



TRL EV Workshop
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OU Electric Vehicle Research

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Milton Keynes PIP programme



- So, as well as preparing the physical infrastructure for electric vehicles it is important to prepare the potential users
- Working with OU Institute of Social Marketing to develop user (private and business)

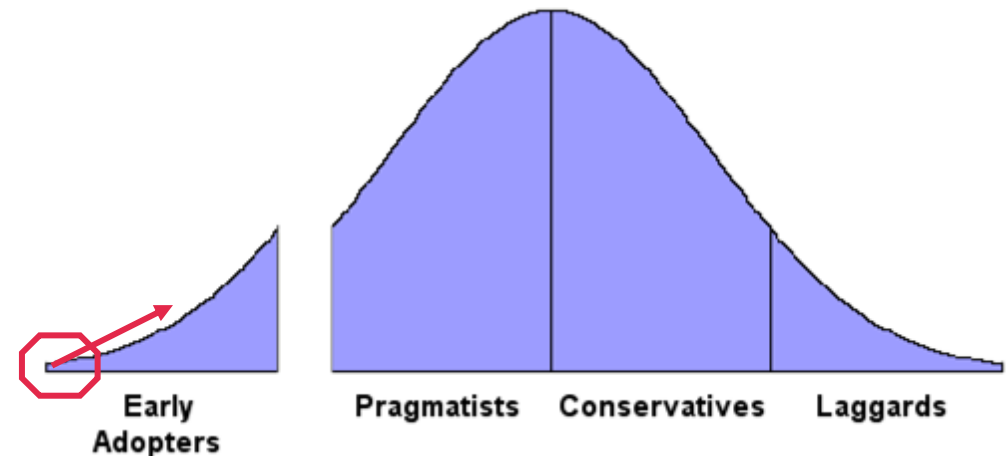
understanding, identify barriers and also explore with local businesses how they might develop new EV-based services



Identifying early adopters



- Drawn upon our research links to identify early adopter segments for both individuals and businesses



- Consumers confused and preferences very volatile, influenced by popular media and blogosphere

- Private pioneers value technical novelty, and seeking independence from 'big oil'. Often older (have money)
- Followers more environmentally motivated but anxious about range, reliability and other practicalities
- Business pioneers link to CSR; fleet managers very anti; installing charging points more likely than buying EVs

Developing understanding of EVs



- PIP/ELVIS needs to provide opportunities for people to explore, trial and develop an understanding of EVs and if/how they can be appropriate for their needs
- Networks and forums for people and businesses to explore EVs including:
 - Running a two business pioneers' workshops; display at MK Science Festival; Nissan's LEAF launch event in Middleton Hall in Spring 2011
 - eNewsletter



Supporting the web site



- Website is being developed and hosted by University Centre MK with support from the Open University
- Is designed to become part of a Low Carbon Living website
- This is not just to provide information for those committed to EV use but to help people and business to assess appropriateness of EVs for their needs
- It will draw upon OU expertise in web learning engagement (e.g. through Open Learn, iTunesU, youtube etc)

OpenLearn



Wider research and engagement

- Integrated our EV/Low carbon work into the OU research strategy.
- This has included:
 - Two PhD studentships (one PIP funded, second from Santander)
 - Supporting LCNF and other bids for low carbon research in the region
 - Linking into wider Milton Keynes Low Carbon Living programme
 - Incorporating results into OU Courses (e.g. web-delivered *T213 Energy for a Sustainable Future* to be launch Autumn 2012)