

## Pressrelease

### Introduction of clean vehicles in Kalmar County

To reach the goal of becoming fossil fuel free by the year 2030 in Kalmar County we need to reach a more sustainable transport sector. A part goal in this process is that the municipalities and the county council in Kalmar County at latest 2010 only will buy and rent clean vehicles. The transport sector is today more or less totally dependent of fossil fuels. Therefore it is an important task to increase the introduction of cleaner vehicles – both more fuel efficient as well as vehicles that can be driven on renewable fuels.

In the project “Introduction of clean vehicles in Kalmar County 2005-2008” a goal has been to build up a market for cleaner vehicles and in number introduce at least 1 000 new clean vehicles in Kalmar County during the project time 2005-2008. Other goals have been to introduce at least 8 new fuel stations with renewable fuels and in total a decrease of the fossil CO2 emissions with 1900 tons.

The project has been coordinated by the organisation Miljöfordon Syd, and is a part of the regions Climate Protection Programme in Kalmar County. The project has involved all twelve municipalities and the county council, which have decided to only buy and rent clean vehicles at latest 2010. The car-dealers in the region have been successfully educated and involved to become ambassadors in the way to recommend their customers cleaner vehicles. To reach purchasers at municipalities and companies as well as the public to be more aware and interested about clean vehicles, a big information campaign, an information paper, has been produced in 2006, 2007 and 2008, which have reached all 114 000 households in Kalmar County. Other examples of activities organized during the project time are exhibitions and test driving events of clean vehicle. The aim with all activities has been to increase the awareness and interest about cleaner vehicles, renewable fuels and a better use of our vehicles.

The project has received economical resources to stimulate private persons, companies as well as municipalities to buy clean vehicles. This incentive has been very popular and used by 716 car owners who have shared 2,4 million Swedish Crowns (250 000 €).

The project was summarized in the end of 2008 and the results are very successful for Kalmar County. 2803 new clean vehicles have been introduced, 33 new fuel stations with renewable fuels have been implemented which together give a decrease with around 5000 tons of fossil CO2-emissions.

The positive results from the project “Introduction of clean vehicles in Kalmar County” have resulted in more implemented regional projects in the transport area. The interest of the way of working in the region serves now as a model in “Clean Drive”, a bigger European project application in the Intelligent Energy for Europe call 2008, which is about introducing cleaner vehicles all over Europe.

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