



Start guide

National Drive Electric Week

Summer, 2014



European Union



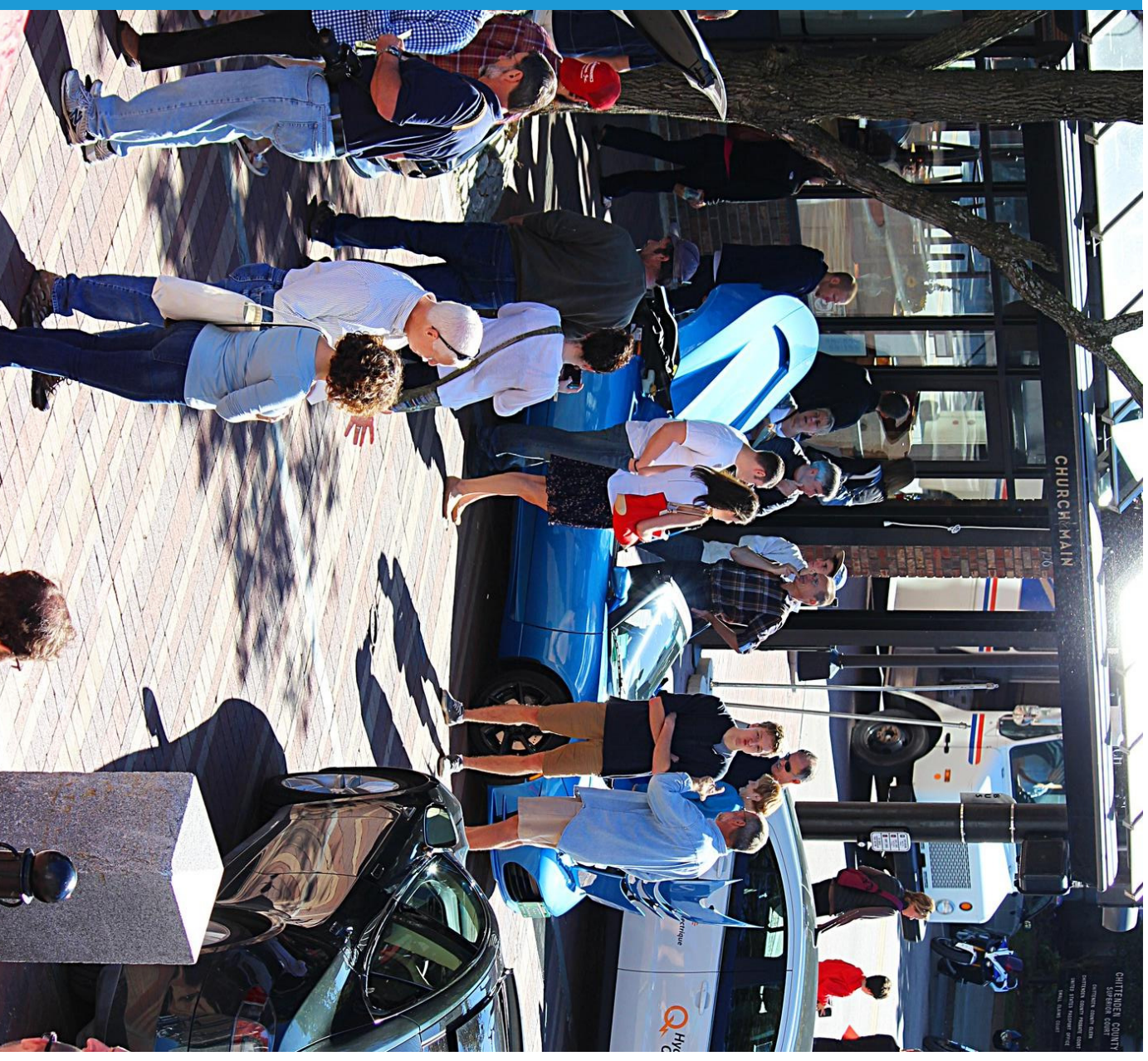
The European Regional Development Fund

The **National Drive Electric Week** is an annual event to promote the myriad benefits of (plug-in) electric cars. In the United States the event is a nationwide success. In 2013 the event took place in up to 100 cities coast to coast and reached 38,000 consumers. In 2014 the event will take place in up to 200 cities coast to coast. The next step is to introduce the National Drive Electric Week in Europe. The aim of this start guide is to enthuse and to support European initiator of Drive Electric Events.

The success of the Drive Electric Week arises from the fact that most events are organized by volunteers. This start guide provides practical information and tips for initiators on how to organize a Drive Electric Week event in European cities.

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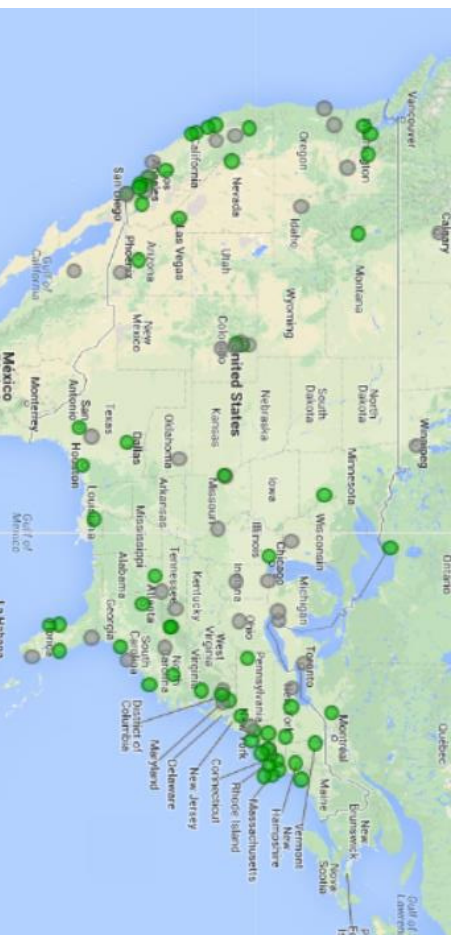


1. About the National Drive Electric Week

In the United States the National Drive Electric Week is a nationwide celebration to heighten awareness of today's widespread availability of electric vehicles and highlight the benefits of electric cars, trucks, motorcycles and more. They are fun to drive, are less expensive and more effective in saving fuel than gasoline vehicles, are better for the environment, promote local jobs and reduce the dependence on foreign oil. However, many people are not familiar with electric cars at this moment. The goal of the National Drive Electric Week is to raise the awareness of the benefits of these vehicles to consumers, policymakers, the media and the general public.

The 'Label' National Drive Electric Week

The National Drive Electric Week in the United States is a label which collects and brands all activities that promote the benefits of electric vehicles in the third week of September each year. Also is during this week the yearly European Mobility Week. In the United States in 2014 up to 200 of these events will be organized in cities from coast to coast. The map below shows the planned events until July 2014 in the United States in 2014. With all the local events together it is possible to gain nationwide attention for electric vehicles.



The National Drive Electric Week organization

In the United States the National Drive Electric Week is a nationwide platform hosted by Plug-In America to promote and support the activities volunteers are organizing all over the country. This central organization provides practical information on how to organize the activities and how to promote the benefits of electric vehicles. The organization also offers a platform to register and promote events and to attract participants, volunteers and visitors. The central organization does not provide any financial support to the local events. The local events are fully self-sufficient.

In Europe there is no central organization to promote and support the events yet. For events in Europe we suggest to use the National Drive Electric Week organization in the United States for the time being. Be aware that some cultural difference may occur between the way of organizing events in the United States and Europe.

The local event is the driving force

The National Drive Electric Week wants to celebrate and promote the benefits of electric vehicles. Therefore volunteers are organizing events nationwide to get the public in touch with electric vehicles. The local events, big or small, offers several kind of activities to get familiar with the electric vehicles. These events are typically EV parades, ride-and-drives, press conferences, stands offering information amongst other things to tell the electric mobility story.

The organization of each event is self-sufficient: they organize and finance the activities on their own. Most of the time the events are organized by local voluntary initiators supported by other volunteers. Also municipalities and NGO's can host Drive Electric Week events. In Europe we have already seen that the first events were organized by municipalities, NGO's and entrepreneurs instead of volunteers from the local community.

Example event in Herndon, Northern Virginia

This event was organized under the label of National Plug-In Day in September 2013, before the label changed to National Drive Electric Week. The organization of this event was supported by MOM's Organic Market and MDvolt.org.

The organization brought visitors together with owners of electric vehicles to help them understand the benefits of electric vehicles. The event organized an EV showcase, ride-and-drive and more. The EV showcase enabled the visitors to see electric vehicles from Tesla, Nissan, Ford and others. The ride-and-drive made it possible for the visitors to experience the fun of driving an electric car.

The organization of the event used the flyer on the right hand side for their promotional activities.



Saturday September 28, 2013
10AM - 2PM

At select MOM's Organic Market locations
College Park • Timonium • Waldorf • Herndon
(booths located in parking lots)

- See Electric Vehicles from Tesla, Nissan, GM, Ford, Toyota and others
- Experience the fun of riding in or driving an electric car
- Talk with EV owners about the benefits of EVs
- Learn how easy it is to charge an electric car
- Receive free giveaways
- Celebrate award presentations and more!



Register at www.pluginday.org

The **history** of the National Drive Electric Week starts in 2011 as the National Plug In Day. The simple idea for the National Plug In Day is to promote electric driving across the country with simultaneously events all over the country.

Due to the popularity of the National Plug In Day in 2011, 2012 and 2013 it was possible to expand the event to an entire week of events and the organization has changed the name to emphasize the thing we all want to do: drive electric. The expectation is that the National Drive Electric Week in 2014 will grow even further. At this moment volunteers are organizing events in 200 cities from coast to coast in the United States for the 2014 edition of the National Drive Electric Week.

The next step is to continue growing in the United States and start with the National Drive Electric Week events in Europe.



2. Five times why

The Drive Electric Week wants to raise awareness of electric vehicles benefits. Therefore in the same week every year nationwide events to promote electric vehicles are organized. Five reasons why behind the success.

1. New people see and drive new cars

Electric vehicles are already available in a wide variety. Almost all of the car manufacturers have an electric car in their fleet or will get one soon. However, many people are unfamiliar with electric vehicles. The National Drive Electric Week brings electric vehicles to the people. Due to the local character of events the electric vehicles become visible to new people and they have the opportunity to drive an electric car for the first time. Activities like an Electric Tailgate Party, EV Showcase and ride-and-drives works well to get a wide visibility of electric vehicles. These activities works well to get electric vehicles on top of mind with the public.

2. Each electric car driver can reach ten people

The National Drive Electric Week is successful because the car drivers are promoting the electric vehicles themselves. We have learned that new people are more open to the story of the electric car drivers than that of a car salesman. Past events have shown that one volunteer can easily reach ten new people. With a small group of volunteers even a small local event is able to reach a critical mass. Activities like the EV Showcase and Electric Tailgate Party work well to get new people in touch with the electric car drivers and owners.

3. Driving starts changing the conception

New people are very often not familiar with electric vehicles and many of them have preconceptions. Their view changes when they drive an electric car for the first time. Very often they are surprised and get enthusiastic. When someone drives an electric vehicle for the first time he or she experiences the benefits like the fun, the silence, the high torque and acceleration. A ride-and-drive activity therefore works well to get the first time electric car driving experience.

4. Gaining visibility for electric vehicles

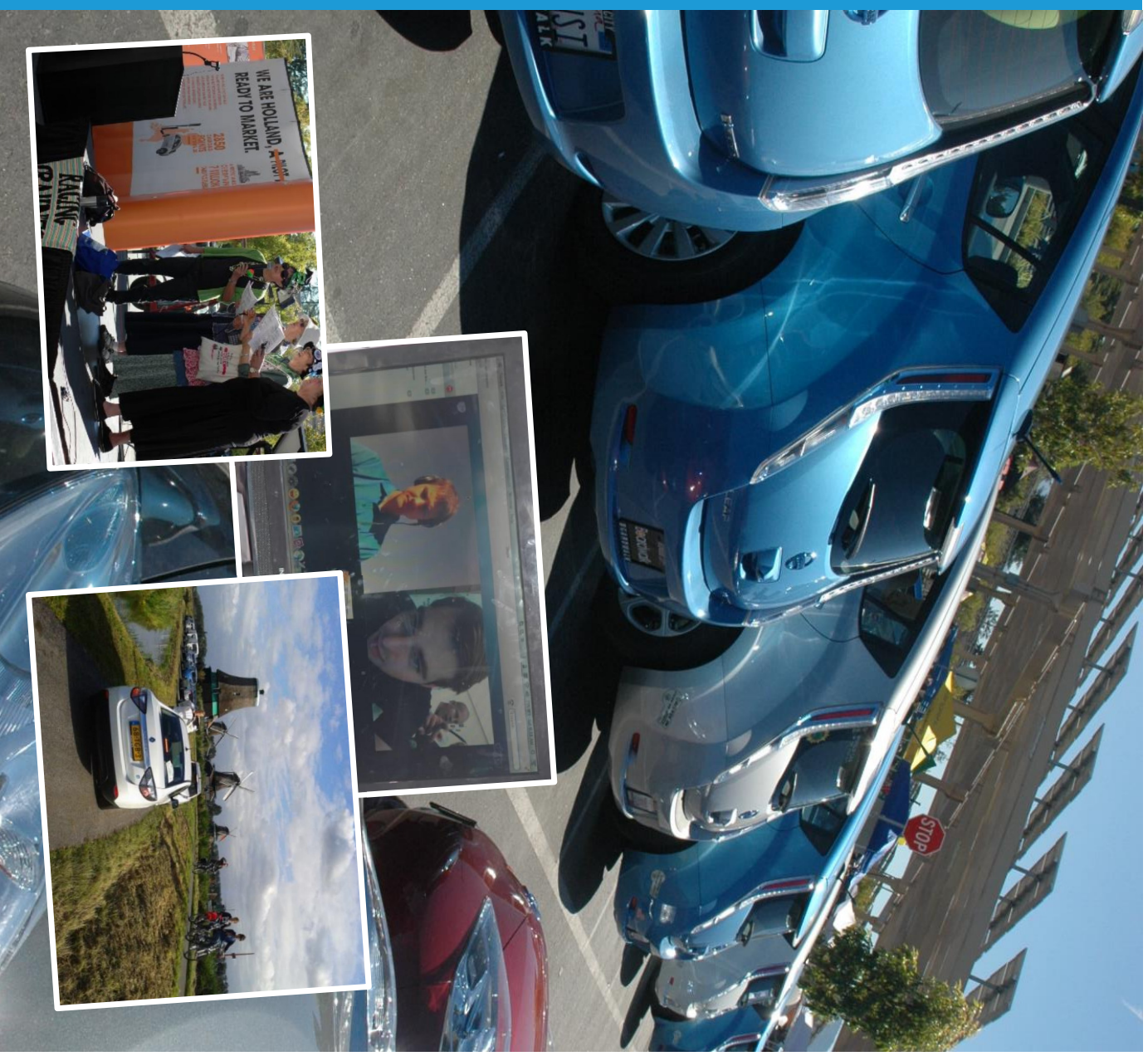
The National Drive Electric Week works well to achieve a wide spread visibility of electric vehicles. On local level consumers, policy makers and other local organizations can be involved. Due to the coast to coast character in the United States the concept exceeds the local level and gains a nationwide attention.

5. The events are a platform for the policy makers and local companies

Local municipalities and companies are often interested in giving some very helpful (financial) support to the organizing committee. For example for policy makers the event is an opportunity to speak about their activities to improve sustainability and promote electric vehicles. For companies the events are an opportunity to present their products and services to the public.

The **Amsterdam e-Challenge** in 2013 was the first International Drive Electric Week event in Europe. The e-Challenge is an unique event in which 150 social responsible CEOs, politicians and journalists drive a fun rally across Amsterdam City Center in over 100 electric vehicles. The objective of the event is to acquaint senior executives, politicians and society with driving electric and enthuse them for sustainable mobility.

The Amsterdam e-Challenge had a live internet connection with the National Drive Electric Week events in Los Angeles and Silicon Valley, supported by the Coast to Coast e-Mobility program. This event is an example of global opportunities to promote the benefits of electric vehicles for the Drive Electric Week events. In 2014 the globalization of the Drive Electric Week Events will continue with several events organized in Europe. Some examples are given in chapter 5.



3. Roadmap for organizing your Drive Electric Week event

This roadmap provides hands on information to organize local events for the Drive Electric Week. We suggest the following steps to organize an local event to the local committees:

1. Initiate a local event and set up a committee (March)
2. Preparation (April – June)
3. Promotions (June – September)
4. Enjoy the event (September)
5. Follow up and evaluation (September – October)

Below detailed information for each step is given. Keep in mind that the National Drive Electric Week takes place in the third week of September. For organizing a successful event we recommend to start the preparation in the March before.

1. Initiate and set up a committee (March)

Each Drive Electric Week event starts with a local initiator, the city captain. The initiator can be a volunteer, municipality, NGO or similar. The city captain is in charge to oversee the entire local Drive Electric Week effort. However, it is important to involve a group or committee in the planning process. By having more people involved in he organizing, the committee will be able to generate more ideas for a successful event, bring in the relevant network and spread the word around more easily. We suggest to divide tasks (e.g. promotions, funding, finding volunteers, locations etc.) within the team, taking into account each persons own personal and professional network and skills.

The event committee needs commitment of each team member. We suggest to determine the goals for the event (in type of amount of visitors, media coverage, etc.) together with the team. This creates support for the goals and gets the noses pointing in the same direction.

2. Preparation (April – June)

The activities to organize a Drive Electric Week event at least consist of finding a location, choosing and organizing the event activities, committing volunteers and fulfill the funding need.

- There are many possible activities to promote electric vehicles during the Drive Electric Week events. We suggest to **choose some activities** that fits to the goals of the committee. Each event can set up their own activity scheme. Some committees choose to organize activities on several days during the event week, others choose for one or two activities on a single day.

Choosing the activities should be done with the local setting in mind. We suggest to choose activities that suit to the local community. If that information is not available, get in touch with existing community events to find out which kind of activities will be popular and effective. Secondly, be aware of the resources needed and the availability of these resources. For example in organizing an electric car rally you should be sure that enough cars are available and on a ride-and-drive enough cars and charging infrastructure is available at the event location.

- **Gathering volunteers** to organize a successful event is necessary. The number of volunteers needed depends on the activities the committee has chosen. Gathering volunteers works best by asking people in the network of the organizing committee and asking the local community.
- Depending on the activities chosen the event **needs electric vehicles**. The local community can be asked for their support for example by providing electric cars (and volunteering during the event as well). Many of these people are more than willing to take people for drives and are proud to show off their set of wheels. For the local dealers the Drive Electric Week event is an opportunity to show their product to a friendly audience. Having a salesman present may be beneficial so he or she can help answer questions. Companies who have electric cars in their fleet can also be invited to join the event. Keep in mind that the Drive Electric Week is about promoting electric vehicles and not one company or product over another.

Tips for the event location

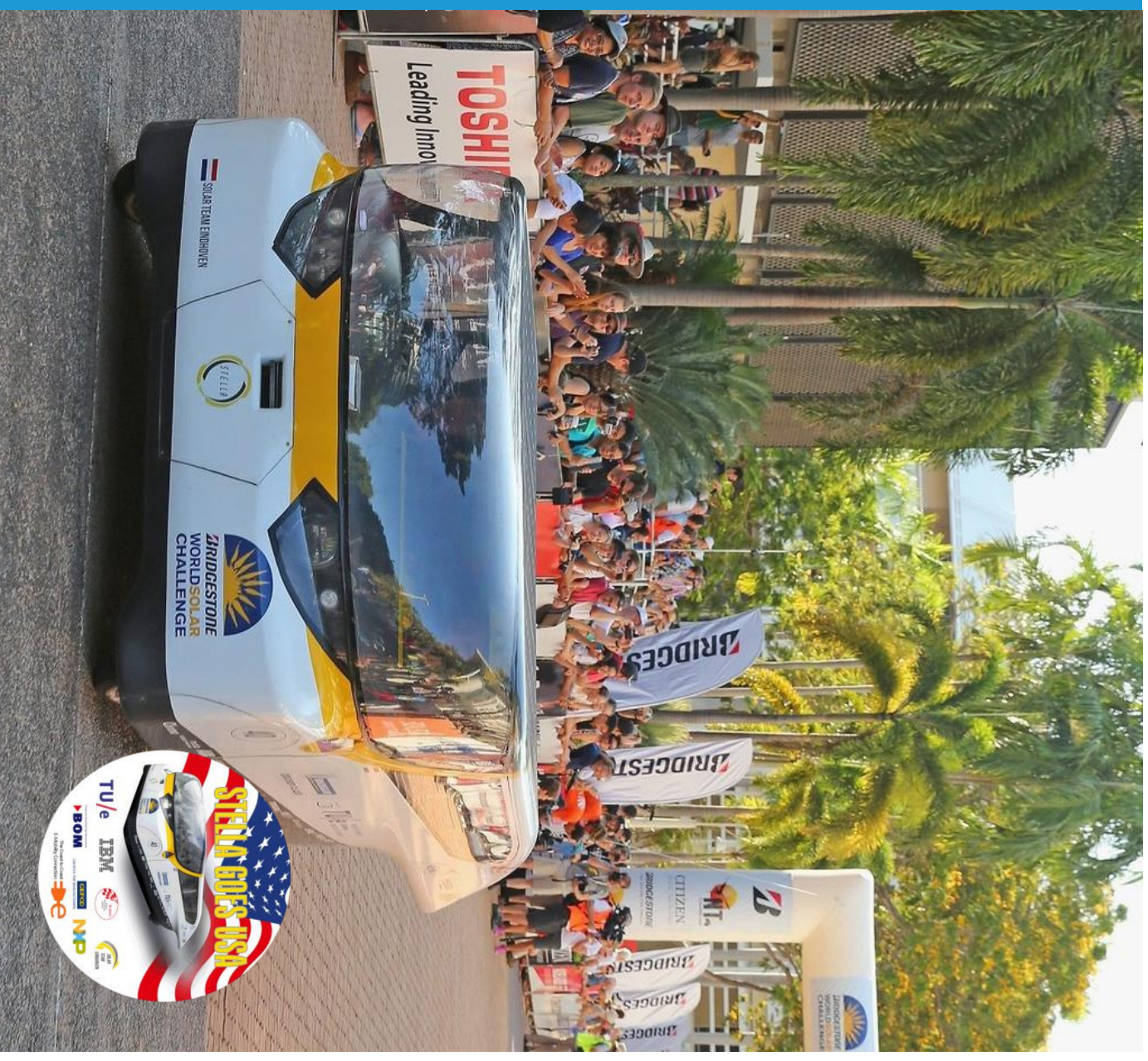
1. Keep away from unattractive locations.
2. Be aware of permissions or permits that may be necessary.
3. To help the EV movement thrive, it is necessary to reach out to the people who know little of perhaps nothing about electric vehicles. Try to stage events in new places and with of for people where are not the common electric car drivers.
4. Make sure that you stage the event where there is a lot of charging infrastructure.
5. If you are going to organize more activities during the week, if possible, try to get consistency in the locations.

- We suggest to **use a location** where the visitors can easily join the event. On this location activities like the ride-and-drive, EV showcase or Electric Tailgate Party can take place. It works well to bring the event to the people. It is much easier to get good attendance of the events then they are in conjunction with existing events or in places where lots of people already congregate. Examples include organizing the event near farmer's markets, eco-fairs, auto shows, parking spots of popular stores or libraries that are open on the day of your event. Some tips for choosing your event location is provided in het left column.
 - **Organize practical matters** such as food, drinks, sanitation facilities and giveaways. At least for the volunteers during the event drinks and snacks should be available. For the public it worked well if some giveaways are available.
 - Try to **find sponsors** to fund or suppliers to support the activities and promotions. Think about inviting (local) corporations, companies and municipalities to participate in the event. Participation may involve donating funds, food, or materials to offset the costs of the event such as providing vehicles for the EV showcase and the ride-and-drive.
- If you are going to find sponsors or suppliers ask yourself the question 'what's in it for them?'. Try to find partnerships which add value to the partner organization and the event at the same time. Examples are setting up a stand where the partner can present information about electric cars, charging infrastructure and so on, but also has the ability to present their own products and services. For local car dealers it can be interesting to provide some electric cars for the EV showcase or ride-and-drive if they can get in touch with the people interested in buying an electric car in the near future. On the website of the National Drive Electric Week (www.drivetheelectricweek.org) in the United States templates of letters are available to invite suppliers and sponsors.

Example events 'Stella goes USA'

During two National Drive Electric Week Events the Stella, a solar powered electric family car, is present. Students from the Technical University Eindhoven developed the Stella last year. The students have won the World Solar Challenge in Australia with the Stella. 'Stella goes USA' is powered by NXP, IBM, BOM Province of Noord-Brabant, TU/e and Coast to Coast e-Mobility.

The Stella visits the National Drive Electric Week Events in Cupertino, California and Monterey Bay, California. The event in Cupertino is the biggest Drive Electric Week event in the United States. The event in Monterey Bay offers several activities like test-and-drive, EV information and also dealers are present. The local community is invited to bring the whole family for a 4 hour (noon – 4 pm) event with fun, music, food and electric vehicle information.



3. Promotions

A successful Drive Electric Week event is known to the communities before the event take place and gets exposure during the event. Publicity is necessary to generate awareness for electric vehicles, to get people enthusiastic about joining the event, and other spin-off. We provide the following suggestions to organize these promotions.

- **Register the event at (inter)national level.** In the United States the website of the National Drive Electric Week offers a platform to oversee all events and activities during the National Drive Electric Week in the United States. Nationwide people use the website of the National Drive Electric Week to find out if there are events in their area. Registering your event at a central place helps to get as many visitors to your event as possible. Secondly, by registering your event you help to let the Drive Electric Week grow. In Europe there is no central website available yet. For European events we suggest to use the website of the National Drive Electric Week in the United States to register events that are similar to the Drive Electric Week goals: promoting electric vehicles.

- **Recruit people from the network of the organizing committee.** Recruiting people can be done to attract visitors, electric vehicles and volunteers. Within the (professional) network of the committee you have many 'easy' connections to use. For example try to reach allied organizations, such as environmental and transportation-focused groups in your area. Some churches and religious organizations may be interested as well. Provide allied organizations with a sample recruitment email to their members or a sample text they can use for their newsletters or websites. Refer potential attendees to your event page on this website to provide more information about your event.

- **Use social media.** Social media like Facebook and Twitter is useful to share the event and invite people online. Consider also to publicize the event on website and blogs.

- **Generate media coverage.** The National Drive Electric Week is a great opportunity for local and national media coverage. Events will lead to terrific visuals that may be particularly appealing for television and newspaper cameras. It is up to city captains or people on your event planning committee to reach out to local reporters and news outlets that cover environmental, political, transportation, and local issues and events. We suggest that city captains contact TV, newspaper, radio, and web/blog contacts. Following up with a phone call to make sure they received the advisory/release and to make your pitch will significantly increase the likelihood of coverage. Mentioning appealing visuals, speakers, or awards will also increase the chance of photo and video coverage. Getting letters to the editor published is a great way to educate the community and policymakers about electric vehicles. Consider submitting a letter to the editor just before or just after your event, and the event is a great "timely hook" that may help you get your letter published. Also, if you have a table set up at your event, we suggest you encourage eager event participants to submit letters to the editor. Provide them with talking points and user-friendly advice for submitting a letter to the editor.



Tips for visibility during the event week

1. Use universal signs in the electric cars which are used during and ride-and-drive, EV showcase, parade, and more. For example use the oil-free-miles sign available at the website of the National Drive Electric Week in the United States.
2. Bring several extra oil free miles signs for displaying in the cars. Drivers can write their current mileage at the top of this page.
3. Create signs to direct people to your event, explain what the event is about etc.
4. Use social media like Twitter and Facebook during the National Drive Electric Week. Use, if possible, a hashtag. In the United States in 2014 the hashtag #NDEW2014 will be used.
5. Invite the local media.

4. Enjoy the event week!

After an intense period of preparation it is time to enjoy the event. However do not forget that in the final week before and during the event week several activities have to be done. We mention a list of activities to keep in mind.

- **Keep in touch with the volunteers.** During the preparation volunteers have been registered to support the event. It is crucial to keep in touch with the volunteers in the final week before the event. We suggest to send an email about a week before and another about two days before the event. Let each volunteer know where and when to meet (if possible with a designated person), and reiterate their expected role and duties. Also during the event week stay in touch with the volunteers to know if everything goes well and solve any problems if they occur.
- **Keep in touch with the registered participants.** For activities such as the ride-and-drive and the EV parade it works well to register participants. We suggest to send an email about a week before the event as a reminder and to share final information about the directions, charging opportunities, and registers for test drives made. The reminder works to ensure that people who have registered come.
- **Stay in touch with the organizations who support the event.** If there are organizations who support or sponsor the event, such as the local municipality or local companies we suggest to stay in touch with them. Ask them what is going well and where some attention is needed.
- Determine beforehand how you want to **arrange the electric cars** in your area. For events with a large number of vehicles, assign a volunteer the job of directing people to parking as they arrive.
- **Gather information and take photographs and videos at your event.** Collect statistics like the number of cars, ride-and-drives, visitors etc. if available. Try to take photographs or ask a volunteer to do so. The photographs can be used for the next event and shared through social media.
- **Create visibility during the event week.** During the preparation information and invitations for the event are shared. During the event week promotions are still needed to attract the public. The left column provide some practical tips.
- **Provide sufficient snacks and drinks during the event.** Especially if the people who are volunteering should be treated well.

5. Follow up and evaluation

After the event the committee is not finished yet. Be aware that the commitment of the committee members will be less than during the preparation. After the event is finished some crucial activities should be done. We provide a short list.

- **Thank the volunteers.** The volunteers are crucial for the success of the National Drive Electric Week events. Thank them through a small gift. Also thank also the people who brought an electric vehicle. Send an email after the event to the volunteers with a short summary of the event results (e.g. number of visitors, number of test rides, etc.) and share a link where to find the photographs.
- **Share the results and photographs.** For the public and media it is interesting to share the event results and photographs. Set up a small event report with highlighted some interesting facts on results and include some photographs. Share this report with the (local) media, volunteers, others interested, and publish it on a website. Also remember to send the press release to reporters and bloggers who did not attend the event.
- **Evaluate the event.** After the event it is time to see whether the goals have been reached. Evaluate the event with the committee and also ask active participants what they thought of the event.

4. Suggestions and tips for event activities

The events during the National Drive Electric Week offer several kinds of activities to promote electric vehicles. On this page we provide a not limitative list of possible activities to promote electric vehicles. During the Drive Electric Week activities can be organized on one or more days, depending on the preferences of the local committee.

1. The **EV Showcase** and **Electric Tailgate Party** are activities to show electric vehicles and provide information to the public. This kind of event can be organized at existing events and at well used parking lots.
2. The **Electric Vehicle Parade** is a parade with as many electric vehicles as possible drive in line along a planned route. This activity gets broad attention and would be a terrific media opportunity as well.
3. The **ride-and-drive** offers the public, policymakers, and media the opportunity for test drives or ride along in an electric vehicle. We have seen that people are much more appreciate that these vehicles could be an alternative for gasoline cars.

4. An **award ceremony** emphasizes a celebration of electric vehicles during the event week. Present an award to a local company, public official or community organization that has done a lot to promote electric vehicles in the local community. Combining the ceremony with a **press conference** will attract some media attendance.

5. An **electric vehicle rally** is an activity whereby several teams challenge each other. They drive along a planned route and fulfill several assignments. Electric vehicle owners can be invited to join the rally. Think also about inviting the public to the rally to join an electric vehicle driver.

The next pages provide more information and tips about these activities.

Electric Tailgate Party and EV Showcase

These activities are a way to show electric vehicles and provide information to the public. Typical for the **Tailgate Party** is the main focus on electric vehicles using a parking lot or other convenient location suited to the expected number of vehicles and guests. In the **EV Showcase** the presentation of electric vehicles is combined with an other existing event like an eco-fair, farmers' market, auto show or something else. A few electric cars, tables with information and charging units can be presented at the EV Showcase.

Tips

1. Consider offering test-rides to the public, the media, and policymakers.
2. Let politicians speak at the event.
3. Provide music and food.
4. Provide drivers enough charging units.
5. Bring the event to the people. It is much easier to get good attendance of the event in conjunction with existing events or in places where lots of people will likely already be congregating.

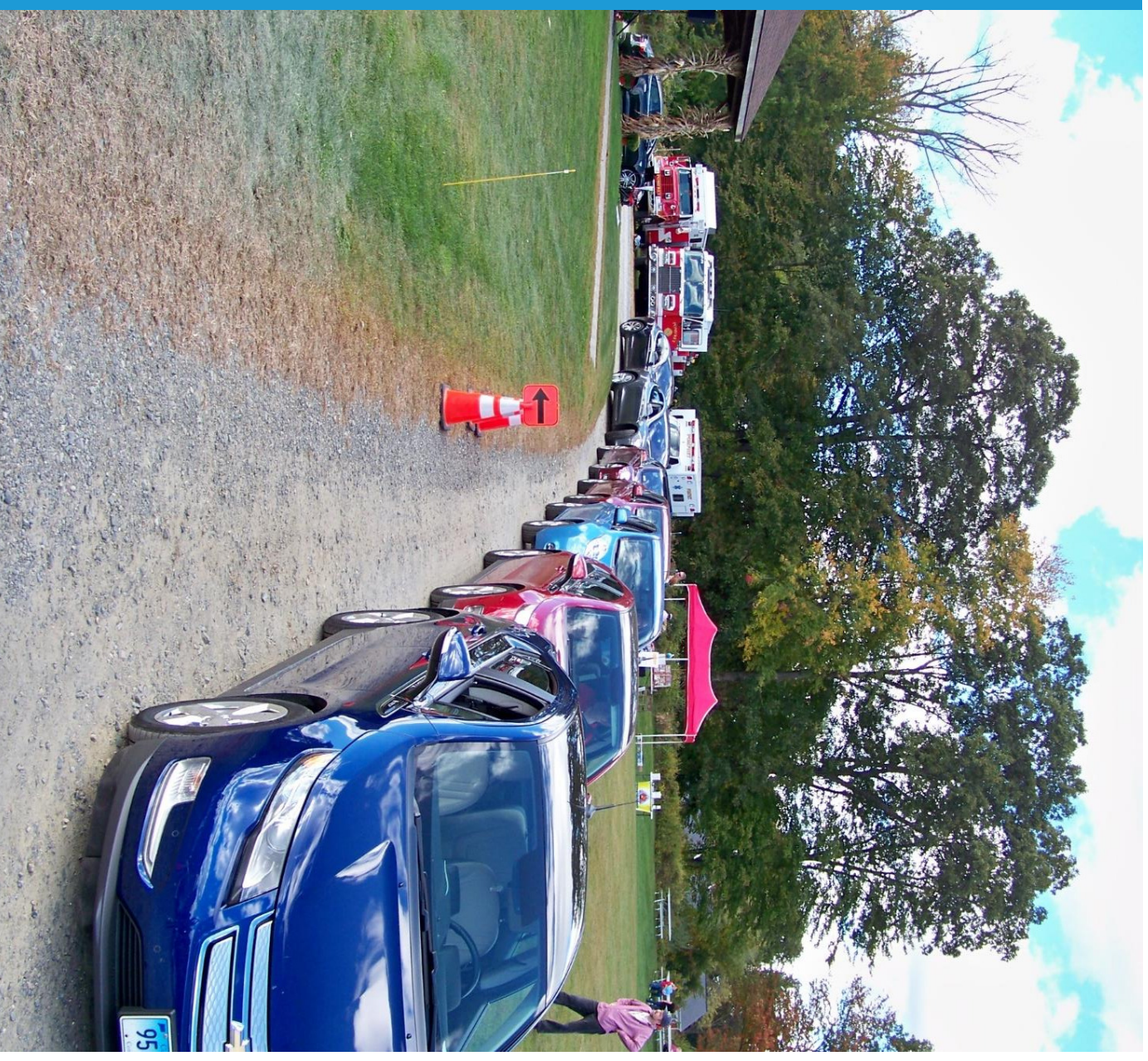


The Electric Vehicle Parade

The parade makes it possible to show many electric cars to an entire city. As many electric vehicles as possible will driving along a planned route during the parade. This activity gets broad attention and offers a terrific media opportunity as well.

Tips

1. Check with the local authorities if a permit is needed for the parade, and keep the time and costs needed to get one in mind.
2. Inviting the city officials will help to get media attention.
3. Use oil-free-miles signs in the electric vehicles joining the parade to get a wide visibility.
4. Organize charging infrastructure at start and finish of the parade. If possible start and finish at the same location, for example at the place where also other event such as an EV showcase are organized.



Ride-and-drives

The ride-and-drives offers the public, policymakers, and media the opportunity for test-drive an electric car. We have seen that when people drive or take rides in EVs, they are much more likely to appreciate that these vehicles are real, plausible, fun, and exciting. We encourage all city captains to think about how they might make ride-and-drives a component of their events.

Tips

1. If needed sign a note with possible limits or rules for driving in someone else's car.
2. Check the insurance policy beforehand about coverage when someone else is driving in someone's car.
3. Ask for a valid driving license before the test drive.
4. During the test drive, point out the electric vehicles benefits like quietness, lack of vibration, no jerking of shifting while accelerating, immediate throttle response, power regeneration rather than wasting energy when braking.
5. Pre sign people for the test-drives to prevent long waiting times and avoid disappointment.
6. Use oil-free-miles signs in the electric vehicles joining the ride-and-drive to get a wide visibility.



Award ceremony, ribbon cutting and press conference

Present an award to a local company, public official, agency, or community organization related to electric driving, or organize an opening ceremony. Examples include the installation of EV charging stations, public education about EVs, a new utility program with discount rates for EV charging or off-peak charging, or the launch of a new EV-related business or product. Inviting the press will work to get media attention.

Tips

1. Consider asking a local official or celebrity to present the award. Invite elected officials, such as state or national senators and representatives. Remember that if they accept your invitation you'll likely need to give them an opportunity to speak.
2. Try to organize the ceremony on you event location if possible.
3. Invite the press and share information about the benefits of electric vehicles.

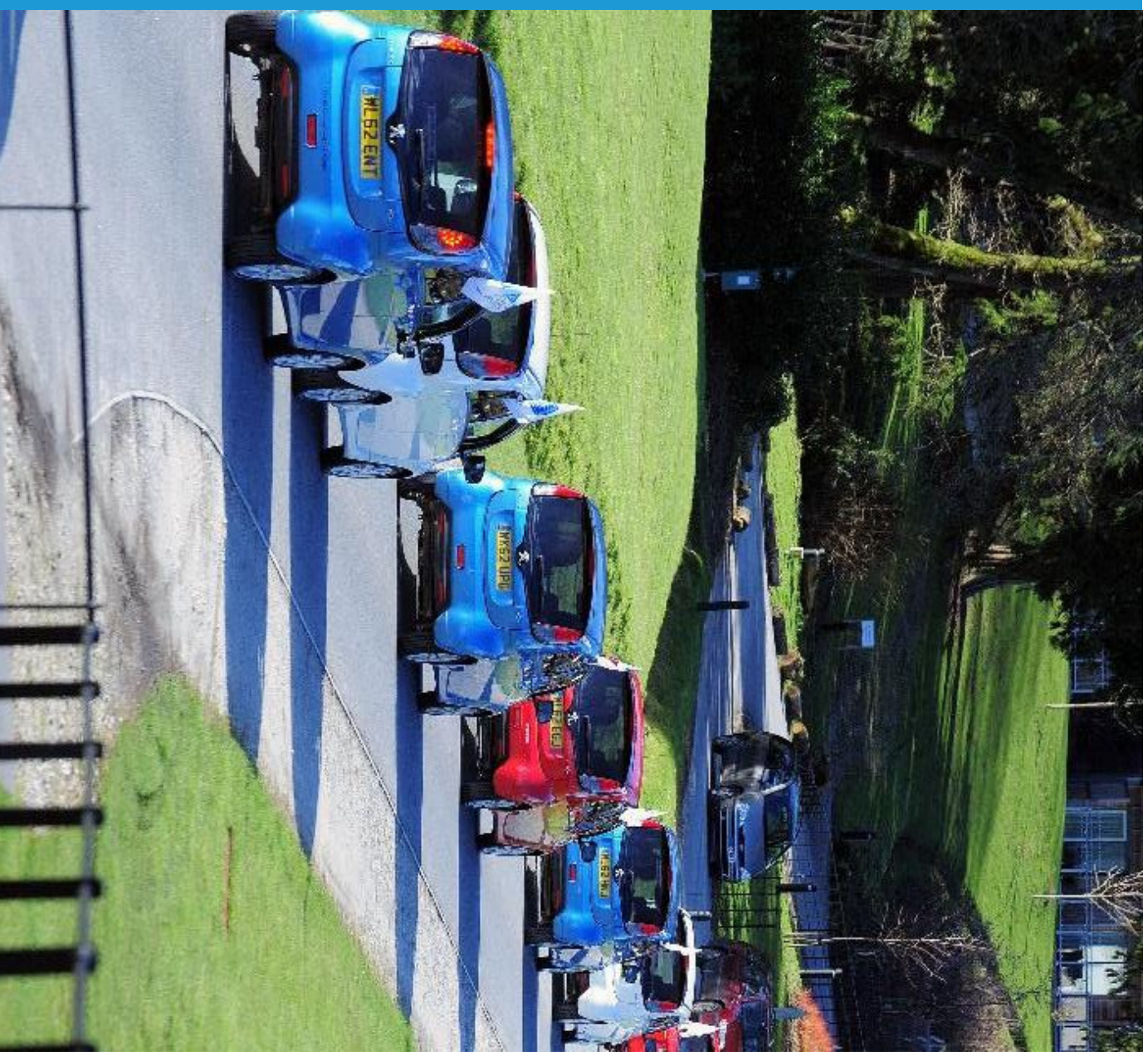


The electric vehicle rally

A car rally is a ride where teams drive along a planned route. Each team has to do some assignments during the ride. We suggest to organise such a rally with electric cars.

Tips

1. Plan a route through a city centre to attract as much attention as possible. Be aware of the safety of the participants, spectators and other road users.
2. Use oil-free-miles signs in the electric vehicles joining the rally to get broad visibility.
3. Invite electric car owners in your community to participate in the rally. Try to mix the drivers with public participants so they get the ride experience with electric cars.
4. Try to set up assignments related to electric vehicles (e.g. ask questions about the benefits, spot charging points etc.).



5. Recommendations for Europe and examples

The National Drive Electric Week is a label for events to promote the benefits of electric vehicles. The initiative is successful in the United States. The aim of this start guide is to enthuse and to support European initiator of Drive Electric Events.

We have some recommendations to bring the National Drive Electric Week label successful to Europe.

The first time in Europe

In Europe several events have promoted the benefits of electric vehicles in the past years. The following pages present some examples of these events.

Typical for the events in Europe is that NGO's, municipalities or entrepreneurs organize the events. Volunteers can be involved but are most of the time not the initiators. The experience gained in the United States about the promotional events for electric driving is used in this blue print. European initiators should be aware of the cultural difference in organizing events in Europe and the United States. For example think about the role of the local municipality, NGO's and volunteers.

Gain experience with a long term focus

One of the key success factors of the National Drive Electric Week is that it return annually in third week of September. The label is getting stronger with more and bigger events taking place each year. In Europe most of the events have an 'one-off' character. Organizing these events helps to get experience. To keep promoting the benefits of electric vehicles recurrent activities are necessary. We suggest event initiators in Europe to look for opportunities to organize the events each year.

Try to set up an European Drive Electric Week label

As already mentioned, there is no central drive electric organization in Europe yet. The existing drive electric events are self sufficient and all have their own ambitions and approach. A European Drive Electric Week label and organization can be helpful to organize recurrent events and to attract the media, public, sponsors and suppliers all over Europe. For example the central organization can look at combining projects and events, necessary for finding sponsor. Governments and companies are only willing to invest in a type of event once.

Natuur & Milieu and The Clean Air Rally are organizing activities to promote the benefits of electric vehicles on September 20th, 2014 in the Netherlands.

NGO Natuur & Milieu, an independent environmental organization committed to creating a healthy environment, is organizing a nationwide event where electric car drives are asked to 'open the doors' of their electric car for the so called 'Instapdag'. They invite the local community to visit the electric car to see and try it. Natuur & Milieu is organizing this events for the first time.

The Clear Air Rally, also on September 20th 2014, is an electric car rally and takes place in ten cities at the same day.

The organization expect around one thousand participants.

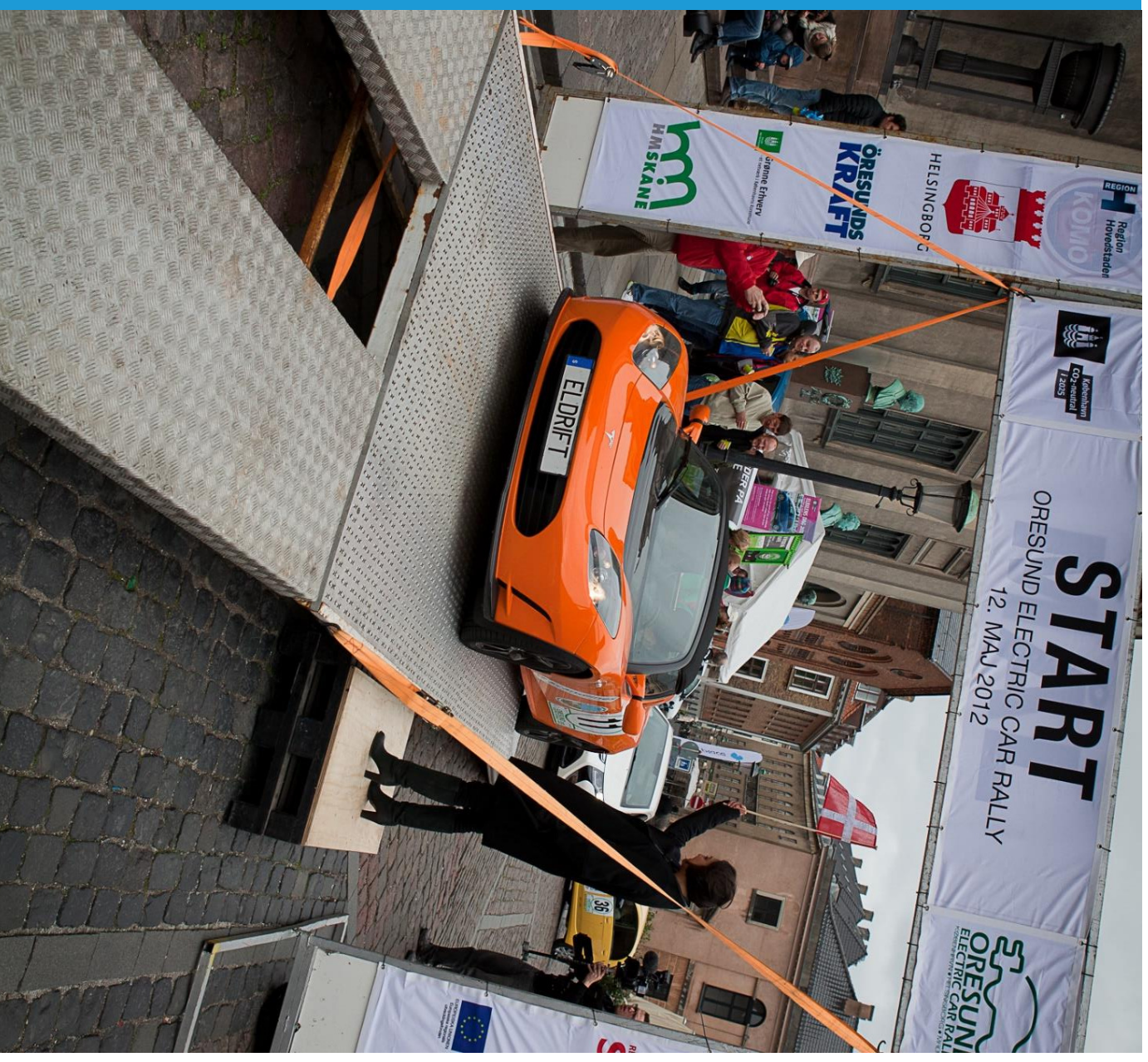
The aim of the rally is to promote the benefits of electric vehicles. Ten cities are hosting the event: Amsterdam, Rotterdam, The Hague, Almere, Tilburg, Eindhoven-Helmond, Utrecht and Amersfoort. In The Hague the main rally will start and finish. In The Hague the initiators are organizing also side activities like an E-Network event and EV Showcase.



The **Oresund Electric Car Rally from Copenhagen to Malmö** is a rally to promote the emission free electric vehicles in Denmark and Sweden. The two-day rally starts in Copenhagen (Denmark) and goes to Malmö (Sweden) with stops in Helsingør (Denmark), Helsingborg and Lund (both Sweden). The rally offers a unique opportunity for policymakers, car drivers and owners, manufacturers and others to meet each other.

The rally is open for every modern (plug-in) electric vehicle with a limit of 60 electric vehicles. Teams mostly consist of colleagues, families and friends. The rally started as part of an European Interreg project and the city of Copenhagen contributes in funding. By the end of this project the Oresund Committee, supported by some other organizations, has taken over the initiative to organize the rally in 2014. The Oresund Committee is a public cooperation between Denmark and Sweden for 'bridging the gap' between Denmark and Sweden in the Oresund region.

More information is available on the website www.oecr.org at this moment in Swedish and Danish only.





Colophon

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Client

Province of Noord-Holland, The Netherlands in cooperation with Coast-to-Coast e-Mobility Connection, Peter van Deventer

Text

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