

Evaluation of the German “Electromobility Showcase” Programme



Germany aims to secure status as market leader in the electromobility sector. The programme includes the allocation of EUR 180 million for four regional electromobility showcase projects to be realised between 2012 and 2016. As a member of a consortium, EBP will evaluate the showcase programme.

The German government has introduced a promotional programme known as the “Electromobility Showcase” to help secure the country’s status as a market leader in the electromobility sector. Among other projects, the scope of the programme includes the allocation of EUR 180 million for four regional electromobility showcase projects that are to be realised between 2012 and 2016. The four electromobility showcase projects include the LivingLab BWe Mobile (Baden-Württemberg), the International Showcase of Electromobility (Berlin-Brandenburg), Our Horsepower Goes Electric (Lower Saxony), and Electromobility Connects (Bavaria-Saxony). These projects were selected for promotion by the German government on the basis of recommendations issued by an independent jury of experts and include 90 associated projects and 334 subprojects.

The consortium comprised of the Wuppertal Institute, EBP and hitec Marketing (Vienna) has been commissioned to evaluate the showcase programme from 2014 to 2017. The focus of the evaluation is on the economic impact, the cost-effectiveness and the leverage effects that can be expected in the wake of the introduction and spread of electromobility.

[Link to the German “Electromobility Showcase” programme](#)

Client

German Federal Ministry for Economic Affairs + Energy, German Federal Ministry of Education + Research, German Federal Ministry for the Environment, Nature Conservation, Building + Nuclear Safety, German Federal Ministry of Transport + Infrastructure

Facts

Period	2014 - 2017
Project Country	Germany

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