



e-mobility NSR

## Bridging the E-Mobility information gap with E-Mobility Information Centres in the North Sea Region



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Handelskammer Hamburg, 01 September 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



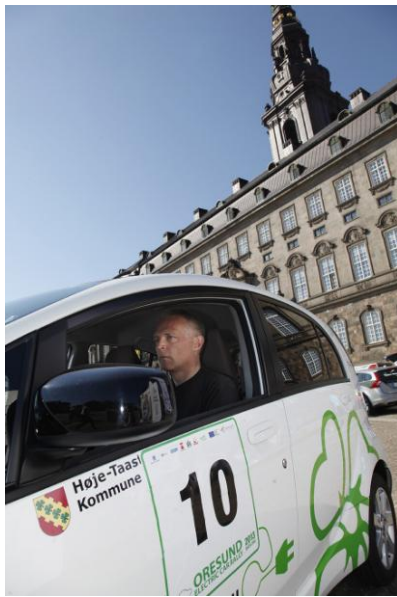
Electric Mobility Information Center (**EMIC**)

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”)

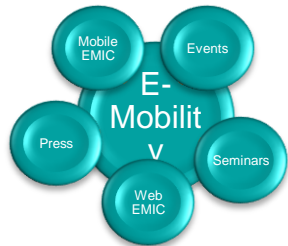
\* **EMIC** The link between the target group (car owners) and the EU & National regulation and incentives



# Supporting the target group in “making the right choice”

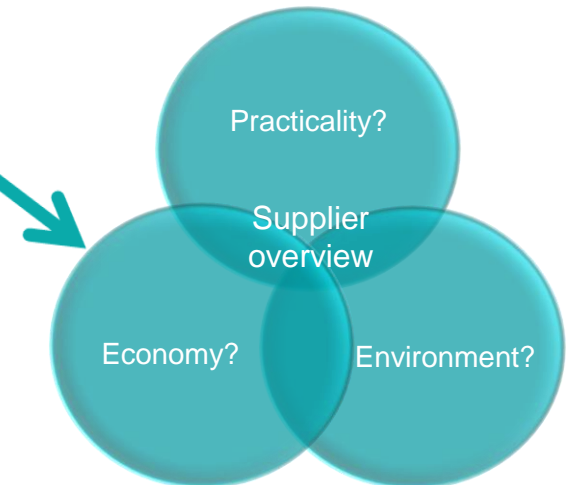


## Focus Areas



Private persons,  
Small and Medium  
Sized Enterprises &  
Municipalities

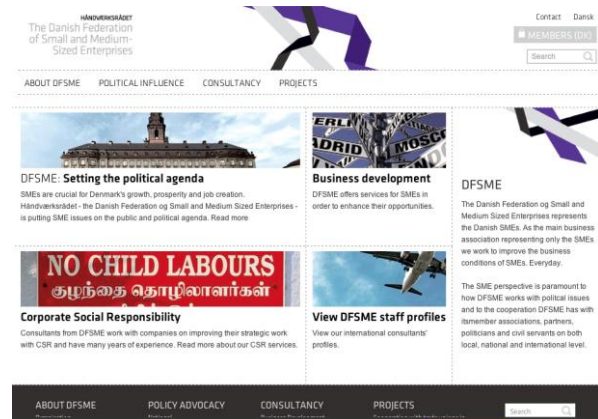
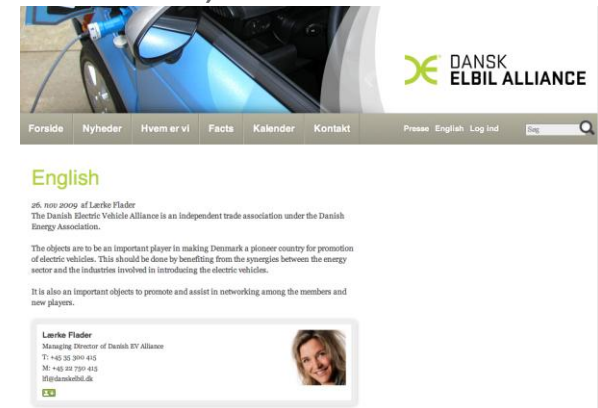
## How to make the right choice



# Collaboration agreements in place

- The Danish Electric Vehicle Alliance
- The Danish Federation of Small and Medium Sized Enterprises (20.000)
- The Danish Federation of Motor Owners (Danish version of ADAC)
- Information/articles through the EV-magazine "GO"
- Copenhagen Electric

## Focus Areas





# Initial phase



Generate the knowledge and insight platform:

- Stakeholder analysis to identify relevant private/public contributors...
- E-Mobility information gap analysis (Interviews & site visits)...
- Develop strategy for virtual EMIC (workshop in Copenhagen)...

....in corporation with the E-Mobility NSR partners

# Persona: Margrethe



e-mobility NSR

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, Politikken*
- 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**



# Second phase



Development of the physical (mobile) & virtual (web-based) EMIC:

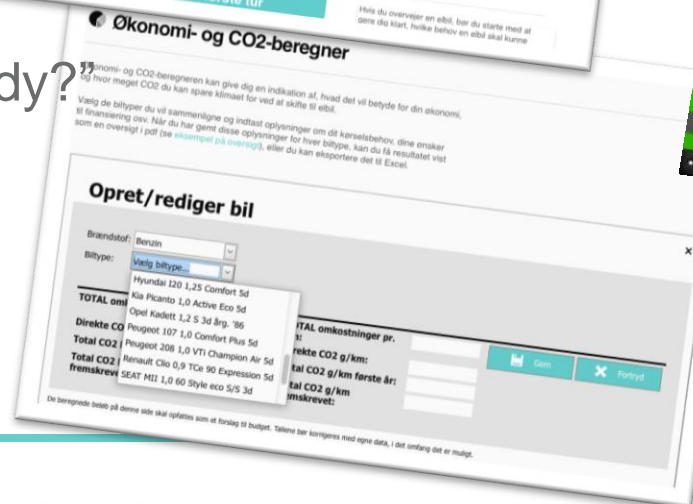
....in corporation with the E-Mobility NSR partners

# Web-based EMIC

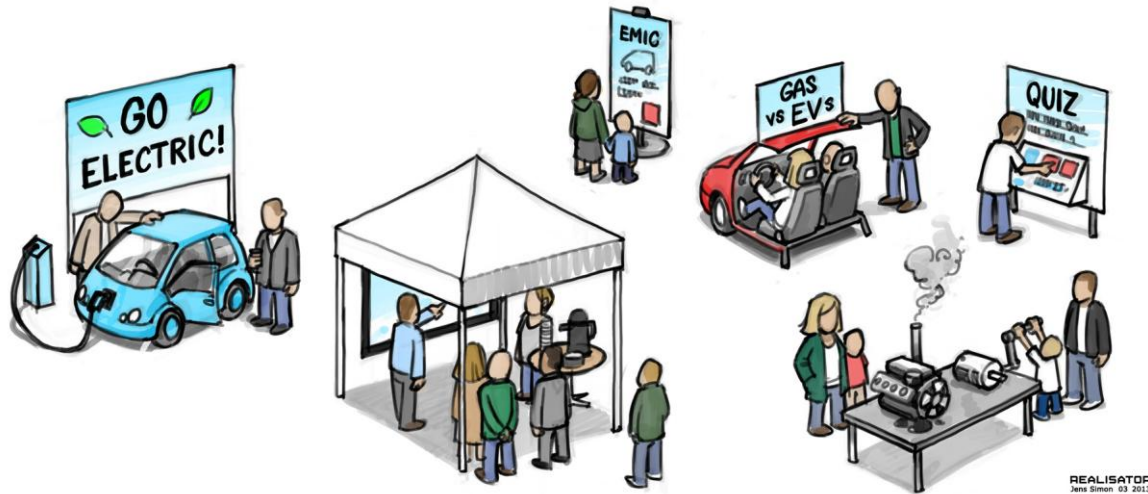


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1. Unbiased information
2. TCO/Climate Calculator
3. Supplier database
4. Test "are you EV-ready?"
5. EV-quiz
6. Promotion via GoogleAdwords



# Physical (mobile) EMIC e-mobility NSR



The EMIC Guide-introduces the virtual EMIC and advocates for test-drives

# Physical (mobile) EMIC





# Third phase



Creating awareness and knowledge sharing:

- Transnational EV conference with the theme “Electric vehicles – what needs to be done seen from a user perspective” (in order to get more EV’s on the road)
- Participating in and hosting a number of public events
- Report on other EMIC already established in the NSR
- Preparing a web-based handbook - a set-up guide for regional EMIC centres

# Promotion of www.elbiler.nu



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Om – Foreslå en ændring



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22.962

Synes godt om





# Promotion of Mobile EMIC



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

- Local events
- Local press
- Social media

## Example from Denmark

**27 Mobile EMIC free trials** for municipalities and companies in cooperation with Copenhagen Electric . 6 events completed. 11 events booked. 10 events days open for booking Oct-Dec 2014

Event in June 2014

- The national „**Folkemøde**“  
20.000 politicians, NGOs, etc.
- a number of test-drives
- Presentations, panel-debate, etc.



# Outcomes and main findings



It is still “early days” for electric vehicles.

- Not all mobility needs can (or should) be covered with EV's
- There is still an evident lack of awareness and to some extent prejudice towards EV's
- Among the few that “are aware” – there is still a predominant information gap

It is very difficult to find independent, valid answers to EV questions.

# Conclusions and recommendations



Lack of EV awareness and information gaps are clearly barriers for large scale implementation of EV's.

- The EV market is yet not mature
- Public involvement may well be in place

EMICs (both virtual and physical) have the potential to be central points of public EV awareness generation and information dissemination.

Next step is to prepare for a E-Mobility NSR follow-up project

# Plugged-in People and Places

E-mobility NSR Follow-up project idea



e-mobility NSR

## WP1: Transnational insights to inform national campaigns

The aim is to develop transnational insights into the motivations and perceptions of mainstream users that will help improve communications strategies for stimulating conversion to e-mobility.

## WP2: Initiatives to promote e-mobility at ‘street level’

The aim is to enhance initiatives for promoting e-mobility at the regional and local scale through transnational evaluation of selected demonstration ‘test-bed’ areas.

## WP3: EVs and the promotion of ‘green’ tourism destinations and routes

The aim is to demonstrate and evaluate the development of ‘green’ destinations and routes, where use of EV’s by users can be encouraged and promoted together with other modes of travel that reduce the environmental impact of tourism.

Interested to hear more about the ideas?

Contact Dr Stephen Shaw (WP6), Faculty of Business and Law  
London Metropolitan University.





# Impressum.

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