



EUROPEAN COMMISSION
Executive Agency for Small and Medium-sized Enterprises (EASME)

Unit B1 energy
Head of Unit

Brussels, <deducted>Unit B1
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(2016)

REGISTERED WITH A/R
Advance copy by e-mail:

TUV NORD Mobilität GmbH & Co. KG
<deducted>GERMANY

F.a.o.: <deducted>

Subject: **Service Contract n° EACI/IEE/2012/001/SI2.630079**
Clean Vehicle Portal Upgrade - Final payment

Dear <deducted>,

We hereby inform you that we have started the procedure of the final payment for the above mentioned contract amounting to €<deducted>. The specified amount will be paid into your nominated bank account in about two weeks.

Please note that in the event of not receiving any comments from you within two (2) months from the receipt of this letter, the project will be officially closed and no further costs can be claimed.

Any disagreement should be notified to the Executive Agency for Small and Medium-sized Enterprises (EASME), in writing, by registered mail, duly justifying the reasons and duly accompanied by supporting documents.

Should you have any questions, please do not hesitate to contact <deducted>, Financial officer (<deducted>@ec.europa.eu).

Yours sincerely,

Executive Agency for Small and Medium-sized Enterprises (EASME), Office: COV2<deducted>, 1049 Brussels,
BELGIUM Tel. +32 229 91111 - Direct line <deducted> Fax <deducted> E-mail: <deducted>@ec.europa.eu



Comments on the Final Technical Report (FR)

CONTRACT: EAC1/IIIIE/2012/001/SI2.630079

CLEAN VEHICLE PORTAL UPGRADE

I. Summary

On 23 April 2009, the European Parliament and the Council adopted the Clean Vehicle Directive (2009/33/EC) on the promotion of clean and energy-efficient road transport vehicles. The Directive contributes to accelerate the market penetration of environmentally-friendly vehicles, and focusses on the purchase of vehicles for public transport services. The Clean Vehicle Directive requires that energy and environmental impacts linked to the operation of vehicles over their whole lifetime are taken into account in purchase decisions. These lifetime impacts of vehicles shall include at least the energy consumption, CO₂ emissions and emissions of the regulated pollutants of NO_x, NMHC and particulate matter. The Clean Vehicle Directive calls for dissemination of information on the Internet on public procurement activities in line with the Directive. It also calls for publication on the Internet of relevant information related to the financial instruments available in the Member States for urban mobility and for the promotion of clean and energy-efficient road transport vehicles. An Internet portal on clean and energy efficient vehicles - hereafter referred to as the 'current' Clean Vehicle Portal - was developed to this end. It was launched in December 2010 by Vice-President S. Kallas, European Commissioner for Transport.

The purpose of this tender was to enhance the Clean Vehicle Portal and operate it for a further 36 months, by updating its vehicle database, improving its usability and user-friendliness and by significantly increasing its use among its target groups.

II. Analysis per task

1. Project management

Project management proved to be a challenging task, because of the long period of uncertainty on the CMS system to be used for the upgraded Clean Vehicle Portal (see below). This issue was only solved half-way the lifetime of the tender contract, and resulted in a reshuffling of tasks and budgets. The existing Clean Vehicle Portal needed to be kept online much longer than initially planned, requiring additional maintenance and updating with new vehicle data. The upgraded portal was only ready at the very end

of the contract, meaning that some communication and monitoring tasks were no longer relevant.

One inception report, two progress reports and one interim and final report were submitted to EASME and provided a sufficiently clear view on the progress made.

Meetings, telephone calls and e-mail contacts between the contractor and EASME were numerous and also involved DG MOVE, DG COMM and DIGIT, when needed.

A number of major changes took place during the project lifetime, and required 3 amendments to the contract.

- More efforts were required for an extensive needs assessment, and created an additional task for TÜV Nord and ECOFYS (see below);
- The fast evolving evolution towards handheld devices made it necessary to adapt the upgraded CVP to it by implementing responsive design. This became an additional task for TÜV Nord;
- The number of stakeholder meetings was reduced from two to one (see below);

The coordinator informed EASME on difficulties with subcontractor <deducted> and its subsidiary <deducted> to carry out the actual implementation and translation of the Clean Vehicle Portal Upgrade. Newly provided budget estimations from the subcontractor, indicated that he would not be able to carry out the implementation and translation activities within the budget assigned to him. As a result a major reshuffle of tasks took place:

- The implementation activities previously to be carried out by subcontractor <deducted> was done in-house by coordinator TÜV Nord.
- Translation activities previously to be carried out by subcontractor <deducted> was assigned to two new subcontractors (<deducted> and <deducted>).
- A subcontract was assigned to <deducted> to assist with the implementation of the Clean Vehicle Portal Upgrade.

At the end of the project lifetime, the existing Clean Vehicle Portal, available at www.cleanvehicle.eu was taken offline.

The upgraded Clean Vehicle Portal is available on DG DIGIT'S production site with the following link: <https://webgate.ec.europa.eu/multisite/cleanvehicle/> (User:<deducted>; Pass:<deducted>).

It was agreed with DG MOVE that the upgraded Clean Vehicle Portal can be included in their website, once decided to do so, at the following location: <http://ec.europa.eu/transport/themes/urban/vehicles/cleanvehicle/en/home>.

The contractor prepared a hand over note for the future webmaster of the upgraded Clean Vehicle Portal, in order to assure a smooth takeover. The document is included in the Final Report, and is also available in electronic version.

2. Hand over from the current service provider

The service provider for the existing Clean Vehicle Portal (TÜV Nord Mobilität) and the service provider responsible for the Clean Vehicle Portal Upgrade were the same. Therefore no extensive hand over procedure was necessary.

3. Design and launch of the revamped Portal

The design and the launch of the revamped CVP required much more efforts than initially planned. The service provider carried out an analysis of the existing CVP and suggestions were made for improvements. Both elements were included in the Inception Report 'light' that received was by EASME on 20/12/2012. The report was extensively debated between the service provider and EASME and was the starting point for a revision of the proposed improvements to bring them better in line with the requirements set out in the tender specifications. In order to have a clear and mutual understanding of the revised CVP, the service provider was requested to produce a site map, a set of wireframes and a GAP analysis. On the basis of these documents the process for upgrading the existing CVP gained momentum. In order to keep the CVP up to date, new features such as responsive design, to enable the use of the CVP on mobile devices, were included during the development of the upgraded CVP.

As part of the process to define improvements for the Clean Vehicle Portal, a consultation with the main target groups including the current users of the Clean Vehicle Portal was planned in order to assess their needs, the user friendliness, usability and attractiveness of the current Clean Vehicle Portal. The methodology used for the assessment was revised at the request of EASME. The initial proposal to carry out an online survey amongst the visitors of the CVP was replaced by a more comprehensive assessment in cooperation with the IIIE/11/907 Clean Fleets project. The assessment itself was sent to more than 13.000 contacts. The response rate was however very low, with only 86 responses. Out of those 86, only 67 provided a response on the part of the questionnaire reserved for feedback on the CVP. The very low response rate was discussed with the consortium of both the Clean Vehicle Portal Upgrade tender and the Clean Fleets project. Despite the low response rate, the consortium managed to get a number of useful indications on the CVP out of the questionnaire.

The launch of the revamped website on the EUROPA site was planned no later than 9 months after the contract signature. Two technical solutions were proposed by the consortium in their offer. The first one was to opt for Documentum Webpublisher, widely used by the Commission at the stage of the tender preparation. The other option was to use TYP03 as an alternative. At the stage of the kick-off meeting, the consortium was informed that Drupal should be considered as a third option, because this could become the new content management system (CMS) for the Commission services. The final decision on which CMS to use could however only be communicated to the consortium in February 2014. At that stage, the consortium was informed to start working with Drupal. This pending decision caused major delays in the design and launch of the revamped portal and required considerable efforts from the consortium and EASME during the last year and a half of the contract. At the same stage, it made a number of communication and dissemination tasks related to the promotion of the revamped CVP no longer realistic within the remaining time frame of the contract.

4. Maintenance of the Clean Vehicle Portal

The existing Clean Vehicle Portal was kept online much longer than planned, and the service provider did all necessary steps to keep the information of the clean vehicle database up to date. The service provider guaranteed that vehicle data uploads; subscriptions; un-subscriptions; updates; access rights; and responses management were correctly handled during the contract duration.

5. Promotion of the Portal

The aim of the promotion strategy was to make the European Clean Vehicle Portal a highly visible reference tool for its relevant stakeholders, in particular those bodies targeted by the Clean Vehicle Directive. In addition, it should attract new users and motivate them to change their purchasing habits using up-to-date and independent information on clean and energy-efficient vehicles.

A communication strategy was developed by the consortium and submitted as part of the Inception Report 'light'. The communication strategy was carefully assessed by EASME and some suggestions for a more active approach towards the key target groups were made.

The above mentioned delays in the development of the revised Clean Vehicle Portal had a significant influence on the planned communication activities. Elements such as the monthly newsletter, proposed by the consortium, and an e-mailing campaign at the moment of the launch of the revamped CVP were cancelled in agreement with EASME.

The consortium put sufficient efforts in keeping the interest for the Clean Vehicle Portal alive, by presenting the CVP and the progress made at four different events, instead of two events as required by the tender specifications. Polis presented the CVP at the following events:

- Clean Fleets final workshop (21 May 2015 - Brussels);
- EEVC European Electric Vehicle Congress (2-5 December 2014 - Brussels);
- Ecoprocure (24 - 26 September 2014 - Ghent);
- EVS 27 electric vehicle symposium (17 - 20 November 2013 - Barcelona).

Given the fact that the official launch of the revamped Clean Vehicle Portal will depend upon a final decision from DG MOVE, only an electronic version of the leaflet was produced. The leaflet is produced in English, French and German, and is ready for printing when needed. A licence contract for the pictures linked to subcontractor<deducted>, needs however to be taken into account.

The promotional video to raise interest from the target groups in the Clean Vehicle Portal and to contribute to its attractiveness was replaced by a video tutorial that guides the user through the portal. This was agreed upon with EASME. The video tutorial is of good quality.

Awareness raising activities towards multipliers were taken care of by Polis, and in cooperation with the Clean Fleets Project. TÜV Nord was also partner in the Clean Fleets project. Information on the CVP and the transport case studies developed by the project were published on the Eitis Portal, also managed by EASME. Exchange activities with the Association of German cities took place. The consortium also cooperated with the contractor responsible for the revision of the Clean Vehicle Directive for DG MOVE.

Project partner Polis produced 25 case studies on the public procurement of clean and energy-efficient vehicles, based on real life experiences throughout Europe. The case studies were included in the upgraded CVP.

6. Stimulate joint procurement of clean and energy efficient vehicles

Joint procurement of vehicles remains a very difficult challenge to tackle. The CVP provides the opportunity to registered users to raise awareness about their intentions for a

joint procurement in a dedicated section of the portal. Other registered users have the possibility to react. Once a tender is completed, the lessons learnt can be published in the same restricted section of the website. Due to the fact that the CVP was not published during the lifetime of the project, the effectiveness of the tool could not be assessed. Amongst the 25 case studies, some target the issue of joint procurement. At the same time, contacts were also made with recent EU funded projects focussing on public procurement, joint public procurement and public procurement of innovation, such as the Clean Fleets project (<http://www.clean-fleets.eu/>), the Happi project (<http://www.happi-project.eu/>) and the Fired Up project (<http://www.fired-up.eu/>).

7. Monitoring results and impacts

The tender specifications required that the service provider should measure the impact of the Clean Vehicle Portal, in particular among those organisations covered by the Clean Vehicle Directive. For that aim, the service provider had to monitor a set of performance indicators to determine the success of the Clean Vehicle Portal in reaching its objectives and creating an impact, in particular in terms of energy savings and reduction of greenhouse gas emissions. In addition, the service provider was required to prepare statistics on the use of the portal and suggest regular actions for improving the web portal impacts in Europe and among the different target groups.

In order to measure the impacts, the consortium included an online survey tool in the revised Clean Vehicle Portal. As the launch of the CVP is postponed behind the duration of the tender contract, no measurements could be carried out.

8. Stakeholders meetings

The tender specifications required two stakeholder meetings to be organised by the service provider for approx. 50 participants each. In the end, only one stakeholder meeting took place, together with the Polis working group meeting "Clean vehicles procurement, low emission standard" on 17 June 2015. During this meeting, a first version of the new Clean Vehicle Portal was presented at the audience, followed by a discussion round. The second stakeholder event was cancelled, because the postponed launch of the CVP.

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