

BULGARIA

Implementing local development strategies

Location
Isparih

Programming period
2007 – 2013

Axis / Priority
Axis 4 – LEADER

Measure
M312 - Support for business
creation and development
(via LEADER)

Funding (EUR)
Total budget 38 800
EAFRD 21 760
National/Regional 5 440
Private 11 600

Project duration
2013 – 2015

Project promoter
Belectra

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Additional information
www.ecars.bg/en/

Setting up a centre to upgrade, produce and maintain electric vehicles and charging stations.

Summary

The electric vehicle technological centre “Belectra”, was created by a small company in the region of Isparih to develop innovative technologies for the electrical propulsion of cars, which are likely to reduce the carbon footprint. The charging infrastructure necessary for using such cars at regional scale has also been set up. Awareness activities were carried out to inform the general population and in particular young people, and public authorities about the benefits of electric vehicles.



Results

Five charging stations have been built between March and September 2015 in the cities of Varna, Plovdiv, Shumen, Burgas and Belogradchik.

Upon the establishment of the technological centre the company expects to gradually occupy at least 60% of the upgraded electric vehicle market and 70% of the charging stations market in the region.

Three new jobs have been created (two mechanics and one administrator).

About 500 members of the community took part in six demonstration days.

60 members participated in an exercise for assembling mini models of electric cars.

Awareness was raised to more than 1000 inhabitants of Isparih municipality, on electric mobility as a modern solution for health and environmental protection and a way of creating a contemporary and attractive image of the region.

Lessons & Recommendations

- ❑ The most important lesson learned is that the success of such an innovative project in a rural area depends on a tight-knit, dedicated team. The project promoter has good practical experience in the sector and is familiar with the development of e-car technologies. He represents Bulgaria in the eMobility Coordination Group under the European Commission.
- ❑ The cooperation with LAG Isparih has also been vital for the project’s success. Although the first charging station in Bulgaria was launched in Isparih in 2011, surprisingly the local population was not aware of the opportunities provided by electromobility and the contribution of their town to the sector.