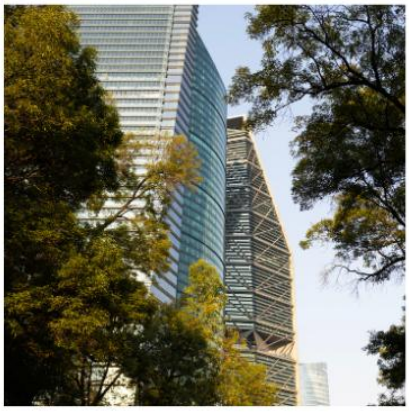
PROSPECT





Incentives on E-mobility – Learning Handbook at a Glance

Co-funded by the European Union under project ID 101212861. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.

Technical information

Project Acronym	PROSPECT CUBE
Project Name	Capacity Building for Local and Regional Authorities
Grant Agreement No.:	101212861
Topic:	LIFE-2024-CET-LOCAL
Type of Actions:	LIFE-PJG (LIFE Project Grants)
Project Coordinator:	Institute for European Energy and Climate Policy (IEECP)
Website url:	https://h2020prospect.eu/

About the project

PROSPECT aims to strengthen the capacity of local and regional authorities (LRAs) across Europe to implement sustainable energy and climate actions by reducing reliance on public funding and increasing the use of innovative financing schemes (e.g., one-stop-shops, energy agencies, energy communities). The project offers a peer-to-peer Capacity Building Programme (CBP) tailored to the needs and time constraints of LRAs, available in multiple languages and structured in adaptable learning modules. Through large-scale outreach, including very small and remote LRAs, PROSPECT CUBE acts as an entry point to EU programmes and financing opportunities for authorities with limited experience in the field.

PROSPECT CUBE builds upon two successful Horizon 2020 initiatives: PROSPECT (2017–2020) and PROSPECT+ (2022–2025).

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1. About this guide

This concise guide highlights the key concepts, applications and takeaways of the full PROSPECT CUBE Learning Handbook on Incentives on E-mobility, introducing policy and financial measures that support the transition towards sustainable, low-emission mobility systems. It explores how local and regional authorities (LRAs) can accelerate e-mobility adoption through coordinated planning, targeted incentives and integrated approaches linking transport, energy and urban development.

Drawing on the experience of the PROSPECT initiative and broader European practices, the publication outlines the policy frameworks, incentive mechanisms and implementation considerations involved in developing effective local e-mobility strategies.

1.1. What the full learning handbook covers?

The full learning handbook is structured as a modular reference and learning resource covering:

- The fundamentals of e-mobility and the evolving urban mobility landscape
- Planning principles and integrated e-mobility strategies
- The role of LRAs and key stakeholders in the transition process
- Benefits and added value of e-mobility for cities and regions
- “Push–Pull” approaches and different categories of incentives
- National and municipal implementation models across Europe
- A step-by-step guide for designing local e-mobility transition pathways
- Critical success factors, barriers and implementation risks

The publication also highlights lessons learned and implementation insights from the PROSPECT initiative and the broader European e-mobility practice.

1.2. Who should use the full learning handbook?

The full learning handbook is designed for both newcomers and experienced practitioners involved in the planning, financing, management, or implementation of energy-related investments. Developed in the framework of the PROSPECT initiative, it primarily supports local and regional authorities (LRAs), energy and mobility agencies, urban planners and public-sector organisations seeking to better understand how incentive schemes and integrated policy approaches can support e-mobility deployment in practice.

The publication combines conceptual guidance, implementation approaches and practical examples to help readers navigate the transition towards e-mobility, from strategic planning and policy design to financing, implementation and long-term scaling.

2. Understanding the e-mobility landscape

E-mobility refers to the transition from conventionally fuelled transport systems towards electric-powered mobility solutions across different transport modes and urban mobility services. Beyond vehicle electrification alone, e-mobility represents a broader systemic transformation connecting transport, energy systems, digital technologies and urban planning. It is increasingly recognised as a key pathway for reducing greenhouse gas emissions, improving air quality, strengthening energy resilience and supporting more sustainable and liveable cities.

In practice, e-mobility includes:

- Electric passenger vehicles and municipal fleets
- Electric public transport systems and buses
- Shared mobility and micromobility solutions
- Charging infrastructure and smart-grid integration
- Renewable energy integration and vehicle-to-grid solutions

Across Europe, LRAs play a critical role in translating national and EU policy objectives into concrete local actions supporting the deployment of e-mobility solutions.

2.1. How can e-mobility be deployed in practice?

At its core, e-mobility deployment relies on the coordinated interaction between mobility systems, charging infrastructure, energy networks, regulatory frameworks and user adoption.

A widely recognised planning approach is the “Avoid–Shift–Improve” (A-S-I) framework, which combines reducing unnecessary transport demand, shifting towards more sustainable transport modes, and improving the efficiency and emissions performance of remaining transport systems through electrification and clean technologies.

To accelerate adoption, many cities and regions apply integrated “Push–Pull” approaches:

- Pull measures increase the attractiveness of e-mobility through subsidies, charging infrastructure, operational benefits and financial incentives.
- Push measures discourage high-emission transport modes through regulatory restrictions, congestion measures, low-emission zones and pricing mechanisms.

Across both, the common principle remains the same: e-mobility transitions require coordinated policy packages, infrastructure readiness, stakeholder collaboration and long-term strategic planning.

2.2. Where can e-mobility be applied?

E-mobility can be applied across a wide range of urban, regional and transport contexts. Typical applications include:

- Municipal and public-sector vehicle fleets
- Public transport and electric buses
- Shared mobility and micromobility services
- Urban logistics and freight transport
- Residential and commercial charging infrastructure
- Smart-city and integrated mobility systems
- Regional and interurban transport corridors
- Renewable energy integration and smart-grid applications

The transition pathway and implementation priorities may vary significantly depending on local conditions such as urban density, infrastructure availability, mobility demand, institutional capacity and energy system readiness.

2.3. Why does e-mobility matter?

E-mobility offers LRAs a practical pathway to reduce transport-related emissions, improve air quality, strengthen energy resilience and modernise urban mobility systems. When integrated within broader sustainable mobility strategies, e-mobility can:

- support climate-neutrality and decarbonisation objectives,
- reduce noise and air pollution in urban areas,
- improve energy efficiency and reduce fossil-fuel dependence,
- stimulate local innovation, green jobs and investment,
- enhance urban liveability and public health outcomes.

When supported by coherent policy frameworks, infrastructure investments, financial incentives, stakeholder engagement and long-term governance structures, e-mobility can become a key driver of sustainable urban transformation and resilient local development.

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