

*Una manera de hacer Europa*

# BUENAS PRÁCTICAS

## Actuaciones Cofinanciadas

Purchase of hybrid buses for the renovation of the existing ones.  
Improvement of energy efficiency in the public transport system in  
Marbella and San Pedro

Marbella City Council

**Programa Operativo  
Plurirregional de España**

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**Fondo Europeo de Desarrollo Regional**



## **PURCHASE OF HYBRID BUSES FOR THE RENOVATION OF THE EXISTING ONES. IMPROVEMENT OF ENERGY EFFICIENCY IN THE PUBLIC TRANSPORT SYSTEM IN MARBELLA AND SAN PEDRO**

The action has consisted of the acquisition of three new hybrid buses, which combine diesel/LPG, to improve the energy efficiency of municipal public transport in Marbella and San Pedro, with less polluting and more sustainable vehicles, whose function is school and university transport. The renovation of the municipal fleet with these three new hybrid vehicles has allowed the replacement of other much more polluting vehicles, which are more than 15 years old.



Thanks to this action, public transport in the municipality is much more efficient, prioritising the people who live in the town, mainly schoolchildren, users of these new vehicles, rethinking the city on a human scale, emphasising the commitment to public transport that is less polluting, promoting the reduction of emissions. Specifically, according to the report on the calculation of indicator C034, the estimated annual reduction of greenhouse gases, the replaced buses emitted 15,172.05 kg of CO<sub>2</sub> per year into the atmosphere, compared to 10,361.40 kg for the new hybrids; in addition, these buses have also improved accessibility for people with reduced mobility.

The ERDF contribution was 515,834.71 euros, which represents 80% of the total cost of the action, the amount of which is 644,793.39 euros. With this action, the use of more efficient public transport has been promoted, thereby reducing air pollution in the city and improving air quality. In addition, more than 1,000 students have benefited from the 14 school and university routes used by the municipal bus fleet, thus responding to a demand for the renovation of municipal public transport vehicles, with the implementation of an accessible and efficient mobility system in response to citizen demand.

It is considered Good Project Practice as it meets the following criteria::

### **1. The role of the ERDF has been adequately disseminated to potential beneficiaries and the general public:**

First of all, a **permanent information plaque** has been installed on each of the buses, showing where the co-financing for the action comes from and the objective it is aimed at.



The website of the ERDF Funds of the Marbella Town Hall disseminates the project in its section dedicated to the actions co-financed with ERDF, whose link can be found in the web portal of the Funds



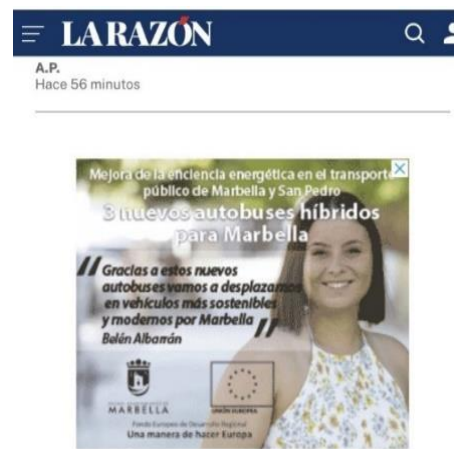
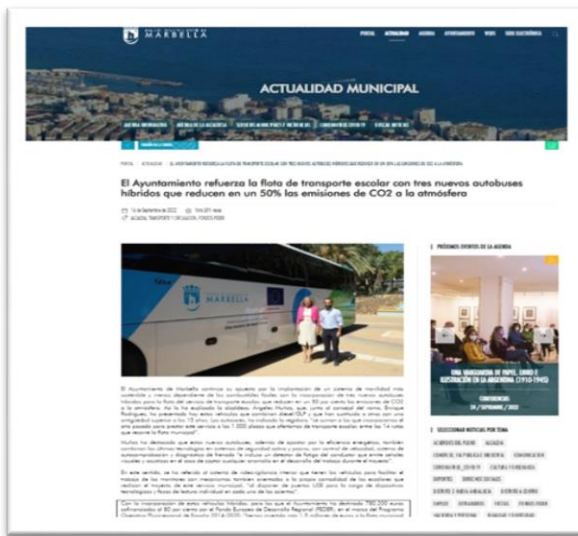
In addition, the three vehicles have been **vinylised on their sides and rear**, showing the ERDF co-financing and where the funds come from. In addition, on the back of the buses, the vinyl includes a photograph of a student, a user of the new buses, in which she makes a statement as a beneficiary and what these new vehicles have meant for her in her journeys on academic routes.



The action has been widely disseminated among the public who are users of these new more sustainable buses, through the communication actions promoted by the City Council, such as the dissemination in the municipal social networks of a **micro video that can be seen in this link**. It explains in an informative way the characteristics of the buses, and what they mean for the citizens.

In addition, **national radio spots and digital media banners**, also national, have been aired about this acquisition.

A press release has also been prepared and published in the news section of the Marbella Town Hall's municipal website and on the Consistory's ERDF Funds website. Both examples are shown in the following:



This press release has had a wide repercussion in local, provincial and regional press, having appeared to date (16 of 09 2022) in a dozen media, always mentioning the ERDF co-financing of this project.



The action has also been widely publicised on social networks, on the City Council's Twitter, Instagram and Facebook profiles. The hashtag #ProyectosFEDERMarbella has also been created to group together all the dissemination of projects co-financed with ERDF funds from the profiles of the Marbella Town Hall.

## 2. The action incorporates innovative elements:

This is a pioneering project in Marbella, being the first hybrid buses for the municipal school transport fleet, thus betting on sustainability and improving energy efficiency in this area,

given that the bus fleet, until the acquisition of these, had vehicles more than 15 years old, highly dependent on fossil fuels.

Therefore, the project has allowed the reduction of energy consumption and dependence levels related to transport, also improving air quality and the fight against the effects of climate change and reducing CO2 emissions. Furthermore, thanks to this project, the emphasis is placed on pedestrians, eliminating a large part of road traffic in the city centre.

### **3. Adequacy of the results obtained to the established objectives:**

**The objective of this action was the renewal of the current municipal transport fleet of Marbella, towards a more sustainable** and less fuel-dependent model, providing a more efficient mobility system, taking into account that the buses that have been replaced were obsolete with more than 15 years of age.

Furthermore, the acquisition of these vehicles guarantees seamless mobility, interoperability between networks and adequate accessibility to the city and the needs of the educational community.

In addition, the action has brought about other results, such as improving tourist attractiveness, as it shows an innovative aspect of the city, such as the commitment to efficient and modern transport in the city.

### **4. Contribution to the resolution of a problem or weakness identified in the area of implementation:**

The municipal public transport fleet in the municipality suffered from low efficiency due to old buses that were more than 15 years old. These buses use fossil fuels and are therefore highly polluting.

This action has contributed to greater energy efficiency with the renovation of the municipal bus fleet, acquiring new, less polluting and more sustainable vehicles to cover school routes to and from schools, and taking three other polluting vehicles out of circulation.

It also contributes to making Marbella a more environmentally friendly city, with better transport management and greater well-being for citizens and vehicle users.

### **5. High degree of coverage of the target population:**

The action has a high degree of coverage of the target population because, as it is directly focused on improving air quality and reducing pollution by replacing old school transport vehicles with much less polluting hybrid technology, the entire population of Marbella benefits from it, including the large tourist population visiting the municipality.

In addition, it directly benefits the users of public transport, who number around a thousand students distributed among the 14 routes on which these buses run.

**6. Consideration of the horizontal criteria of equal opportunities and non-discrimination, as well as environmental responsibility and sustainability:**

In the acquisition of these three new buses, the criteria of equal opportunities and non-discrimination have been taken into account, as their users include a significant number of younger students, with affordable prices and even season tickets for families in situations of exclusion. In addition, it is committed to accessibility for people with reduced mobility.

The action also contributes to environmental sustainability, as the new vehicles, being hybrids, are much more efficient, reducing emissions into the atmosphere from 15,172.05 kg of CO<sub>2</sub> from the buses replaced to 10,361.40 kg of CO<sub>2</sub> from the new hybrids, bearing in mind that the fleet of municipal buses, and those that have been replaced, are more than 15 years old.

In terms of social responsibility, this project has achieved the challenge of implementing a more sustainable mobility system, less dependent on fossil fuels and more oriented towards efficient and less polluting transport, where priority is given to people.

**7. Synergies with other policies or instruments of public intervention:**

The action enhances synergies with various public intervention instruments. Specifically, it does so with the development of the Sustainable Urban Mobility Plan (PMUS) of the Marbella Town Hall, which aims to be a document that prioritises a compact, friendly and accessible city, also establishing a model that promotes energy, environmental and economic efficiency of public transport, compared to the private vehicle with the enhancement and improvement of urban transport.

This action is linked to the progressive renewal of the fleet that is being carried out by the Municipal Traffic and Transport Department, to acquire new, more efficient vehicles that meet the needs of citizens. Specifically, in the last year, five new state-of-the-art urban vehicles have been incorporated into the municipal transport system, which are safe, innovative, accessible and environmentally friendly.

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