



ruta
eléctrica
MONTEVERDE



Gulf of Mexico

The Bahamas

Turks and Caicos Islands

Cuba

Cayman Islands

Jamaica

Haiti

Dominican Republic

Puerto Rico

British Virgin Islands

YUCATAN

CAMPECHE QUINTANA ROO

Belize

Guatemala

Honduras

El Salvador

Nicaragua

Monteverde

Costa Rica

Panama

Caribbean Sea

Aruba

Curaçao

Montserrat

Dominica

St Lucia

Barbados

Grenada

Trinidad and Tobago





6,000 locals
250,000 visitors each year



Monteverde Commission for Resilience to Climate Change

Unite Monteverde to

- **reduce emissions**
- **capture carbon**
- **adapt to climate change**



CORCLIMA is a network of leaders





Pacto de los Alcaldes
para el Clima y la Energía





ADIÓS

**COSTA RICA
CARBONIZADA**



HOLA

**COSTA RICA
DESCARBONIZADA**

**Transform the fleet of
light vehicles to zero
emissions, powered
by renewable energy,
not of fossil origin.**

- 99% Electric Grid – Renewable
- 83% of Fossil Fuels in CR are for Transportation



National Climate Change Strategy

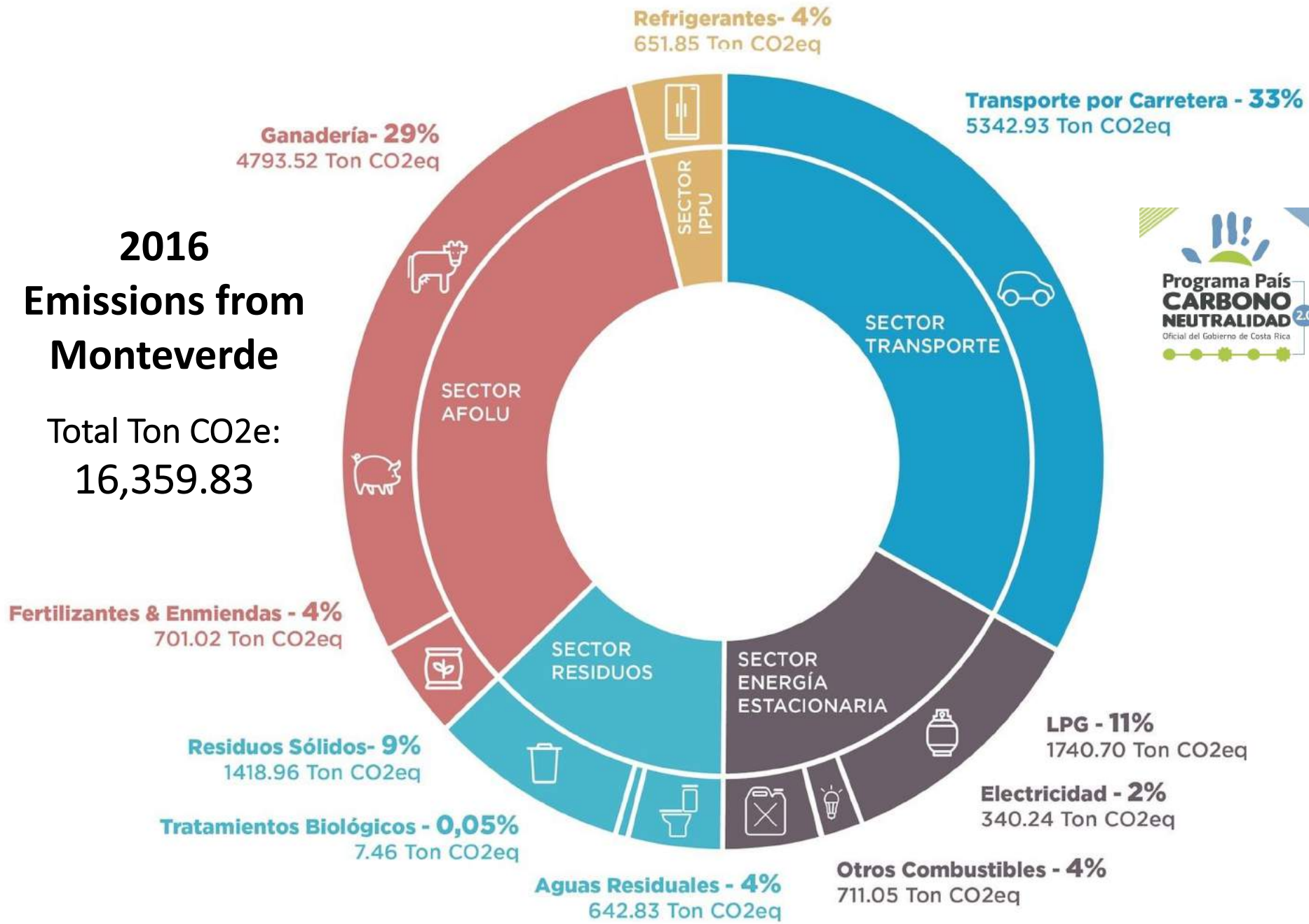
- Mitigation
- Adaptation

- Measure changes
- Develop capacity and technology
- Educate and change culture
- Mobilize resources



2016 Emissions from Monteverde

Total Ton CO₂e:
16,359.83



1980



2017



Car travel equals 8% of global emissions.

Tourism is Costa Rica's largest source of foreign income



Programa País
**CARBONO
NEUTRALIDAD** 20
Oficial del Gobierno de Costa Rica



**Portafolio de Acciones de
Mitigación de Emisiones de
Gases de Efecto Invernadero a
Escala Cantonal de Costa Rica
Tema: Movilidad Sostenible**

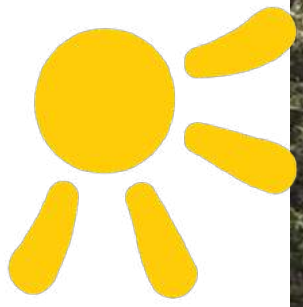


Regional Mobility Plan

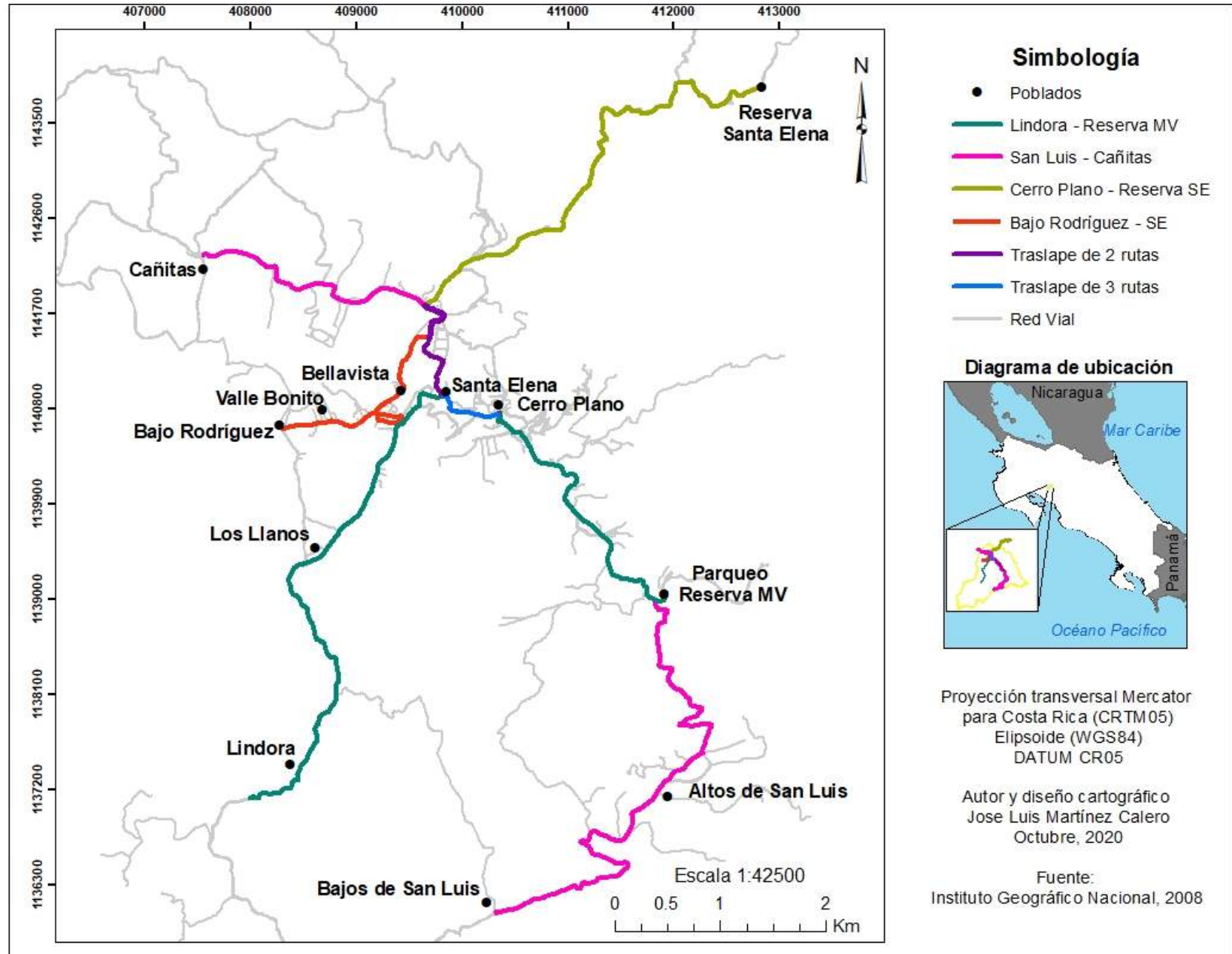
Reduce the number of cars.

Accelerate the transition to electric vehicles.





Establish a local public bus system for locals and visitors alike.

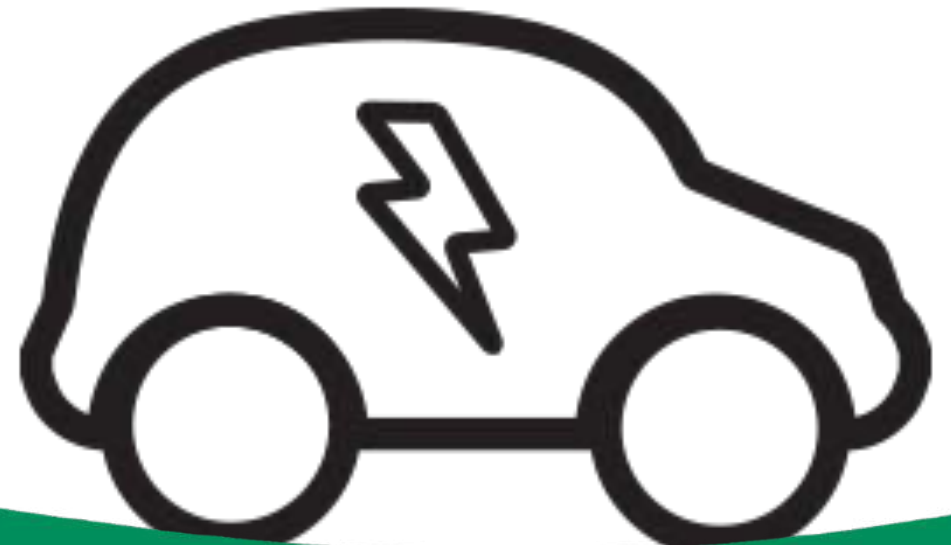








**How can we accelerate
the transition
to electric mobility while
supporting tourism?**







Travellers want EV options but have range anxiety.

- **75% EV = Good for the environment**
- **65% Would choose an EV**
- **65% Main Limitation is Range**

**October
2017**

**Mónica
Araya**

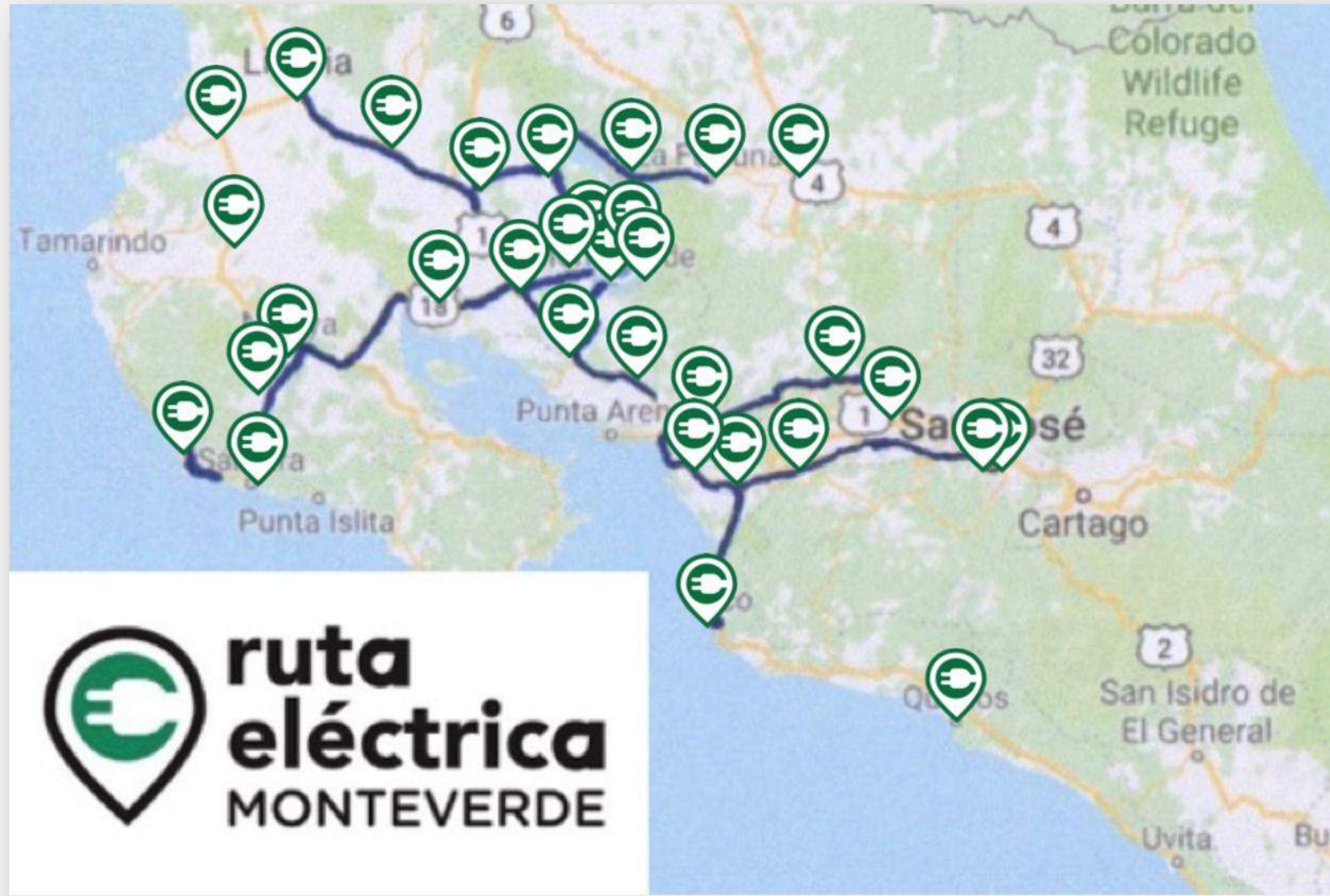
Conocer los escenarios de infraestructura:
Monteverde debe ser activo en esto.



nte: Utgard, Bjorn 2017 "Esencialmente f

Costa Rica Abanderar la Movilidad Eléctrica"

An EV Friendly Community offering a network of charging points



**Charge
with
a purpose**



October 2018



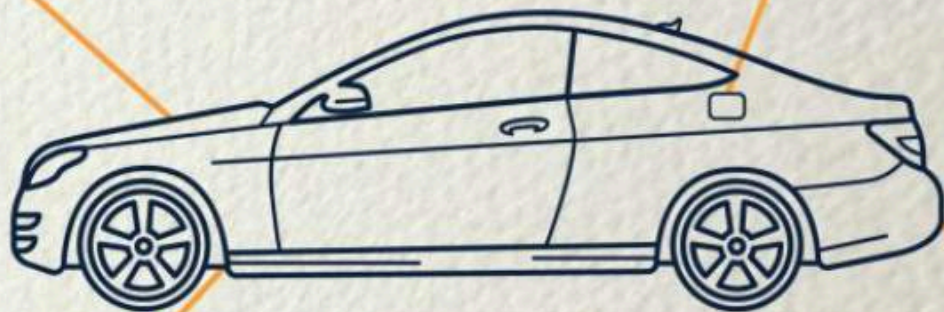
¿Cómo identificar un Vehículo **Eléctrico**?



Puede tener
doble cajuela



Usa un enchufe
para cargarse



No hace ruido



No tiene mufla





120 V

1. Prototyping the first Ruta Eléctrica

- Charging Points, 120v 240v
- Signage
- Virtual Map
- EV friendly businesses
- Technical support

Charging points with signs



EV charging infrastructure

Basic sockets

Level 1

The cost of a plug.

120V = 8-10 hours

240V = 3-6 hours



Semi-rapid chargers

Level 2

\$600-\$2,000

3-4 hours



Fast-chargers

Level 3

\$50,000

20-30 minutes



Friendly
business
people.




**120 V
CHARGING POINT**

For customers only
Free of charge

VOLUNTARY CONTRIBUTION ACCEPTED

**ruta
eléctrica
MONTEVERDE**

Information about how to locate charging points

The screenshot shows a Google Maps interface for an electric route in Monteverde, Costa Rica. The browser tab is titled "Ruta Eléctrica Monteverde - Google Maps". The address bar shows the URL: [google.com/maps/d/u/0/viewer?mid=1Gk76fC5uhtl7d3NkipLRcerY7E7U0RAG&ll=10.318164516048725%2C-84.8232195618567&z=14&fbclid=I...](https://www.google.com/maps/d/u/0/viewer?mid=1Gk76fC5uhtl7d3NkipLRcerY7E7U0RAG&ll=10.318164516048725%2C-84.8232195618567&z=14&fbclid=I...)

The map displays a route through the region, with several charging points marked by green and orange icons. Key locations labeled on the map include LA CRUZ, PERRO NEGRO, and SAN PEDRO DE PASADILLA. The map also shows the boundaries of GUANACASTE PROVINCE and PUNTARENAS PROVINCE. Other points of interest include Sky Adventures Monteverde Park, Selvatura Adventure Park, and Monteverde Cloud Forest Biological Preserve.

The sidebar on the left provides additional information:

- Ruta Eléctrica Monteverde...** (Search icon and menu icon)
- The first EV Friendly Community in Costa Rica.** Orange = 240V. [SHARE](#)
- Lodging** (checked)
 - Los Pinos - Cabañas & Jardines
 - Casa Batsú
 - Hotel Belmar
 - Cala Lodge
 - ... 34 more
- Restaurants** (checked)
 - Cabure - Chocolatería & Restaurant
 - Restaurante Mina de Oro
 - Cafe & Macadamia Lago Arenal
 - Restaurante Tabaris Caldera
 - ... 9 more

At the bottom of the map, there is a Google My Maps logo and a scale bar indicating 500 meters. The map data is dated ©2020.

Technical support





2. Promotion:

- Launch
- Web Site – Social Media
- Videos
- Live Talks - Radio - Podcasts
- Rent a Cars – Travel Agencies
- ICE – WAZE – Google Maps
- International Associations

Launch: August 2019



Press



Monteverde se posiciona como destino ecoturístico de cero emisiones

[Ir ↑](#)



Costa Rica, a la espera de la ansiada electromovilidad

[Ir ↑](#)



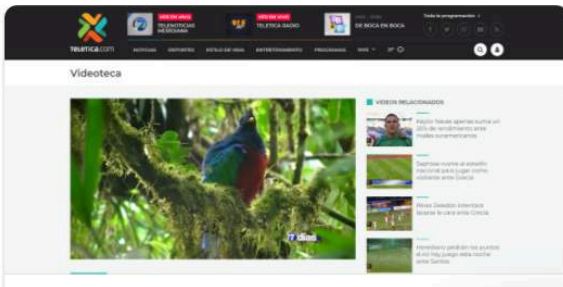
Desde el Parque, Radio 870 UCR

[Ir ↑](#)



Niños y adultos marchan por el clima entre las nubes de Monteverde

[Ir ↑](#)



Social Media Campaign

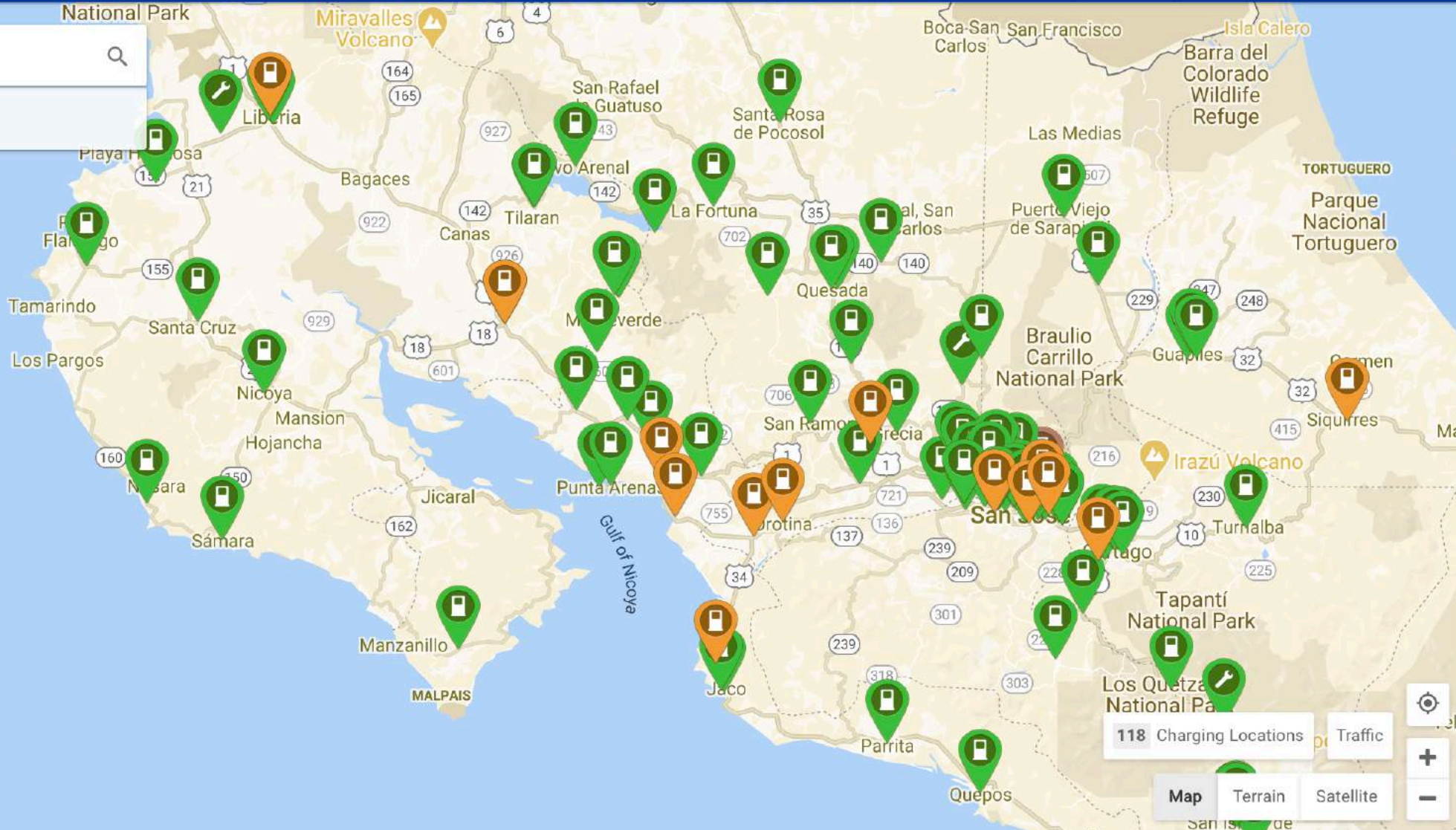
The Pioneers of the Ruta Eléctrica



Apps

Search for a Charging Location

7 Plugs 20+ Networks



Podcasts



QUIÉNES SOMOS

MIDIENDO CAMBIOS

ACTÚE ▾

RECURSOS ▾

INVOLÚCRESE



Resiliencia (Inglés)

Cómo los vehículos eléctricos están haciendo más resiliente a Costa Rica por

Guy Ginsberg

[Escuchar ↑](#)

La primera Ruta Eléctrica para el Ecoturismo



La Primera Ruta Eléctrica para el Ecoturismo

Es una red de apoyo para que las personas que quieran visitarnos en un carro eléctrico.

[Escuchar ↑](#)

Local Fairs and Test drives



National and International Tourism Fairs





asomove

Rent-a-Cars and Travel Agencies



3. Scaling: Rutas Eléctricas Costa Rica

- Other municipalities
- How to Manuals
- Integrating Public-Private efforts
- National Association
- Measuring Impact





Rediscover Costa Rica

A small investments program for the economic recovery of tourist areas in Costa Rica



The Tourism Industry is onboard...



Monteverde Chamber of Tourism



Hotels, restaurants, and tourist attractions



The Costa Rican Chamber of Ecotourism and Sustainable Tourism (CANAECO)



Edventure Travel

The Government is our partner



President's Commission to Coordinate Infrastructure, Mobility and Territorial Planning



State-owned utility (ICE Group)



Costa Rican Tourism Institute (ICT)



Ministry of the Environment and Energy (MINAE)

Some lessons

- **People need 240V.**
- **Protect plugs from weather.**
- **Meet technical requirements.**



Some challenges:

- The law: in CR only the national electric company can accept payment at charging points.
- Motivating more car rental companies.
- Measuring and monitoring.



**A solution
for you?**

**Solar
charging
stations**





Thank you!

