

Smart Mobility Workshop

Electric Vehicle Policy in Jeju and Key Factors for its Success

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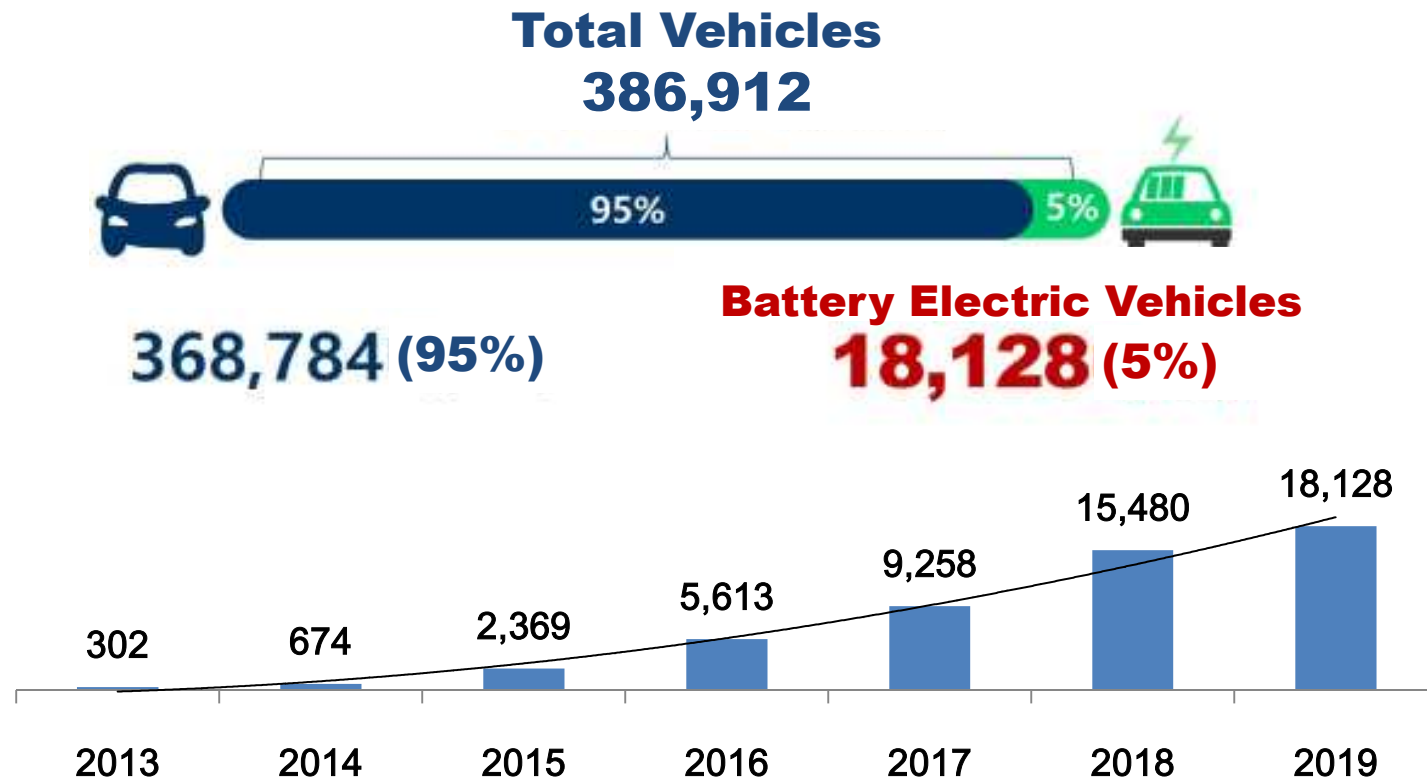


Table of contents

- BEV registered and EV chargers in operation in Jeju
- Eight Key Factors driving BEV growth
- Governance for BEV adoption
- Recent policy and issues
- Conclusion

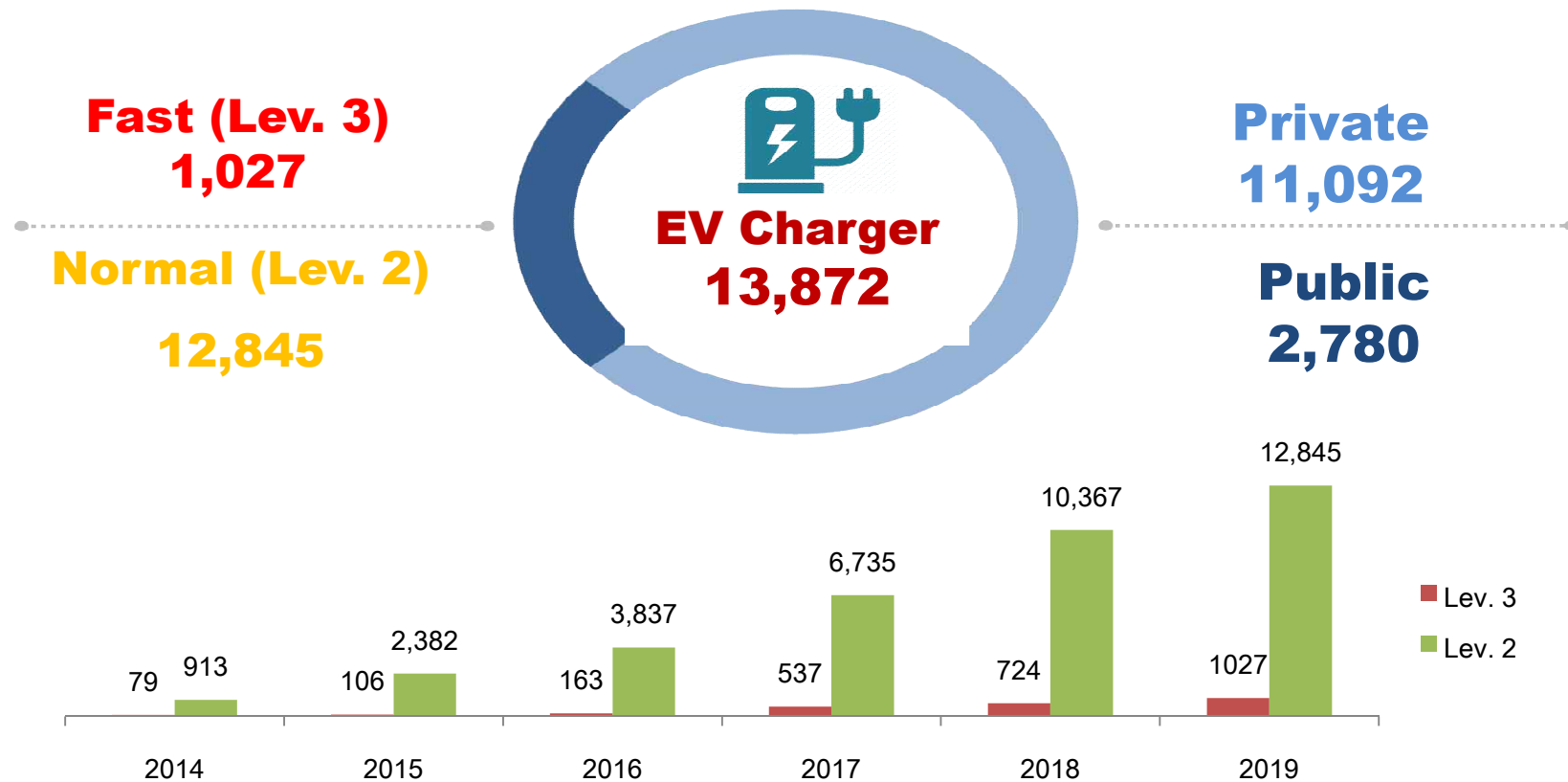
Battery Electric Vehicles registered in Jeju

As of 2019.12.31



EV Chargers in operation in Jeju

As of 2019.12.31



Key factors driving BEV growth in Jeju

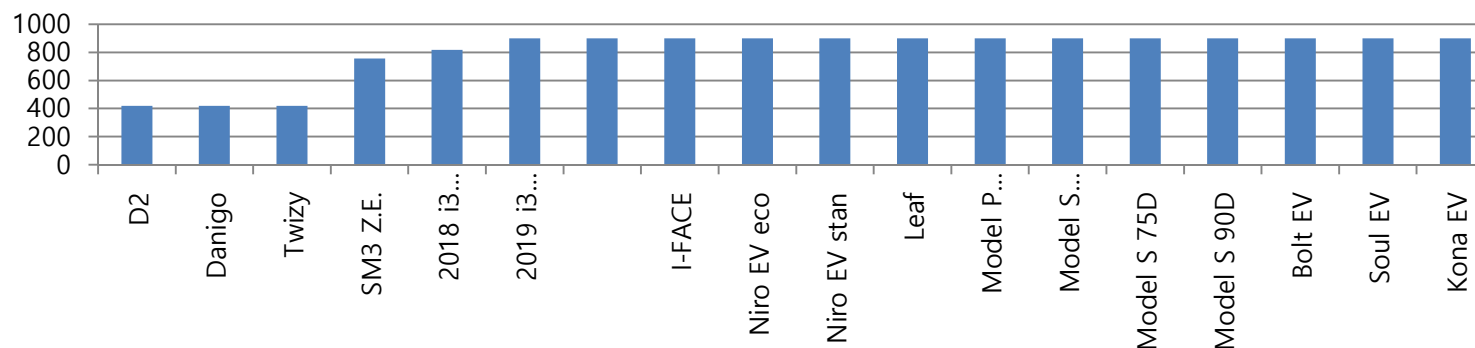
- Factor 1: High BEV subsidy and tax breaks
(with incentives: free parking, free admission, free charging, etc.)
- Factor 2: BEV dissemination for the public sector and businesses
- Factor 3: Increase of charging infra responding to the increase of BEVs
- Factor 4: Improving convenience of BEV use – EV call center/safety edu.
- Factor 5: BEV users' participation – Policy and Culture
- Factor 6: Providing diverse opportunities to experience BEVs
- Factor 7: Linking with energy and environment plans
- Factor 8: Mid-/long-term BEV plans with a strong drive for implementation

1: High BEV subsidy and tax breaks

■ BEV purchase subsidy + Tax exemption (max. 400 USD)

| | Max. BEV subsidy (USD/unit) | | | | | | |
|----------|-----------------------------|--------|--------|--------|--------|--------|--------|
| | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
| National | 15,000 | 15,000 | 15,000 | 14,000 | 14,000 | 12,000 | 9,000 |
| Local | 8,000 | 8,000 | 7,000 | 7,000 | 6,000 | 6,000 | 5,000 |
| Total | 23,000 | 23,000 | 22,000 | 21,000 | 20,000 | 18,000 | 14,000 |

■ Since 2018, national subsidy varies by EV battery size, efficiency, etc.



2: BEV for the public sector and businesses



Public fleet
EV bus



EV taxi



EV rental car



Photo credit: 경향신문, 제주특별자치도, 뉴스원, 중앙일보

3: Continuous increase of charging infra

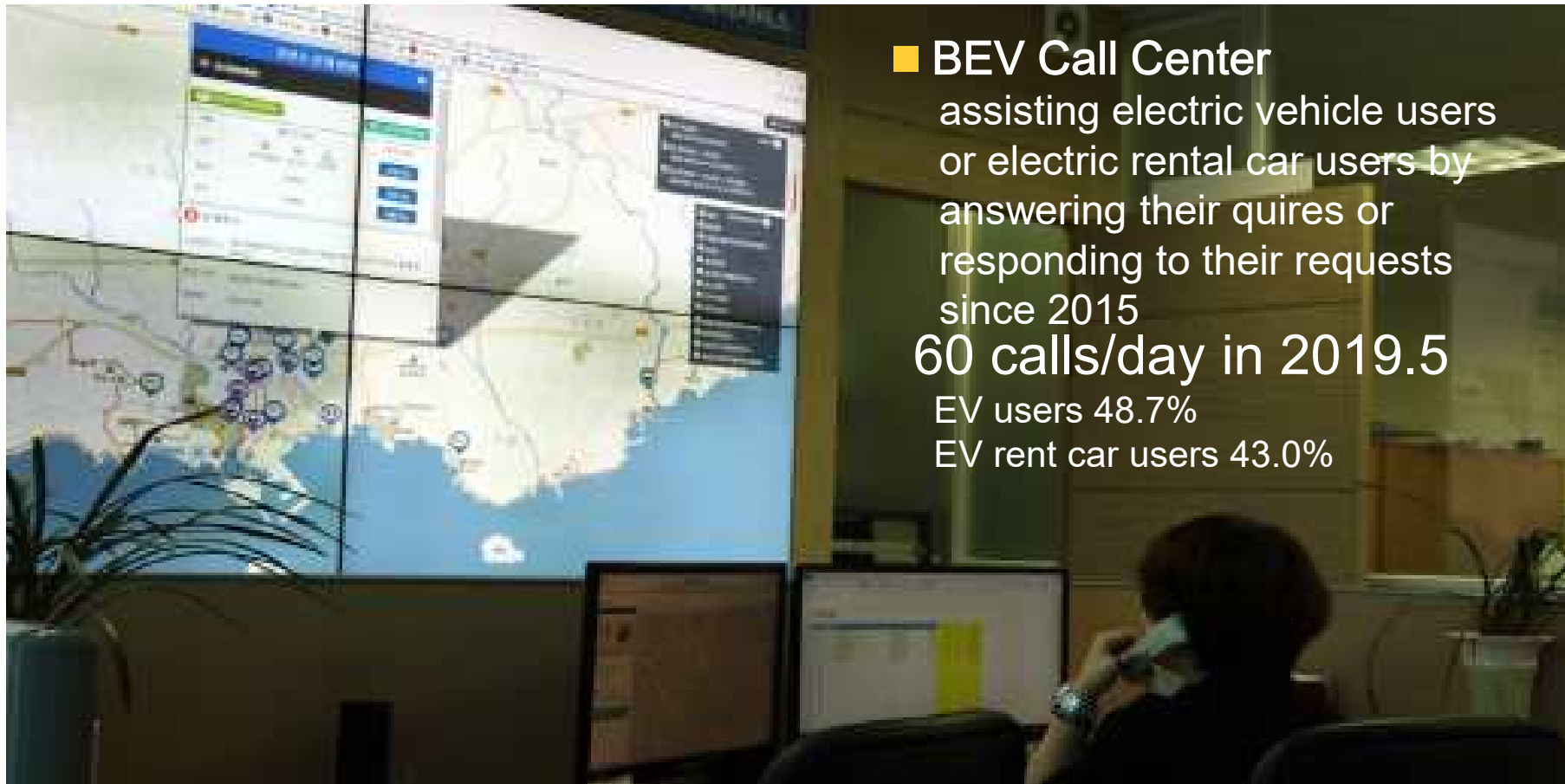
- In 2019, 17.5 EV/Level 3 charger (public)



| | |
|--------|---------|
| 전체충전소 | 1730 개소 |
| ● 사용중 | 279 개소 |
| ● 사용가능 | 1436 개소 |
| ● 사용불가 | 15 개소 |

| | 2014 | 2015 | 2016 | 2017 | 2018 | 2019.5 |
|------------------|------|-------|-------|-------|--------|--------|
| BEV | 674 | 2,369 | 5,613 | 9,258 | 15,480 | 16,627 |
| High-speed (Lv3) | 79 | 106 | 163 | 537 | 724 | 951 |
| Low-speed (Lv2) | 913 | 2,382 | 3,837 | 6,735 | 10,367 | 11,010 |
| Total | 992 | 2,488 | 4,000 | 7,272 | 11,091 | 11,961 |

4: Improving convenience of BEV use (1)



- **BEV Call Center**
assisting electric vehicle users
or electric rental car users by
answering their queries or
responding to their requests
since 2015
60 calls/day in 2019.5
EV users 48.7%
EV rent car users 43.0%

4: Improving convenience of BEV use (2)



5: Users' participation – policy and culture

- Since 2015, Jeju EV Supporters
- Since 2016, Korea Electric Vehicle User Association (KEVUA)



Voluntarily,

Holding seminars

Proposing user-oriented policies

Establishing EV etiquette

Assisting public charger maintenance

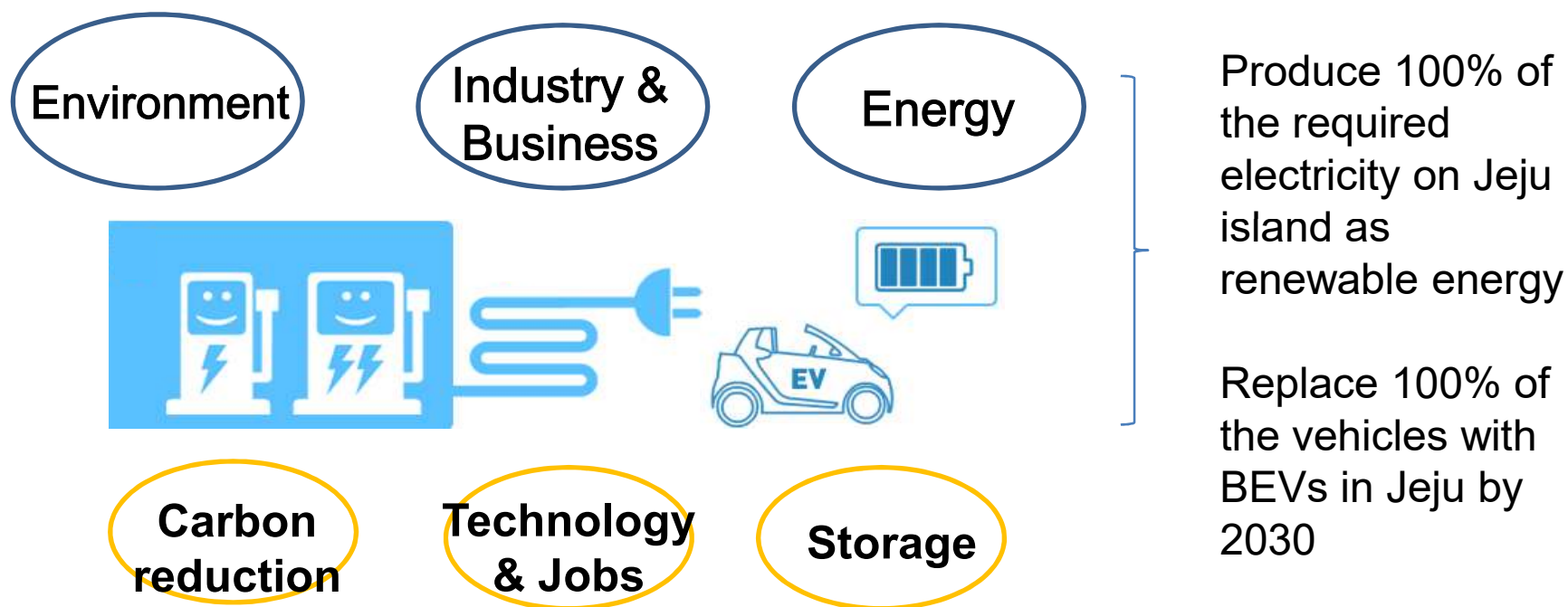
6: Diverse opportunities to experience BEVs

- Activities to increase awareness of BEV are:
 - EV eco rally event
 - EV road parade
 - Test driving center
 - EV expo with partnership



7: Linking with energy and environment plans

■ Carbon-free Island Jeju by 2030 plan (CFI plan)



8: Mid-/long-term BEV strategic initiatives

- Since 2015, BEV strategic initiatives has been established.
- The initiatives are modified and upgraded every two years.

| Implementation strategies | Strategic initiatives |
|--|--|
| Expanding BEV dissemination and charging infra | Transition of vehicles in operation in the province to BEVs Realize zero inconvenience in charging and using BEVs |
| Creating BEV industry ecosystem and nurturing related industries | Reinforce the establishment of the foundation for the BEV industry ecosystem Revitalize the local economy through the focused nurturing of BEV industries Create new industries linking with national strategic programs on BEVs Thorough preparation for changes to BEV-based future society |
| Creating BEV culture & refining institutions | Reinforce the roles and image of Jeju as a global center of BEV Expand BEV users' participation and lead BEV culture Refine BEV institutions/organizations and reinforce collaboration |

Source: Mid-/Long-term Plan to Expand BEV Dissemination and Nurture the Industry, Jeju Special Self-Governing Province, 2018.3

Governance

Approval

Legislation

Budget

Planning

Execution

EV
committee

Jeju Provincial Government
EV dissemination team
EV industry and business team

Company
University

International
EV EXPO

Jeju Provincial Council
(EV code)

Jeju Research Institute
(Research and Policy)

EV
Supporters

Jeju EV code

Jeju EV plan

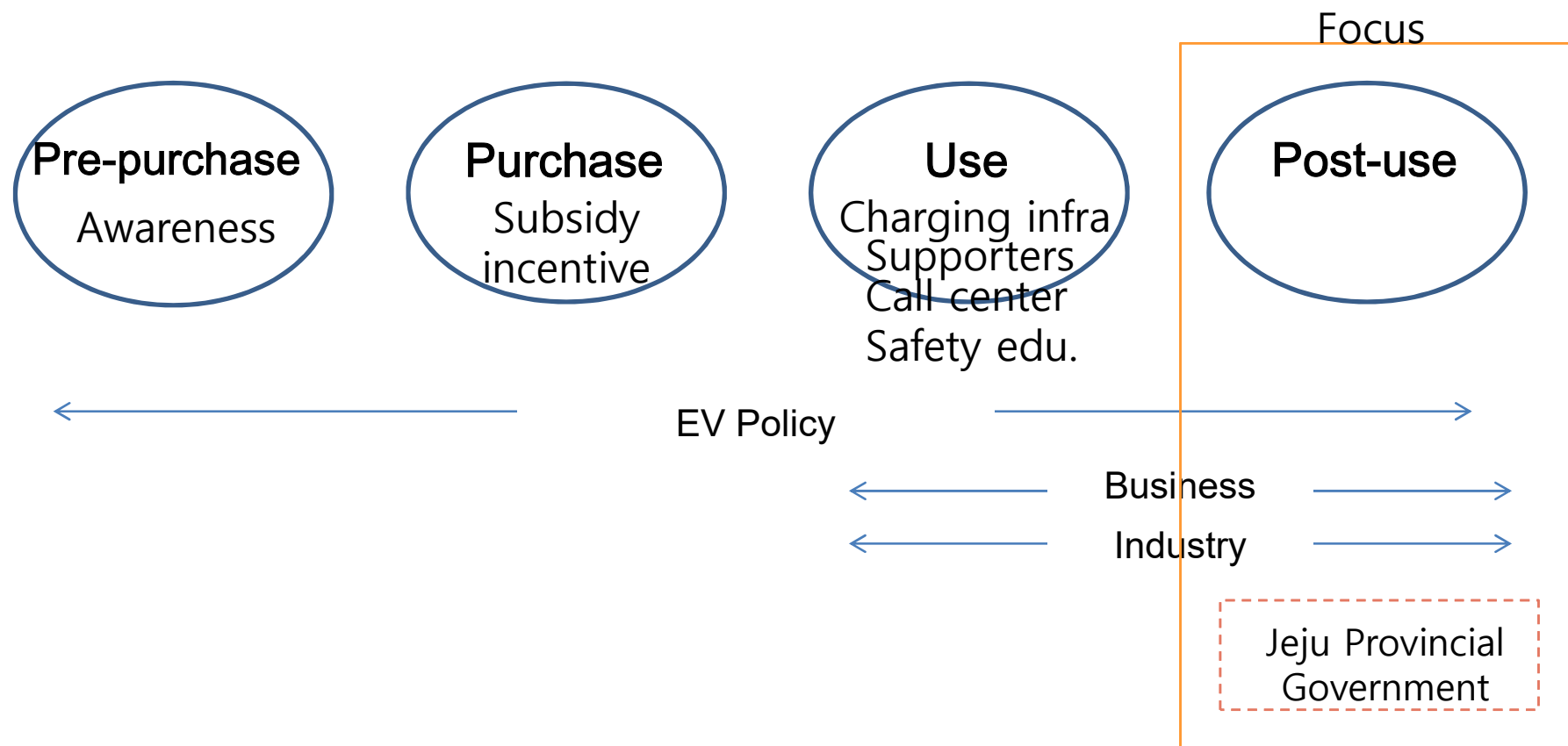
Jeju Techno Park
(EV battery center, EV
education, R&D)

Jeju Energy Corporation
(EV chargers)

Recent Policy and Issues

- Jeju was selected as Special Regulation-Free Zone for EV Charging service, aiming to build the country's best charging infrastructure.
- EV Battery Commercialization Center started to run for full-scale pursuit of EV battery management, reuse and relevant industries.
- Jeju plans for greenhouse gas emission offset project based on greenhouse gas emission reduced by EVs.
- Jeju develops a research project that can recycle diverse parts of used EVs.

Conclusions





Thank you