncertainties in residual value, differences in governmental subsidies and regulations)
- With a wide variety of vehicle models involving new and retrofitted vehicles and different freight operators, retailers, manufacturers, and nations, a great challenge is to be allowed to capture data for vehicle performance (being a basis for several assessment areas), due to non-disclosure agreements, business competition, privacy issues etc.

We will also point to some of the measures taken in the FREVUE project to amend these challenges.