



Policy Brief for Prešov

KEY ACTIONS OF THE PROMETEUS REGIONAL ACTION PLAN

- *Popularizing and raising awareness of the phenomenon of electromobility and related trends in the Prešov region*

Building of an information centre, followed by the involvement of individual stakeholders with an emphasis on the young generations and support of electric mobility from key stakeholders. General aim is to reach out and inform the professional as well as the general public, the corporate sector and public administrations, via conferences and trainings.

- *Reservation of parking spaces by zones*

Creation of a dynamic zoning parking system using state-of-the-art information and communication technologies to improve the use of parking spaces. Pedestrian zones, parking policy and the relationships between pedestrians, cyclists and vehicles need to be reassessed and interconnected with the charging infrastructure for e-vehicles.

- *Creating a regional subsidy microgrant scheme to promote e-mobility*

Promotion of electromobility through microgrant schemes because electric vehicles are still relatively expensive, and, therefore, a real microgrant policy that addresses the type, nature and form of aid must be considered.

- *E-vehicle sharing (concept)*

Prešov Self-governing District's Action Plan also addresses e-vehicle sharing, which can significantly boost the interest in electromobility. One of the goals of a shared economy is to reduce the number of vehicles needed and promote their efficient use.

- *Public e-transport in specific protected landscape areas of Prešov region*

The importance of national parks, protected areas and specific landscape units in the context of transport and electromobility: focus on mitigating the negative impacts of transport on nature and landscape in protected and culturally important localities.

KEY MESSAGES FOR POLICY MAKERS

- ***A key message for policy makers on popularizing and raising awareness of the phenomenon of electromobility***

Setting clear feasible objectives and targeting the right target groups are the paramount key messages for this Action. Prešov has selected the young generations as a key target for the activities, with specific reference to primary school pupils, grammar school students and secondary vocational school students.

- ***A key message for policy makers on reservation of parking spaces by zones***

The creation of reserved parking spaces should take place in the context of a wider reconsideration of the transport system leading to the centre of Prešov. This reconsideration will be part of a wider restructuring aiming at incentivizing the uptake of electric vehicles in the third largest city in Slovakia.

- ***A key message for policy makers on creating a regional subsidy microgrant scheme to promote e-mobility***

A very thorough procedure has to be set to create an effective regional subsidy microgrant scheme: defining boundaries and scope; type, nature and form of assistance; combining financial and non-financial grants, with rules for the cumulation of aids, monitoring and assessment.

- ***A key message for policy makers on e-vehicle sharing (concept)***

Also for this action a thorough and holistic approach has to be applied when it comes to mobility in and around the main city centres: all aspects have to be taken into account, from ICT and energy distribution to the involvement of the main relevant stakeholders and media to disseminate the novel concept of vehicle sharing.

- ***A key message for policy makers on public e-transport in specific protected landscape areas of Prešov region***

The asset of the protected landscape areas in the Prešov region can also be read in terms of mobility and transport: electric mobility can become a further sustainable way to enjoy and develop the protected areas, reducing pollution and safeguarding the environment.