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Renewal of the municipal vehicle fleet of the City Council of Castelló for efficient and low emission vehicles

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RENEWAL OF THE MUNICIPAL VEHICLE FLEET OF THE CITY COUNCIL OF CASTELLÓ FOR EFFICIENT AND LOW EMISSION VEHICLES



Sustainable vehicle model for municipal public workers

We present the good practice on the renewal of the municipal vehicle of the city council of Castelló for efficient and low emission vehicles. A project to promote energy efficiency and the use of renewable energy in buildings and public facilities that contributes to the reduction of carbon emissions, with special attention to urban and peripheral areas.

The vehicle fleet prior to this action was made up of old vehicles, most of them diesel and lacking technology in terms of environmental pollution. This action has allowed the acquisition of 19 low-emission vehicles, essential pieces to achieve the integrated Municipal Energy Efficiency project promoted by the City Council. The new fleet of vehicles is being used by the municipal public workers in carrying out maintenance and repair work. It is made up of the following vehicles:

- 4 100% electric passenger cars, Renault brand, Zoe model, Life 40 version.
- 4 100% electric vans, Peugeot brand, Partner Furgón Confort L1 Electric 49 Kw model.
- 3 trucks: one Dayly E6 70 C 14 G model, one Eurocargo GNC MY2015 4X2 model and one Dayly E 6, 35 S 14 NV model.
- 3 motorcycles, Askoll brand, ES2 model
- 3 electric bikes, Devron brand, 26120 model.
- 2 hybrid vehicles, Ford brand, Mondeo Sedan Titanium Hev 2.0 103 Kw model

The purpose of this project is twofold. On the one hand, to reduce greenhouse gas emissions. On the other, to promote electric vehicles to set an example of the usability and functionality of this type of vehicle among citizens. Furthermore, this action is part of an operation with an approximate investment of 2.4 million euros, included in the EDUSI Castelló, that aims to improve energy efficiency throughout the city through specific actions in municipal infrastructures and facilities.

The eligible cost of the action is 508.313 euros, with the ERDF/ FEDER co-funding of 254.156 euros (50%).

The environmental impact of the operation is estimated at annual reduction of greenhouse gases of 25.21 Tn CO2/year.

This action is considered a good practice because:

1. The role of ERDF/FEDER funds has been suitably available among potential beneficiaries and public in general

Besides fulfilling the statutory minimum obligations such as the plate and the inclusion in the Website. (<https://edusittransformacs.castello.es/operaciones/>)





DECA of the operation, publication on the single web portal and sticker on one of the vehicles.

Several press releases have been submitted from the City Council's press office, making a subsequent impact on both written and digital provincial and autonomous media. In addition, publicity campaigns were carried out via advertorials and promotional material in El Mundo and El Mediterráneo newspaper.





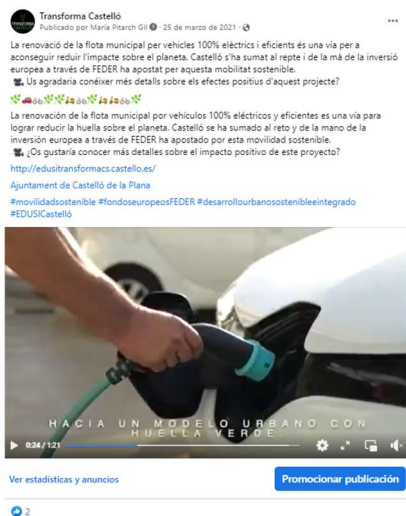
News and reports published about the operation.

Informative billboards have also been designed and distributed throughout all areas of the city. In these supports the message has focused on communicating the positive impact that this action has on the environment.



Example of the design and the outdoor advertising campaign carried out.

Reports regarding the project have also been spread through dedicated channels, such as the Website ('News' and 'Operations' tab), as well as through the ERDF's specific social media profiles in Castelló (Facebook, Instagram and Twitter)



7 Me gusta
transforma_castello Buenas noticias para despedir este 2020.

🌱 Castelló amplia su huella verde al emitir 600 toneladas de dióxido de carbono menos al año gracias a los proyectos europeos.

La alcaldesa, @amparo_marco, afirma que las actuaciones cofinanciadas por FEDER plasman ya la transición hacia una economía baja en carbono.

Más: <https://edusitransformacs.castello.es/actualidad/castello-amplia-su-huella-verde-al-emitar-600-toneladas-de-co2-menos-al-ano-gracias-a-los-proyectos-europeos/>



Impacts on social networks published about the operation, with a link to the promotional video.

Furthermore, in order to reach different user profiles and raise awareness among a younger audience about the importance of European financing to transform the city, banners for the digital press and animated GIFs for social networks were designed.

A promotional video of the operation has been posted both on the Website as well as on social media and on platforms such as Youtube and Vimeo:

<https://youtu.be/xSUII1sElaU>



Images of the video published on the web and social networks of the EDUSI Castelló

Finally, stickers specifically designed and adapted to the surface of each vehicle were designed to raise awareness of European funding.



This type of vinyl has been installed on the 19 municipal vehicles purchased.

2. The action incorporates innovative elements

This operation incorporates innovative elements by transforming a large part of the municipal vehicle fleet from an old model characterized by vehicles with high CO2 emissions, to a new model where sustainability is the principal protagonist.

By equipping the fleet of municipal vehicles with efficient technologies, it is possible to reduce CO2 emissions in addition to raising awareness among citizens about the importance of sustainable mobility

In this way, Castelló becomes one of the pioneering cities in the use of efficient technologies for its fleets.

The vehicle models acquired in this operation cover all kinds of mobility needs for all types of user profiles, from large-volume vans for maintenance services related to gardening or carpentry, to functional motorcycles for daily management activities.

Although each of the vehicles purchased has specific technical characteristics, at a general level they are all characterised by:

- Commitment to 100% electric mobility. Except for two hybrid vehicles, all the rest are 100% electric. For instance, the 4 Renault Zoe passenger cars and the 4 Peugeot Partner Furgón Confort vans.
- Highest level of autonomy, low-polluting and all the facilities. Driving range estimated between 390 to 275 km. In addition, they are characterised by 0 g/Km of CO2 emissions and have all the necessary features to carry out daily tasks.

In short, an action that is part of an Integrated Municipal Energy Efficiency Project, which fulfils one of the purposes for compliance with the Covenant of Mayors and Mayoresses and the Sustainable Development Goals, Agenda 2030.

3. Results adequacy according to the established objectives

The Integrated Municipal Energy Efficiency Project, which includes the renewal of the vehicle fleet, has among its objectives to contribute to the reduction of greenhouse gases (GHGs) and to reduce final energy consumption in public infrastructures.

With the acquisition of the 19 vehicles described above, the main objectives of the action have been met, estimating an annual reduction in greenhouse gases of around 25.21 tons.

The estimate has been made taking as a reference the calculation bases used in the Sustainable Energy Action Plan of the Covenant of Mayors and Mayoresses. In detail, the most relevant reductions are the following:

- 4 100% electric passenger cars: The annual reduction of greenhouse gases, by changing the 4 conventional vehicles for electric vehicles, is 7.88 Tn CO2/year.
- 4 100% electric vans: The annual reduction of greenhouse gases, by changing the 4 conventional vehicles for electric vehicles is 6.28 Tn CO2/year
- 2 hybrid vehicles: the half saving in the consumption by using a hybrid vehicle is 0.03 l/km. Considering the aforementioned conversion factors, the savings achieved are 3.08 Tn CO2/year
- 2 trucks and 1 van of Compressed Natural Gas (CNG). With these vehicles, which reduce CO2 emissions by up to 20% compared to diesel, it will avoid emitting about 2 tons of CO2/year per truck.

In addition to reducing emissions, the municipal vehicle fleet renewal project has reached the milestone of being exemplary. According to data provided by the Spanish Association of Automobile and Truck Manufacturers (ANFAC), sales of electric and hybrid vehicles increased by more than 20% in the province of

Castellón during the year 2022. Despite the general decline in new vehicle sales, it is the only segment that increases sales and already accounts for almost 40% of total registrations.

4. Contribution to the resolution of a problem or weakness identified in the territorial scope of implementation

The incorporation of these 19 sustainable vehicles into the municipal fleet contributes directly to reducing the carbon footprint in the city of Castelló. The new low-emission, 100% electric cars, vans, sedans, trucks, motorcycles and bikes avoid the projection of 25 tons of CO₂ per year. Vehicles have become an essential work tool for local municipal workers and other City Council departments, making Castelló de la Plana move towards an urban model with a green footprint.

Indirectly, this action has contributed to making the public aware of the importance of moving towards this new model of transport that is more sustainable and respectful of the environment. It should be noted that all the vehicles have been vinylated with large-format stickers, adapted to the surface of the different vehicle models, with the motto "*I am sustainable*". These vehicles circulate throughout the city of Castelló transferring the message to the public.

Finally, we must remember that this action is part of a Global Energy Efficiency Project where, among other actions and in addition to the acquisition of vehicles, electric charging points open to the use of all citizens have been installed. Thus providing the city with new infrastructures to promote the use of this type of urban mobility.

This operation complies with the commitments made in the Sustainable Urban Mobility Plan 2016 - 2024 approved in June 2016 . A plan drawn up together with the Valencian Energy Agency (AVEN) in order to act on urban mobility to achieve important changes in the modal share, with a greater participation of the most efficient means of transport, to the detriment of the use of use of private vehicles with low occupancy, and encourage the use of ways that do not consume fossil energy, such as walking, cycling and 100% electric vehicles.



Images of the vehicles purchased in different parts of the city.

5. Level of coverage of the target audience

The operation benefits all the citizens of Castelló with 171,857 inhabitants. The vehicles, used mainly by the municipal workers, move to all parts of the city to carry out maintenance activities and citizen services. For this reason, the reduction of polluting gas emissions benefits the entire population of Castelló.

6. Consideration of horizontal criteria of equal opportunities and non-discrimination and accessibility

The action respects the principles of equality, non-discrimination and accessibility meaning that it is aimed at all citizens by guaranteeing cleaner air throughout the urban territory due to the use of new 100% sustainable forms of transport that contribute to improving the quality of life of citizens.

In this action, it is worth noting the closeness between social responsibility and environmental sustainability. Most public and private organisations consider mobility as a fundamental part of Corporate Social Responsibility (CSR) strategies. This action goes beyond promoting sustainable mobility among the civil service, for this reason its purpose is to provide the workers of the city council with 100% sustainable work tools and with all kinds of benefits. In this way, in addition to implying an improvement in the social responsibility of the Castelló City Council, it contributes positively to the environmental sustainability of the city thanks to its exemplary vision.

As regards non-discrimination and equal opportunities, the action has been carried out bearing in mind the gender perspective. All information and communication actions on the project have been carried out using inclusive and non-sexist language.

7. Synergies with other public intervention policies or instruments

Due to its sustainable approach linked to a new model of urban mobility and its environmental impact, the operation fits with multiple policies and instruments of different scope. We briefly mention the most outstanding:

In the first place, the Sustainable Urban Mobility Plan (PMUS) 2016 - 2024 stands out, a document approved in June 2016 that gives continuity to the PMUS for the period 2007 - 2015. This document compiles the set of actions that Castelló is carrying out to implement more sustainable forms of displacement in the urban space (walking, cycling or using public transport) reducing energy consumption and polluting emissions, while at the same time guaranteeing the quality of life of citizens.

Although the Castelló PMUS is committed to placing people at the centre of planning, guaranteeing a healthy environment where it is possible to walk and cycle through accessible, safe and attractive itineraries; The renewal of the fleet of municipal vehicles contributes to reducing polluting gas emissions and calming traffic in the urban environment.

In second place is the Urban Agenda for Castelló, where the action plan includes the creation and implementation of a Mobility Hub and a Strategy for Superblocks and Low Emission Zones as priority actions. Regarding the Mobility Hub, the purpose of the project is to identify and deploy different mobility nodes in the city of Castelló that integrate sustainable mobility services together with other complementary urban services with the daily mobility of people and goods. The objectives of this priority project include: promoting the transition to electric vehicles and reducing greenhouse gas (GHG) emissions, prioritising the implementation of renewable energy sources for motorised mobility.

Regarding the Strategy for Superblocks and Low Emission Zones, Castelló is currently working on the implementation of several projects in order to give continuity to the actions initiated with EDUSI while responding to new national and international requirements. In this line, the Climate Change and Energy Transition Law approved in 2021 stands out in order to ensure compliance, by Spain, with the objectives of the Paris Agreement. This law is mandatory for local entities.

Finally, the synergies of the action with international initiatives such as the European Green Pact and the 2030 Agenda stand out. In the case of the European Green Pact, the action contributes its grain of sand to ensure

that by 2050 Europe stops producing net emissions of greenhouse gases. greenhouse effect, especially due to the awareness-raising capacity of the action among the citizens of Castelló in order to achieve a new model of urban mobility. Regarding the 2030 Agenda, the operation contributes to achieving some of the Sustainable Urban Development Goals set by the United Nations Organization.

