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.
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.