

Smart Mobility Workshop

Electric Vehicle Policy in Jeju and Key Factors for its Success

Sanghoon Son, Ph.D

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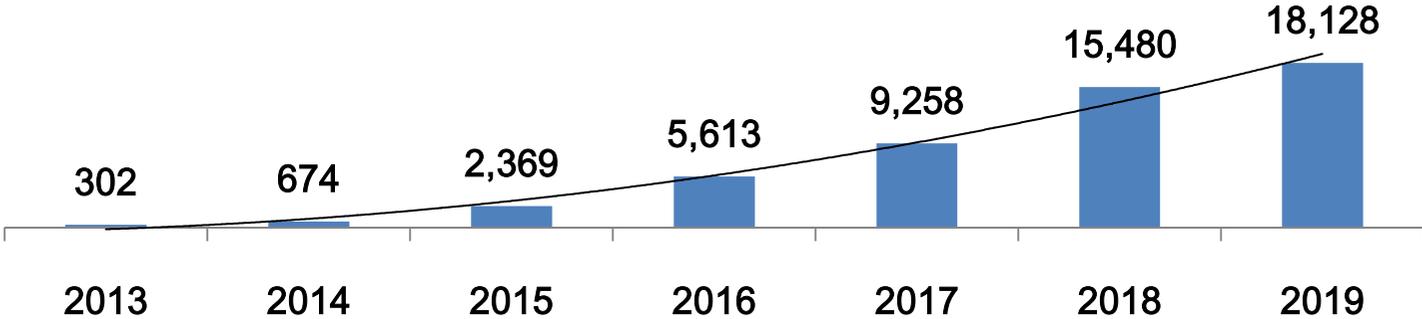
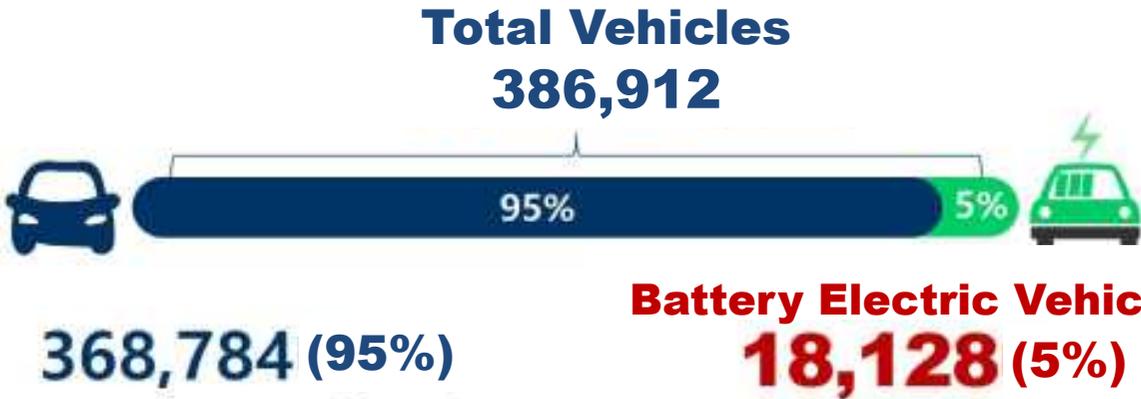


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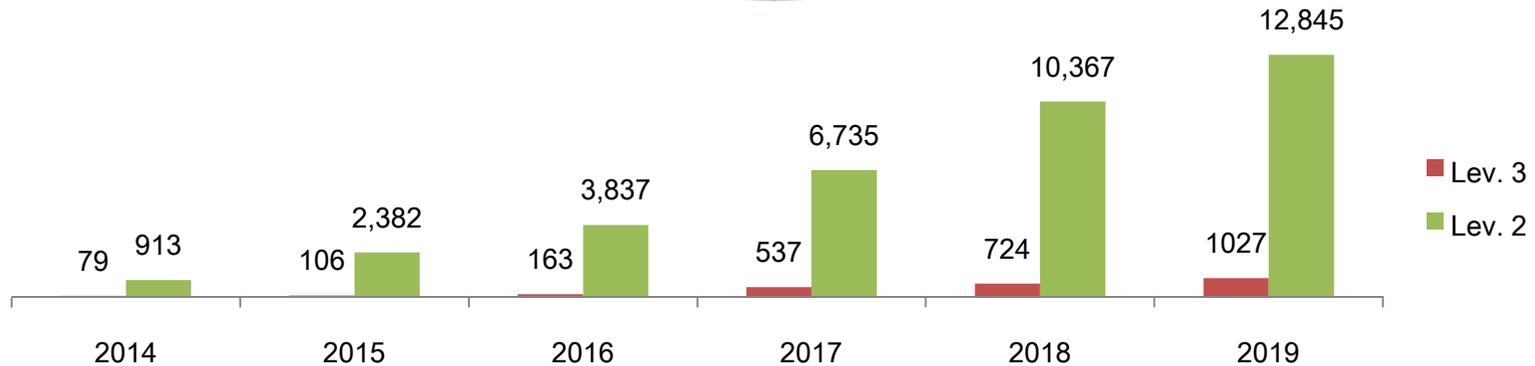
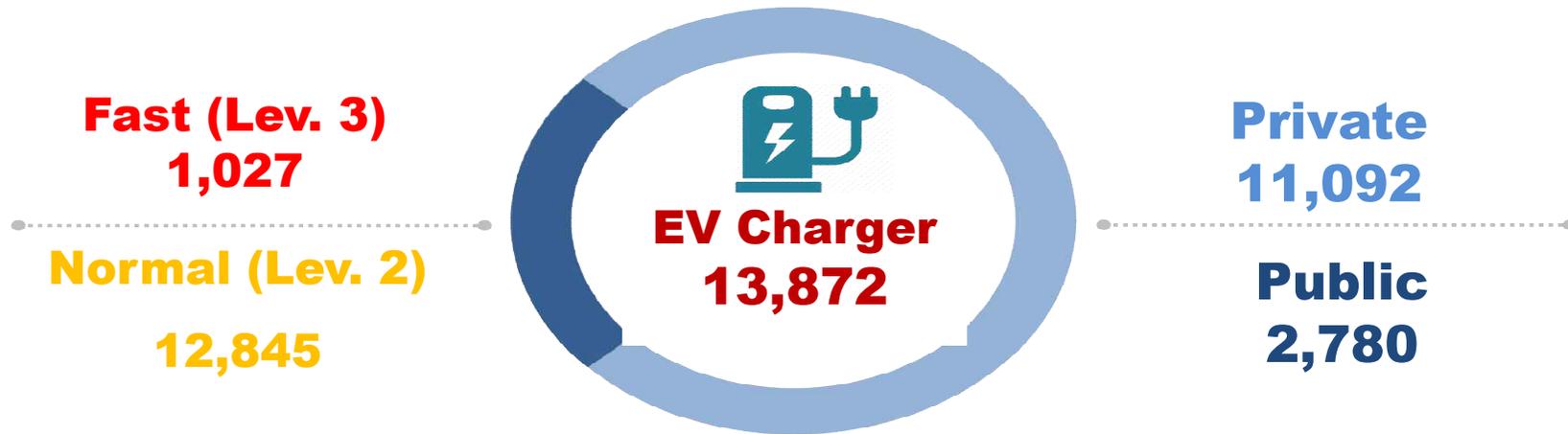
Battery Electric Vehicles registered in Jeju

As of 2019.12.31



EV Chargers in operation in Jeju

As of 2019.12.31



Key factors driving BEV growth in Jeju

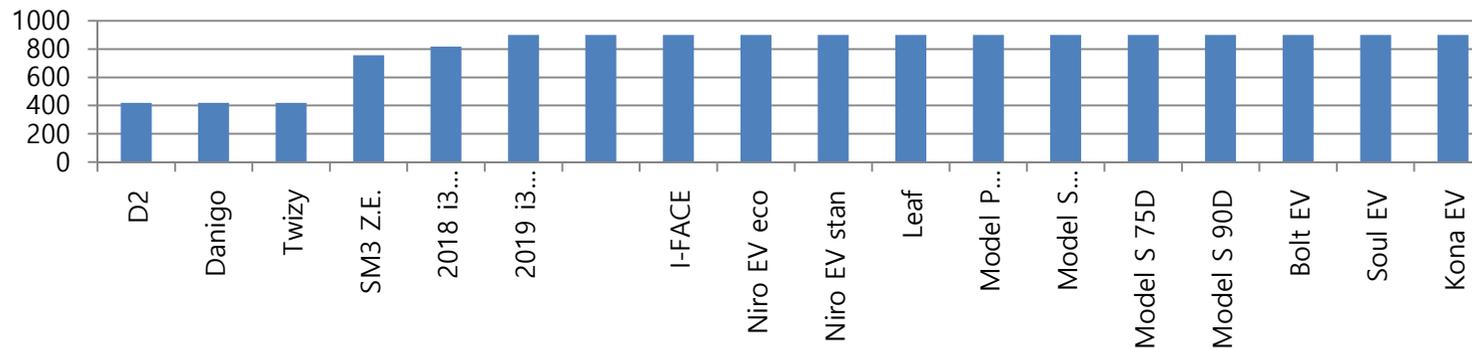
- Factor 1: High BEV subsidy and tax breaks
(with incentives: free parking, free admission, free charging, etc.)
- Factor 2: BEV dissemination for the public sector and businesses
- Factor 3: Increase of charging infra responding to the increase of BEVs
- Factor 4: Improving convenience of BEV use – 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 quires 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

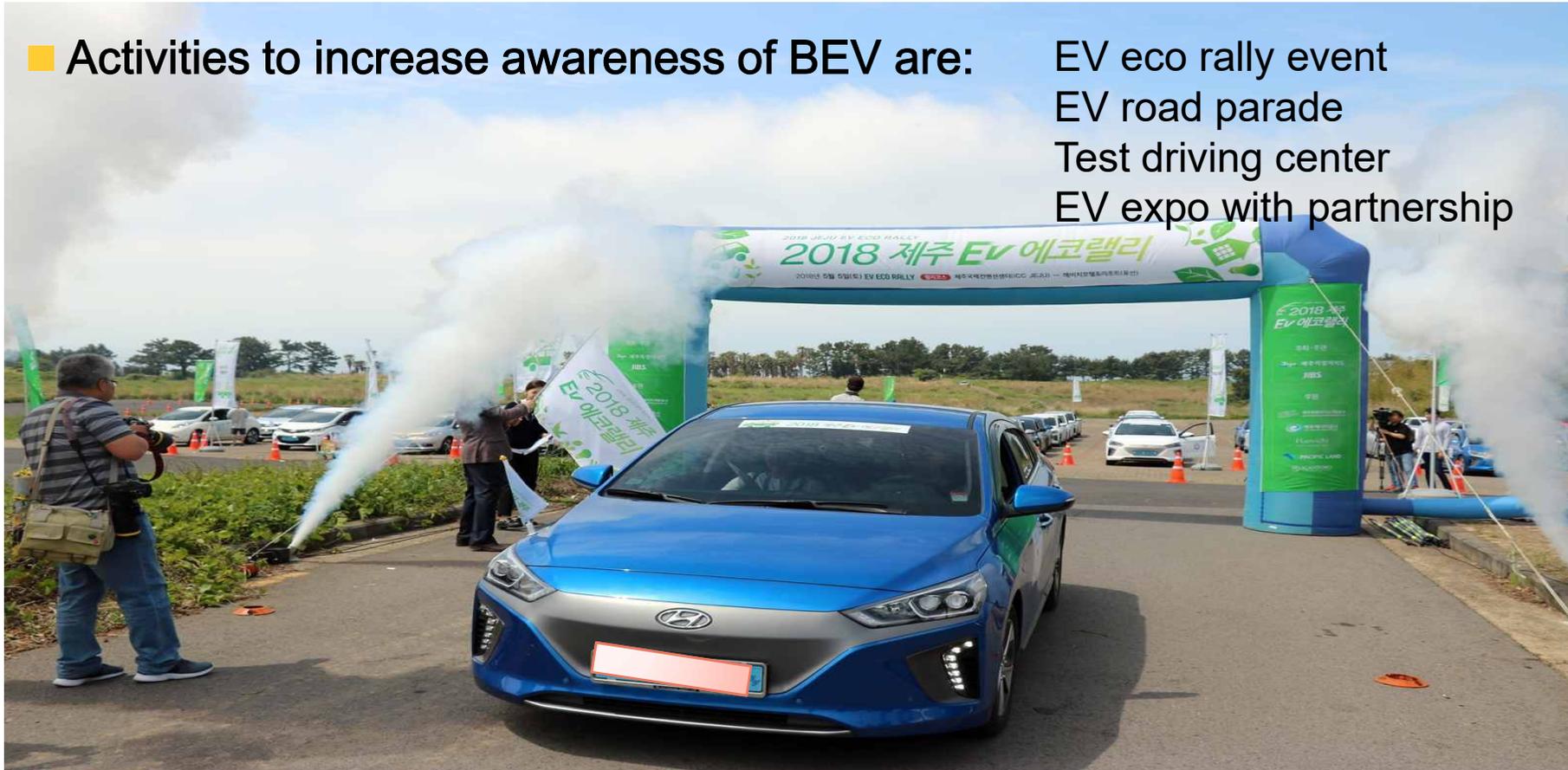
Proposing user-oriented policies

Establishing EV etiquette

Assisting public charger maintenance

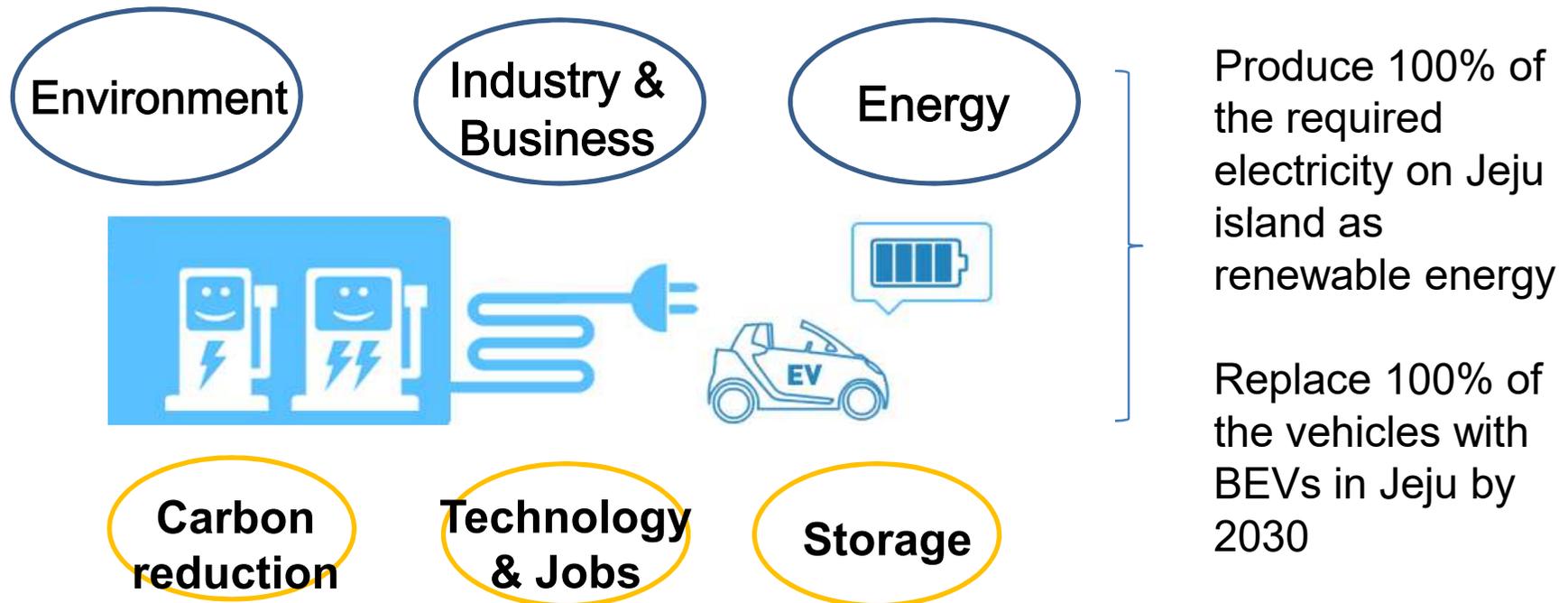
6: Diverse opportunities to experience BEVs

- 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

Jeju Provincial Council
(EV code)

Jeju Research Institute
(Research and Policy)

International
EV EXPO

EV
Supporters

Jeju EV code

Jeju EV plan

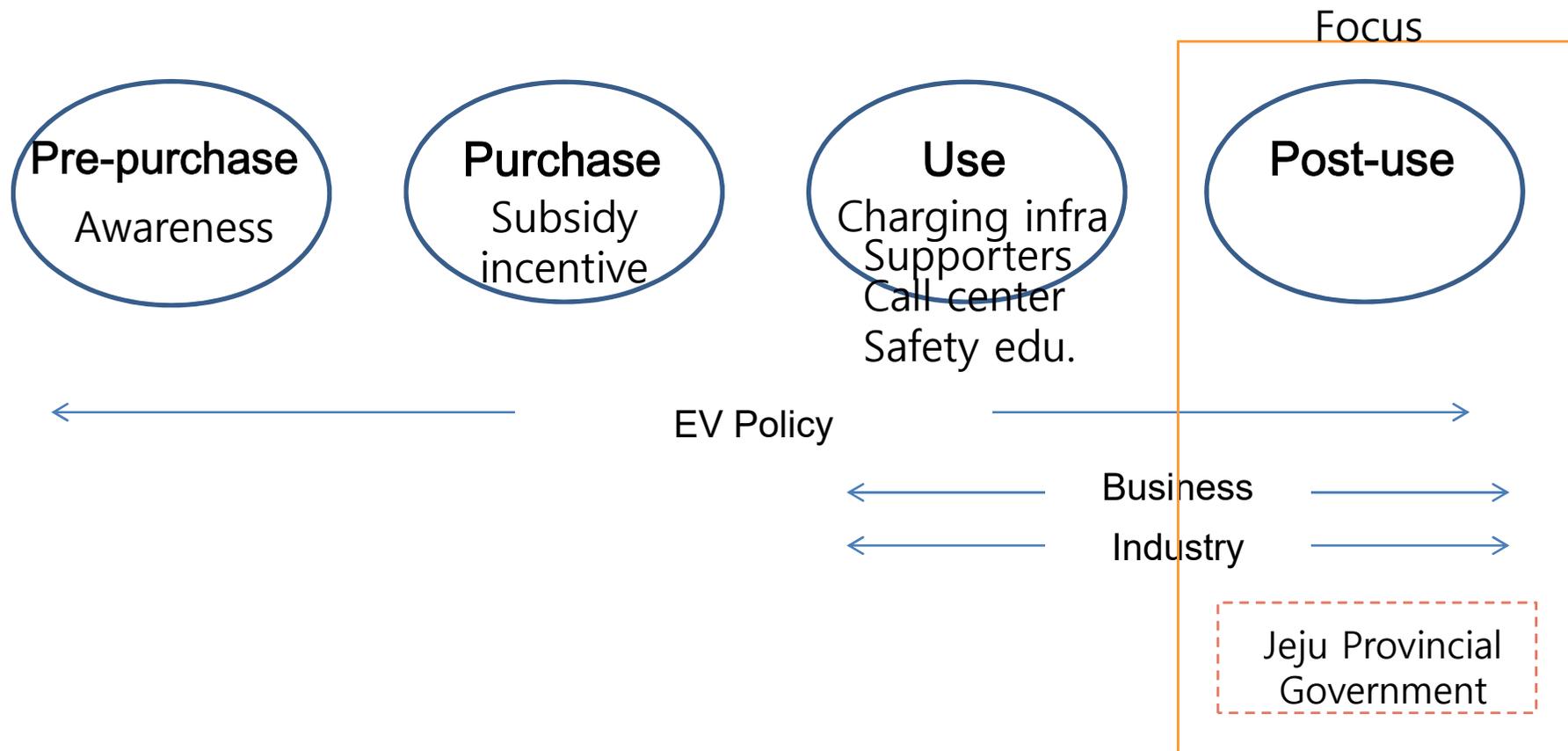
Jeju Techno Park
(EV battery center, EV
education, R&D)

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