

The logo for MEISTER is displayed in a large, bold, sans-serif font. The letters 'M', 'I', 'S', 'T', and 'E' are dark blue, while 'E', 'I', and 'R' are a vibrant lime green. The letter 'E' is stylized to resemble a three-pronged electrical plug. The letter 'I' is a solid vertical bar. The letter 'S' is a solid vertical bar. The letter 'T' is a solid vertical bar. The letter 'E' is a solid vertical bar. The letter 'R' is a solid vertical bar. The background features a network of light blue circles connected by thin lines, suggesting a digital or interconnected theme.

# MEISTER

**M**obility **E**nvironmentally-friendly, **I**ntegrated and economically **S**ustainable **T**hrough  
innovative **E**lectromobility **R**echarging infrastructure and new business models

## WP6 | Piloting MEISTER Integrated Approach |

26.03.2020

1st Review Meeting

# Partners presentation – Malaga



Ayuntamiento  
de Málaga

## Málaga City Council – Local Government

Involved areas:

- Innovation and digitalization Department (NT)
- Observatory of urban environment (OMAU)
- Town planning Department (GMU)

Linked third  
parties



Municipal parking Corporation and mobility services

FUNDACIÓN  
CIEDES

CIEDES Foundation:  
Centre for Strategic Research, Economic and Social Development

Most of them whit huge experience in European Projects

# Partners presentation



MEISTER



Ayuntamiento  
de Málaga

- Innovation and digitalization Department (NT): In charge of **e-carsharing in municipal fleet model** (EV's, building office, parking lot, employees' relationship)
- Observatory of urban environment (OMAU) and Town planning Department (GMU): in charge of the adaptation of MEISTER Project in the urban municipal planning and Sustainable Urban Mobility Strategies



- In charge of **Smart park and charge** and **City E-Logistics models**
- SMASSA has 12 municipal parking lots with more than 6000 slots, one logistic and goods distribution center (other under study) and limited time on street parking services

FUNDACIÓN  
CIEDES

- In charge of the project coordination in MLG, projects consulting and Technical/Economic monitoring of the Project in MLG

# Malaga Pilot Site



**Málaga City** in “the *Coast of the sun*” capital of province of Málaga, in the autonomous community of Andalusia.

- Population of ~550 000 (*sixth most populous in Spain*)
- Climate: Subtropical Mediterranean (*~300 days of sunshine annually*)
- Business sectors: Tourism, construction and technology (*Andalusia Technology Park*)



**Strategical locations for MEISTER Models to cover city centre and populated neighborhoods (public parking lots and logistic centers)**





# Malaga Pilot Site



## BC2

### BM2

**E-carsharing in Municipal fleet**

- 4 Electric Vehicles (Mitsubishi MIEV)
- Users: employees of Malaga city council (~500 employees)
- Location: 1 Municipal building complex



Tabacalera's building



## BC4

### BM4

**City E-Logistics for ultra low emission hubs**

- 3 Locations in Málaga city
- Users: logistic operators
- Services: logistic hub and distribution service using e-mobility (loading/unloading area)



EVs for goods distribution

Logistic center



## BC6

### BM5

**Smart park and charge**

- 9 parking lots: 17 slots with charging points
- Users: general public
- Type of connector (chargers): "Mennekes" (semi-fast)
- Services: e-charging and smart parking



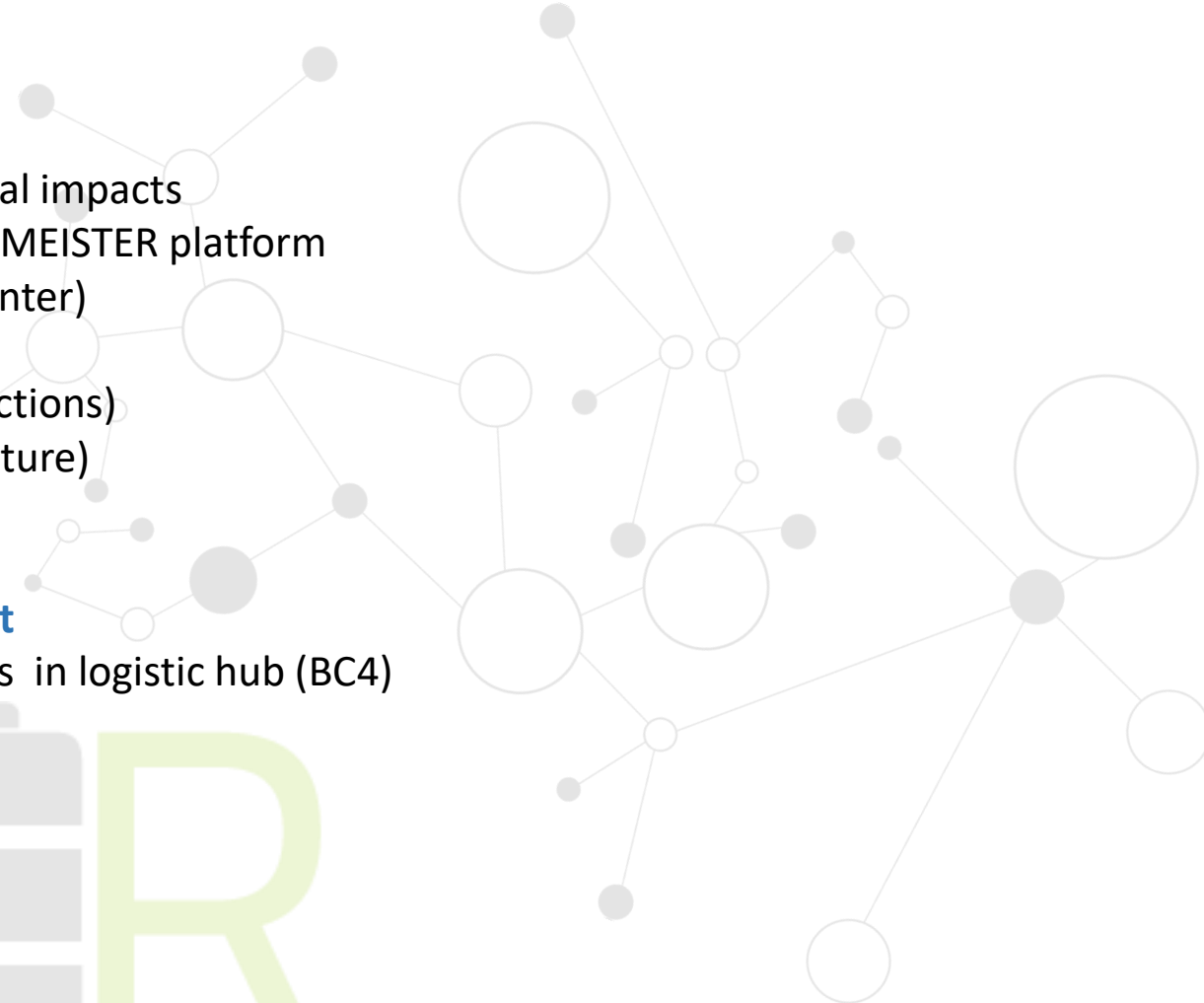
**All business cases use the MEISTER Platform** (booking service, smart app for users, real time information, etc.)

# Lesson learnt and challenges ahead



MEISTER

- **Set the base line for demonstration**
- **Challenges**
  - Positive acceptance of citizens and Government
  - Reduce carbon emissions and obtain positive environmental impacts
  - Operability of smart users app and effective integration of MEISTER platform
  - Reliability of current services (parking, charging, logistic center)
  - Add value services and increase number of customers
  - Guarantee safety and healthy conditions (minimizing infections)
  - Maximize the investment profitability (adequate fees structure)
- **If there are changes/deviations from the initial plan, mention it**
  - New street delivery and collection area for distributors' EVs in logistic hub (BC4)
- **Reasoning for WP5 Demo**



MEISTER