



# Nordic Electric Avenue - seamless green travel

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# Nordic Electric Avenue



# Participants

## Project owner

- Öresundskraft, Helsingborg, Sweden (energy company) + 10 communities in the region Skåne Nordväst

## Participants

- Move About, Denmark (EV - car sharing operator)
- Move About, Sweden (EV - car sharing operator)
- Move About, Norway (EV - car sharing operator)
- Think, Norway (electric vehicle design and technology)
- Zero, Norway (environmental foundation)

## Associated partners

- DSB FIRST
- Scandinavian Design Group (SDG), IT development
- Västtrafik (Public transport operator in greater Helsingborg area)



# Seamless electric travel

A Nordic Electric Avenue along the railway from Copenhagen to Oslo via Helsingborg and Gothenburg.

## Carpool fleets in the four cities:

- Smooth and environmental friendly end station solutions for railway travelers.
- Smart and environmental friendly car usage for local citizens or private companies.



# Climate change

Introducing more electric vehicles is an important reaction to climate change problems.

## Current obstacles:

- Few available EV's
- High cost of vehicles
- Range anxiety
- Low public awareness
- Current car pools operate in a local context



# Goals

- Combine sustainable public and personal transport with full flexibility and independence.
- Create a wide base for evaluation on how to create a Nordic solutions for implementation and operation of electric carpools.
- Gain valuable information on fast charging implementation and battery wear.
- Gain useful knowledge on user behaviour.
- Increase awareness of and interest in electric cars and electric car pools.
- Increase awareness of different modes for driving/owning cars.

# Objectives

- Set up new/expand electric car pool fleets in Copenhagen, Helsingborg, Gothenburg and Oslo.
- Create common Nordic IT solutions for enabling roaming between car pools across borders and facilitate information dissemination about electric vehicles in the Nordic region.
- Enable seamless travel between transport modes and countries, both short and long distance (train + Evs).
- Implement prototype technologies for fast battery charging in two Evs (in the carpools in Oslo and Copenhagen).
- Increase the awareness of and interest in electric cars and electric car pools and promote Nordic cooperation in the field.
- Implement the new carpool in Helsingborg and the municipalities in Skåne Nordväst (charging stations, information campaigns etc).



# Knowledge transfer in 3 countries

## Shared knowledge on:

- Fast charging technologies
- Real life implementation of car pools and charging
- Battery wear
- User behaviour



## ... and some spin offs

- Spreading the use of electric cars in the selected cities/regions to new user groups.
- Strengthening the green profile of regions/countries.
- Promoting railway travel as such.
- Promoting green travel to destinations beyond railway reach.
- Helping overcome costs for driving EVs.
- Overcoming range anxiety by combining two transport modes and testing new fast charging technology.
- Introducing new attitudes to car ownership - renting instead of buying.