



EURO
CITIES



The electric vehicle capital of the world

Making EVs the right choice

With 60% of emissions in Oslo coming from the transport sector, encouraging people to use electric vehicles (EVs) has the potential to make a real difference to the city's air quality and the urban environment. In 2008, Oslo adopted a ten-point plan to reduce CO₂ emissions, to which the large scale introduction of EVs plays a big part.

Tackling the transport sector

The city's targets set out a 50% reduction in greenhouse gas emissions by 2030, with the ultimate goal of becoming climate neutral by 2050. To kick start the adoption of EVs, Oslo's first move was to install 400 free charging points with reserved parking for EVs across the city. This was done between 2008 and 2011, using dedicated funds set aside by the city. This not only makes driving an EV attractive and convenient, but also helps raise public awareness and increase understanding about EVs.

In 2013, the city went a step further. It decided that all municipal vehicles should be emissions free by 2015, and allocated €6.1 million in interest-free loans for agencies to use when replacing vehicles.

Best way to get around town

Together with the national government, Oslo has put in place a number of incentives that have helped increase the uptake of EVs in and around the city. These include:

- the possibility for EV drivers to use bus lanes (introduced in 2004)
- reserved parking for EVs, free public parking, and free public charging spots (2008)
- free use of toll roads (2009)
- removing VAT from sales, removing registration fees and reducing annual fees (2011)



Oslo aims to be one of the most eco-friendly cities in the world. We have decided to reduce our greenhouse gas emissions by 50% by 2030, and become climate neutral by 2050. This will require a number of different measures, not least in the transport sector. I am confident that the city will make it.

Stian Berger Røsland, governing mayor of Oslo

cities in action

November 2014

where: Oslo, Norway
what: mobility, environment
when: 2008+

As a result of these measures, the city has recorded an increase of over 2,000 EVs on the road between 2012 and 2013, nearly doubling the sales of EVs.

In October 2013, an EV topped the sales list for the first time – the Nissan LEAF – followed by the Tesla Model S in December that year.

This trend continued into 2014, with EVs making up 20% of all new cars sold in Oslo.

The total number of EVs in Oslo is now up to 7,236 and in the whole Oslo region, the total number is up to 15,253.

There are currently over 500 EV charging points in the city, and Oslo hopes to increase this to 700 by the end of the year, and to 900 by March 2015.

As the number of electric vehicles continues to grow, the city will continue to develop the network of public charging points.

Stian Berger Røsland,
governing mayor of Oslo

Consulting the experts

A major mover in this development has been working with the Norwegian Electric Vehicle Association.

Oslo has met with a number of EV associations over the years to determine where EV drivers need charging points and to get their views on technological advances.

Oslo involved environmental organisations in the process too, to get their input on how to make EVs fit into the wider transport plan.

The city also arranged a 'fossil free day' with these organisations, including a public exhibition to showcase and allow public test driving of zero emissions vehicles.

The project was funded by the municipality with a total cost of around €3.7m to cover the installation of the charging points.

It also set up the fund for interest-free loans, and established a subsidy for private companies, residential complexes and shopping centres wishing to install charging points for EVs.

They can receive up to €1,200 per charging point, and so far 323 of these privately-established points exist throughout Oslo.

The initiative, which was shortlisted for a EUROCIITIES award in 2014, demonstrates how a combination of measures at national and local level can complement each other, in this case helping Oslo to establish itself as 'the electric vehicle capital of the world'.



NUMBER OF ELECTRIC CARS IN OSLO AND IN THE OSLO COMMUTER REGION

