

Externally funded programmes

How being granted helps to reach your strategic objectives

Reykjavik, 22 April 2015



Our vision: A sustainable mobility



Secure

clean

smart

accessible

The problem of getting financed

- Before 2007
 - All the money came directly from the Automobile Club.
 - We didn't have to do anything or get worried about financing, then until that date, money was served and prepared to be spend.
- After 2007
 - RACC reduce nearly a 60% the total budget
 - ...but they still demands to continue doing the same activities and studies → Members first!
 - Big problem for us!!!

If money doesn't come to us, then maybe we have to go where money is waiting for us!!!

How to do it?

- To do that, we have had to do some changes in our own strategy.
- We needed to start looking far away from our own belly.
- ...and we start thinking about Externally Funded Programmes.



- Now in 2015, a 33% of our budget are external resources, following the same results from previous years.

External financing that help us to reach our objectives



- **ECOWILL:** Ecodriving Widespread Implementation for Learner and Licensed drivers → 220k€



- **SmartCEM:** Electric moto sharing programme in Barcelona → 212k€



- **i-CVUE:** Incentives for Cleaner Vehicles in Urban Europe → 110k€



- **Heero II:** eCall pre-deployment in Spain → 80k€



- **Mobinet:** Pan European platform for mobility services → 73k€

- **CARMEN:** Electric charger for electric vehicles → 183k€

Why to do it? – The benefits



We've got from FIA (and FIA Foundation) financing for our studies and campaigns (Road Safety Grant Programme), as well as direct contact with European topics of interest that affects us (TWG, M&TWG, etc).



European Commission finance up to 17 projects that helped us to know better what is in the kitchen ready for the next years (eCall, Electric vehicles, etc.



Ertico allow us to understand the evolution of the connected car in different ways (technical and legislative), identifying opportunities and threads for us

Why to do it? – The benefits

- Networking.
- Know more about the market.
- It allows you to get info from outside and understand the way other companies work (private, public, mixed).
- R + D addressed to reach your objectives.
- Because clubs are national companies → the knowledge normally is local → handicap
 - Anticipate
 - Prevent
 - Global vision about road safety and mobility.

Recommendations

- Take a look “outside”, money is waiting for you.
- Don't try to go alone (EU projects)...you will be loosing your time and the opportunity to learn from others.

There is a Dark side:

- We must understand that the External funded programmes are the way to get what we need, not the end.
- In other words, the funded programmes are the tool, not the objective.



Recommendations

- Risk: Turn your company in a R+D company because the staff needs to do something.
 - There is a really interest for your company?
 - The project is aligned with the company objectives
 - It is helping us to develop our competitiveness strategy
 - Adds value?
- Quality in front of quantity!!!
- If you fail once, you lose your credibility. Not EU, but partners → without partners, there is no business.

RACC

Thank you!!!

FUNDACIÓ RACC

20 anys

Passió per la mobilitat

1906