

## The Next Stop - Recommendations and Key Learnings

### Shownotes

- **[Introduction]:**
- Decision makers have a very complex task when implementing e-mobility solutions- requirements analysis, planning, phasing in small changes that introduce their user base to the new status quo among others. But what if decision makers around the world had a list of steps to implement e-mobility solutions for their areas?

Intro music

My Name is Arjun Jamil and you are listening to “the next stop”, the e-mobility podcast of BSR electric project.

Today’s episode is about theme specific recommendations and key learnings, and capitalizing on the experience of others to maximise return on investment. Theme specific refers to the recommendations that are specific to the respective e-mobility mode.

Our interview partner today will be Jenny Skagestad. Some of you might already know her from our previous episode. She works for a Norwegian NGO called ZERO, which stands for Zero Emission Resource organisation. The environmental NGO promotes the green shift and markets for zero-emission solutions by targeting decision makers and politicians in Norway.

- **[Interview]**

**Arjun:** So, welcome again, Jenny, to the podcast. Would you mind explaining your tasks in our project BSR-Electric to our listeners?

**Jenny:** I'm working basically with the e-bus and e-ferry part of the BSR electric. And then now in the year. In the end phase of the BSR electric project. we're working to make theme specific recommendations from all the different use cases and the different vehicle types, and we've decided to do this in the format of checklists.

**Arjun:** Right. And if I'm not mistaken, you have a lot of experience with these checklists. You personally and also ZERO. Would you mind telling us more about your previous efforts in this area?

**Jenny:** So ZERO is working to help municipalities, both big cities and smaller municipalities to take part in the big green shifts in Norway. And the municipalities are actually playing a big and important role in the green shift. But with notice that it's hard for some of the municipalities to actually know

where to start and how to start changing how they work to actually be able to promote green solutions.

So; it's been for quite some time now, since 2009, it's been obligated for the municipalities to have a climate action plan. But now, the municipalities are now working to make the second-generation climate action plans. And what's interesting now is that today we have a lot of more technical opportunities.

So for instance, the electrification of transport is helping now to promote wind solutions. And that's why we decided to make checklists for the municipalities so that we can help them take specific steps in their own operations. We have a checklist for climate action in municipalities that is regarding their own operations, how to facilitate lower emissions as a planning authority and urban developer, and how the municipalities can use their purchasing power to create markets for emission free solutions. And also have to start taking an active role as a role model for their own residents' businesses and other municipalities.

And also, in some cases the cities are role models for the state government in leading the green shift. The checklist for climate action, we've sent it to both policymakers, politicians, and the administration in the municipalities, and they liked that it's really an easy overview, just a one pager about the possibilities that the cities and municipalities have.

And then, after it was well received, this action plan list, we made another checklist that is called "checklist for climate-management in the municipalities". So it's not just on the specific purchase this electric car, electric buses, and face out a fossil fuels in the buildings.

And for management it's more like the overall development of the municipality. So for instance. How to set and ambitious target emissions, targets to get the emissions, how to make a climate budget for the whole municipality. How to use the power of ownership. So many municipalities, they own for instance, hydropower plants and other big companies, that can also be a really big part of the green shift.

And how to invest in new climate solutions and green procurement strategies and how to communicate the solutions that the municipalities already do and how to build networks. So it's more like an overall management kind of measures that the municipalities can do.

**Arjun:** And if I may ask, since most of our or many of our target group listeners are going to be decision makers, what was the reaction of the decision makers that got these checklists? Did they expect, well, they probably knew that they were going to get a checklist, but what was the steps that followed for them.

**Jenny:** We've got a lot of feedback saying that's the checklist being really short and easy to understand has been really inspiring. So, it's easy to get like the first glance. Every checklist is just one page, it's a double page if you have both of the checklists, and it's easy for them to tick the boxes to see if they've already done the things on the checklist and it's easy to see what's left. So, it's kind of a conversation starter in seminars and in debates, and we can see that the majors and also the heads of administrations and other politicians. They take the lists and they check, check, check the boxes that they've done, and they're competing between municipalities to actually see who's leading the way and they really want, also in the local elections that we had last year, they started this competition and challenged each other on the different points. And of course, you know, different climate action is maybe more complicated than just looking at the checklist and seeing one sentence,

but it's the start and then you can dig into more experience, into reports and get learning from others. But to have this overview has been really, really useful.

**Arjun:** And speaking of an overview level information, decision makers are constantly bombarded with hundreds, like you said, hundreds of reports, many, many layers of abstraction. Have they been positively impacted by your efforts? And have they communicated to you some success stories?

**Jenny:** Yes, we've heard that they're using the checklists really actively in the development of the second and sometimes the third-generation climate action plans and also in the budget processes.

We also get feedback on action points that we do not have in the checklist at the moment.

So we're updating the checklist every year now. And we also get feedback and interesting new measure step it's possible to take. And also, we have to update some of the points. For instance, from 1st of January, 2020 it's now prohibited to heat up buildings with fossil oil.

For a couple of years ago, that was a point in our checklist. Face out fossil oil fuels in buildings. But now we don't need this point anymore because now it's, it's banned. So now we can move onto to other and more ambitious targets.

**Arjun:** Right. And you bring up a very interesting point of keeping these checklists up to date with the latest legal situation. Have you had more example or do you have more examples where some certain points of your checklist where perhaps exceeded by the current legislation that legislation came forward and caught up to basically what was in the checklist?

**Jenny:** Yes. So, I have an example on the bus sector: Some years ago, in Norway, it was really, really ambitious to have a target for a municipality or like a County that organizes the buses. It was ambitious to say that we are going to have only fossil free fuel in the buses. So, I think, target of the region of Oslo was to be fossil free at public transportation by 2020.

But as the development has been quick in the bus sector. Now the electrification of the buses has really gotten speed. And now the new target for Oslo is to be completely emission free by 2028 so they're putting in electric buses now and the buses that are not electrified at the moment, they are fossil free, so it's on biogas or biodiesel.

The next step into an even better public transportation is the complete electrification and by 2025, almost all the procurement of public transportation and buses in Norway are going to be fossil free and as emission free as possible. But so now in sector after sector, the target is moved from fossil free to emissions.

**Arjun:** Right, and it sounds amazing actually. Would you have any examples of these checklists being used to justify measures that were somehow not enough? I mean, if we look at it from the other side, it could be that, there are legal aspects to a policy makers' or decision makers' implementation of certain things. Since these checklists have a very low level of abstraction, could these checklists be used in a way that perhaps frees the decision makers from the responsibility of having these certain layers of abstraction, for example if we were to say that, "Hey, we have procured these many electric buses" that is a very good thing that they've done that. But the infrastructure surrounding these

electric buses, it still has time to come up. And if these points are not perhaps included in the checklist, could the decision makers then use this checklist to say, all right, the work has been done.

And how do you avoid that?

**Jenny:** I think in many cases the checklists, it's just a way to see where the emissions are and what kind of possibilities the municipalities have. So behind one action point in the checklist, it might, for instance, in procuring buses, demand zero-emission-solutions, might be one point. And then of course, behind that is also a need for infrastructure.

**Jenny:** So, it's implicated in a lot of these points that you need a bigger system. Actually, I think that's not going to be a show stopper for the action being taken. This is more like, in different sectors. It's room for action and to find some of the room that you could take and then each action taken needs care like a big project.

**Arjun:** Right, of course. Right. A very good answer. I think, it's time for some talk about BSR. So, do you think that these checklists, the experiences that you've taken from your previous work in these checklists, can be transferred well into the, into the use cases that we have for the BSR electric project?

**Jenny:** Yeah. I think that the complexity of the transition from fossil solutions to zero-emission solutions. It's quite complex and it's, it demands a lot of competence and capacity from the ones that are taking the decisions and that actually are implementing it. So, the same complexity that we have in the municipalities we have in every part of a society we are going to do this change. So the checklists for the BSR electric project is we're doing this inspired by our project in Norway, but some of it is going to be the same, some of the structure but of course it's going to be adjusted to what we need in different use case, but we have to acknowledge that it's since doing this change and going from old pilot project of electric buses to doing the complete change and facing in on the electric buses, that takes a lot on system level. And it takes a lot in the cooperation between different parts of the cities and companies and procurers and infrastructure partners and electricity companies and stuff like that. So, the checklist is just kind of like, for instance, the checklist for the electric buses. It's going to be also this quick introduction to get an overview of the complexity. To know where to start. Then after this one or two pager, you can dig into details and look at the reports for deeper recommendations. But the reason why we need this checklist for each of the vehicle types in the BSR project is to be able to, at one glance, get a picture of the whole process that you're going to go through to do this transformation.

Doing this in a really quick and easy way and with a nice layout. So, it's easy to understand. That could be like the first starting point for everybody interested in promoting electric buses. They'll look at this and with one glance, and then they can dig into all the details and discuss, but they need to see this overview first.

**Arjun:** right. And what do you think about the transferability of these recommendations? So, as far as I understand these recommendations have currently been used in the context of Norway.

**Jenny:** Yes. So, our checklist has been used here, but in the BSR electric project, the checklists, for instance, the checklists for e-bikes. It's now developed between the different partners in the project.

And that's across different cities in different countries. They're trying to develop and find you a checklist that would be generic enough.

It's not going to be really specific for Turku, for instance, because some of their challenges differ from the challenges in Gdansk and Tartu for instance. But it's going to be on a quite generic level. And then of course, the usability of the checklist will vary from stakeholder to stakeholder, but still we think it's useful to have this overview checklist about what to think about when you're going to dig into the field of e-bikes.

**Arjun:** Right, and I'm confident that the certain policy and implementation bottlenecks are more or less similar, even though that the numbers might be different for each city. The legal issues that implementers or policy makers might face are somehow similar in nature. If they're limited by infrastructure.

If they're facing infrastructure limitations or policy limitations their legal situation or their national situation is, well, more or less similar to each other. Would you agree with that?

**Jenny:** Yeah. I think especially on the system and infrastructure level, that's, a challenge for all the electrification of all different types of vehicles that we have in the use cases in our project across all the different vehicle types: buses, ferries, bikes, scooters and logistics.

They all need the infrastructure and they all need kind of a system change.

and it's useful, especially on that level, to have some action points in a checklist. But it's not like in a checklist, you need to check off all the boxes. It's more like a reminder of different factors to take into consideration and stakeholders that maybe needs to be contacted to actually be able to do this kind of big system shift.

**Arjun:** Right. Well, that sounds very interesting, Jenny, and I'm really looking forward to having a look at all of the different checklists we're going to make. Would you have some recommendations for our listeners to connect with you and to find out more about your work and ZERO's work? Of course.

**Jenny:** Yeah, you're more than welcome to visit ZERO's different channels. For instance, on LinkedIn or Facebook, and actually on these channels, we're normally mainly focused towards our main target groups, which are Norwegians. But it's always possible to get in contact with us and discuss also what's happening in Norway on the electrification of vehicles in English.

So you're more than welcome to contact us. And we're looking forward to finalize all the checklists for the BSR project and finalize them for our final conference. That's supposed to be, it's scheduled for Gothenburg, and we might probably make it into a webinar and online conference instead of a physical meeting in Gothenburg.

But. We'll see further on what's happening. But anyway, we will present everything that we've learned and try to inspire others, to dig into this, both the overview and the details of how to make this big transition from fossil fuels to electric transportation and cut the emissions, both local air pollution and the climate gas emissions.

**Arjun:** Right. And for a one on one contact, can our listeners contact you via LinkedIn?

**Jenny:** Of course.

**Arjun:** All right. That brings me to my final point. We're having a final conference in Gothenburg in June. Right now, the situation is unknown, but either way there might be a virtual component to our conference could you please motivate our listeners to come and see you there and talk to you about all of the things that you've spoken about today.

**Jenny:** Yeah. I think it's been really inspiring for us in the project to have this cooperation between cities, regions, and the countries in the Baltic sea region electric area. So I hope that the inspiration and knowledge that we've shared and gained through this project will be really useful for others too.

And, of course the partners in the project also need to discuss with other stakeholders in other countries and cities about how they do this big transition. We're going to now do all the climate projects that have been rolling out in the world the last 10 years has been more or less pilot projects and small-scale projects.

What we need now is knowledge about how to go from pilots to full scale transition because we're going to get rid of all the fossil fuels and we're going to take away all the emissions. In 2030 of course, we're going to half all the world's climate gas emissions. And electrification of transportation is one of the really, really big solutions in that project.

So, I hope everybody will be inspired and participate in some way in this knowledge sharing that we're doing in June.

**Arjun:** Right. Sounds great. Thank you, Jenny. Thank you so much for that.

**Jenny:** Thank you.

#### **--Outro Music**

This episode of The Next Stop was produced by me, Arjun Jamil. Co-produced by George Matthews and technical support by Jona Scholz. We're a part of the project BSR-Electric and are funded by the Interreg Baltic Sea Region Electric.

We're introducing an online learning course for decision makers, researchers and stakeholders invested in the electric mobility revolution, just like you. To find out more, check out our website at [www.bsr-electric.eu](http://www.bsr-electric.eu).

We're also holding our project's final conference online as an Open access resource, meaning it's completely free of charge with interactive presentations, joint learning and networking opportunities. Come join us on the 16th till the 17th of June 2020- to register please follow the latest updates on our website!

Our working team is based out of the Hamburg University of Applied Sciences at the research and transfer center for sustainability and climate change management. Thank you for listening in and I hope you tune into our next episode, coming soon!

Here are the links mentioned in the podcast:

- ZERO's Website: <https://zero.no/>
- ZERO's LinkedIn: [https://de.linkedin.com/company/zero\\_2](https://de.linkedin.com/company/zero_2)
- ZERO's Facebook: <https://www.facebook.com/MiljostiftelsenZERO>
- BSR electric's LinkedIn: <https://www.linkedin.com/groups/13561920/>

