



e-mobility NSR

Showcase UK Contributions to Electric Mobility

Electric Mobility Information Centres (EMIC): Short introduction to demonstrations and exhibition



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London Metropolitan University, 11th April 2014

The Challenges



Users' question: Is e-mobility a real alternative to conventional means of transport?

- **Lack of transparency** in the market
- Myths and **prejudice**
- **Uncertainty**/lack of insight and knowledge

The Solution



Electric Mobility Information Center (**EMIC**)

1. Web based **EMIC**

- *"Conveying independent guidance about e-mobility, that enables the public to make qualified choices".*
- Key words for the website
 - **Overview and usability**
 - **Curiosity, confidence, unbiased, credibility**

2. Mobile **EMIC** (attracting attention, test-drives, “be in the street”)

* **EMIC** The link between the target group (car owners) and the EU & National regulation and incentives

Persona: Margrethe



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Private consumer

Margrethe, 39, high school teacher



"E-mobility sounds super interesting and it is definitely the way forward, BUT..."

- Married, mother of two,
- Lives just outside Copenhagen and works North of Copenhagen, about 15 km
- Drives a Citroën Berlingo
- Politically aware and votes centre-left
- She is conscious of her consumption, and thinks about what she leaves behind for her children and grandchildren
- She prefers eco-labelled goods
- Her main media preferences are *DR2, DRK, Politiken*
- She blogs regularly
- Her family has a summer cottage on the north coast of Zealand
- Generally curious and willing to adapt

Persona: Martin



Business consumer

Martin, 35, self-employed electrician



"It would be good for business to drive an electrical van, BUT..."

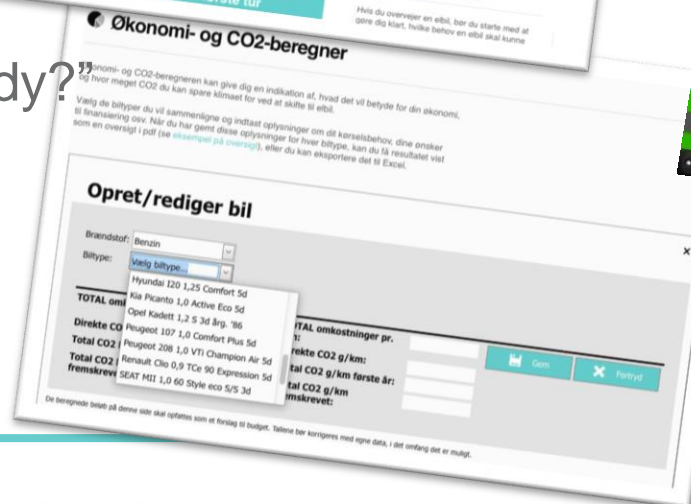
- Lives with Dorte and their child
- Runs his own business and has three employees
- He lives and runs his business in Høje-Taastrup
- Most of his customers live in the municipality
- He works mainly with energy-related assignments
- His trade van is a Mercedes Vito
- He has a very simple homepage
- He is an avid Facebook user
- He listens to the Voice (radio) on his way to customers
- Martin has no big ideas about changing the world, but if an electric van could brand him in a good way – it would be great

Web-based EMIC



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1. Unbiased information
2. Calculator
3. Supplier database
4. Test "are you EV-ready?"
5. EV-quiz
6. Promotion via GoogleAdwords



Mobile EMIC



Mobile EMIC promotion push to get people „in the seat“:

- Local events
- Local press
- Social media

Example from Denmark

Mobile EMIC free trial for municipalities and companies in cooperation with Copenhagen Electric

Event in June 2014

- Participate in the national „Folkemøde“
20.000 politicians, NGOs, etc.
- Possible to have test-drives
- Presentations, panel-debate, etc.





Communicate Practical Experiences and good stories

Example from an NSR EV Expedition

Til London

Original Map from the trip



3. Flensburg – Hamburg (Tesla Motor)



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7. Zevenaar - Oosterhout



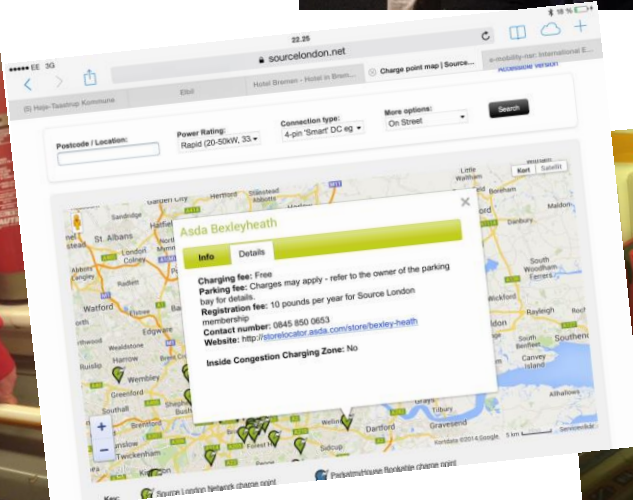
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11/12/13. Euro Tunnel - London



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Invitation: Visit the Exhibition

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