The main objectives of the eMAP project are:
- to identify the main characteristics of drivers and pinpoint impediments on side of the customers and the suppliers of electromobility,
- to quantify the demand for electric vehicles given different scenarios,
- to quantify supply of electric vehicles in different market segments,
- to make a forecast of development paths of electromobility based on scenarios,
- to make a thorough socio-economic evaluation of the deployment path of electric vehicles given the different scenario outcomes,
- to determine and evaluate measures and strategies to increase speed of the adoption of electric vehicles,
- to provide policy options and recommendations for optimized deployment programs.
Completed tasks

WP1 completed: Foundation, research questions and project targets
The first work package (WP1), *Overview on drivers and challenges of electromobility, Definition of research questions and overview on expected project targets, Identification of relevant stakeholders of electromobility*, provides a structured overview of the drivers and challenges of the deployment of electromobility. Given these background information and the project objectives, the research questions and targets are stated. Also, the relevant stakeholders are identified and national initiatives on electromobility are analyzed. For the next work packages the research questions are defined and concrete project targets are determined with respect to the possible use of the results in discussions and in political decision processes. The work package was completed in September 2013, and D1.1 Report on the technological and economic background of electromobility, its major stakeholders, research questions addressed, and expected project targets is accessible on the eMAP website.

WP2 completed: Framework – prerequisites, methodology and conclusions
The second work package (WP2) paved the way for the eMAP project by refining the research objectives and choices for methodologies. Firstly, the identified research needs were linked to the project activities of data collection, scenario modelling, assessment and policy evaluation to allow further detailing and focusing of the upcoming work packages. Secondly key parameters explaining prerequisites and success of electric vehicles were identified and defined in parallel to the task of mapping data needs and sources for the eMAP research. Thirdly, state-of-the-art scenarios and forecasts of future market developments of electromobility and vehicle fleets from literature were analysed. These tasks were successfully finalised in September 2013, and the resulting report D2.1 Analytic Framework: Parameters, Data & Methodology is accessible on the eMAP website.
WP3 completed: Mobility behaviour and urban case studies / intermodality

The main objective of work package three (WP3) was to study mobility behaviour in Europe in terms of current mobility patterns as well as future trends and developments until 2030. Several states, regions and cities were selected for detailed analysis to pinpoint possible differences stemming from political environment, economics, attitudes, transport modes, etc. Analysis concerned also plans and opportunities connected with development of electric vehicles.

WP4 completed: Analysis of demand potential of electromobility

The consumer survey of the eMAP project took place throughout the European Union in 17 European countries, focusing on the most populated countries. In each of the three partner countries (Germany, Finland, and Poland) a minimum of 1,000 interviews was conducted, 3,000 interviews in the other 14 countries. All interviews total 6,025. Target group of the survey were potential buyers and users of electric cars respectively. Holders of driving license were selected for the online survey. Results of this large-scale survey gave insight to the decision making processes and attitudes in vehicle ownership, purchase behaviour and car use, electric vehicles, etc.

WP5 completed: Analysis of the supply side of the future e-mobility market

Work package 5 aims at analysing and characterising the supply side of the electromobility market in order to build up a comprehensive dataset for scenario building and impact assessment in WP6 and WP7. This comprises (1) market trends, announcements for products and capability developments in the car industry, (2) techno-economic prospects of car technologies and (3) trends and plans for infrastructure development. The results will build a substantial input for the modelling activities in WP6.
**Current activities**

**WP6 ongoing: Scenario building**

Work package 6 will provide detailed, knowledgeable and traceable scenarios for low-carbon market vehicle penetration for the time horizon to 2025-2030. For this, the objective of WP6 is to (a) enhance the algorithm of the existing vehicle scenario model VECTOR21 for the European scale, (b) to collect the missing national data, and (c) to conduct the necessary development of scenarios.

**WP7 ongoing: Evaluation**

Main objective of this work package is to execute comprehensive quantitative as well as multi criteria evaluation of scenarios for electromobility to cover ecological and economic impacts in traffic as well as impacts on industrial and social policy level.

**WP8 ongoing: Policy options**

Focus of this WP is the identification and formulation of useful measures and strategies to promote the market deployment of electromobility in the examined countries and on EU level. The following objectives will be accomplished at the end of the WP:

- Identification of potential promotion measures to realise optimistic market deployment scenarios
- Designing of deployment support strategies considering the presented measures and their interdependencies as well as regional characteristics
- Evaluation of the selected strategies via expert workshops and overall qualitative assessment of the usefulness of measures and strategies via a multi-criteria analysis

For more information please visit project website [http://www.project-emap.eu/](http://www.project-emap.eu/)