

Nordic Electric Avenue

NEA

ABOUT THE PROJECT

The NEA project facilitates a change towards a society with higher shares of electric vehicle carpooling usage. Building on existing models, the project sets up and expands electric car pool fleets in Copenhagen, Helsingborg, Gothenburg and Oslo to create an electric avenue from Copenhagen up through the Swedish west coast to Oslo; the Nordic Electric Avenue.

THE MAIN OBJECTIVES

- ▶ Create the basis for a Nordic Electric Avenue by setting up new electric carpool fleets in Helsingborg, Gothenburg and Copenhagen, as well as including the existing carpool in Oslo.
- ▶ Create common IT solutions that enable roaming between carpools across borders, make the use of electric carpools easy, and that facilitate information on electric vehicles in relevant countries.
- ▶ Provide opportunities for fast charging to electric vehicle owners and

carpool members and thereby make electric vehicle usage more attractive, secure and smooth.

THE RESULTS

New electric car pools have successfully been introduced in Helsingborg, Höganäs and Klippan (Sweden), while additional car pools were installed in Gothenburg and Copenhagen. In addition, new pool stations are under development in Trollhättan (Sweden) and Oslo and planned for Mölndal, Varberg, Halmstad and Trelleborg (Sweden). A strategically placed fast charging station was installed in Helsingborg, enhancing the possibility to travel by electric car from Copenhagen to Helsingborg and further. A contract for a new fast charger was signed for Trollhättan, securing the area closer to Gothenburg. A solar charging station (carport) was, with much appraisal, introduced in Helsingborg, in connection with the new car pool.

The IT based roaming solution, both for laptops and smart phones, that

enables carpool members to find and book vehicles in any of the relevant countries, was successfully developed and launched.

The project has found that the importance of focusing on striking symbols and concrete measures (e.g., the solar charging carport) can serve as a window towards media, users and decision makers. Car pools are also an even more efficient way of increasing and introducing the use of electric vehicles to new users than expected. Along with that comes positive synergies: more cars on the street promotes the visibility of the electric vehicle technology and its feasibility and practicability, as car sharing is a green, modern and sustainable solution for car driving in urban areas both in the Nordic region and abroad.

PROJECT PARTNERS

Öresundskraft (SE), Move About (SE, DK & NO) and Gröna Bilister (SE).

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