

## European E-Mobility NSR Project Goes Global

At the kick-off meeting of the E-Mobility NSR project in Hamburg on 6<sup>th</sup> October 2011, Dr. Peter van Deventer (Province of North-Holland) suggested to also present our Interreg North Sea Region project outside the EU. As part of his policy research on the transition towards e-mobility, he has found that various regions around the globe are trying to execute projects with similar scope and purpose. Through presentation and discussion more insight on the global transition and its challenges can be obtained. Particularly, the West Coast of the US has initiated various projects dealing with the (re)introduction of electric mobility.

From 10<sup>th</sup> to 19<sup>th</sup> October 2011 Peter van Deventer was invited by the Dutch Consul General on the West Coast of the US to speak about recent developments as well as opportunities of e-mobility. As part of his visit he presented the E-Mobility NSR project to a variety of organizations and experts ranging from the scientific staff at Dutch Consulate, university professors, governments officials, company executives and funding agencies. In total he gave ten presentations (see picture 1).



Picture 1: Presentation at the University of California on Thursday, 13<sup>th</sup> October 2011

With no exception all organizations responded positively to our aims and ambitions. In many cases their aims and ambitions are one-on-one comparable. However, most of our US counterparts indicated that the width of our project is a major difference: many projects on the West Coast with similar budgets focus on one aspect while our project is looking at the complete spectrum. For instance, the electric taxi project in the Bay Area has a similar budget but focuses on the issue of finding out whether e-taxi's in urban areas are a viable option. The electric car and infrastructure program of a number of counties around the Bay Area focuses on buying some 100 electric vehicles and getting the infrastructure in place. These differences are of interest both to our project as well as the ongoing projects in the US.



The US counterparts requested to be kept informed about our progress during the coming years. In return they offered to exchange their knowledge as it becomes available. It was also suggested to organize a joint meeting somewhere down the line.

Finally, Peter van Deventer attended the First National Plug-In-Day held on Sunday, 16<sup>th</sup> October. In more than 25 cities across the US, meetings and presentations were organized to inform the general public about the possibilities of electric mobility (see newspaper article <http://www.energyboom.com/transportation/america-celebrates-national-plug-day>). With some 1000+ EV's and thousands of interested participants, the organizers (Sierra Club, Plug In America and the Electric Auto Association) have already decided to organize this event again in the next year.

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