EVE in brief

EVE (Electric Vehicles Ecodriving), will remove a significant non-technological market barrier to the uptake of electric vehicles (EVs): driver concern that EVs do not offer sufficient range for their needs (also known as range anxiety). EVE will train EV drivers in eco-driving techniques to maximise the range of their vehicle, this will make EVs a viable choice for a greater number of drivers and a wider variety of uses. EVE will build satisfaction and understanding in the EV market which is essential to market growth.

EVE aims to accelerate market confidence in EVs to help meet European Union goals to shift to new technology vehicles, phase out conventionally fuelled cars in cities by 2050, and reduce carbon emissions from transport to meet EU climate change targets.

EVE builds on previous ecodriving training actions supported by IEE (ECODRIVEN and ECOWILL) to continue the development of ecodriving, which is well-established as a cost effective means of reducing fuel and CO2 emissions, and lowering accident rates. Evidence from the UK shows that ecodriving techniques and impacts are sufficiently different in an EV compared to a petrol or diesel car to warrant an EV specific training syllabus.1 Research by CENEX and Millbrook*'2*in the UK shows that range can vary by 52% depending on driving style.

The EVE project will research current knowledge of ecodriving in Europe and develop state of the art training and guidance. EVE will engage with EV drivers and key stakeholders (such as manufacturers) to demonstrate the value of ecodriving in EVs and collaborate on marketing. The main focus of EVE will be to deliver eco-driving training to EV drivers in partner countries. There will be some flexibility in how the training is delivered to adapt to local circumstances.

Benefits: • Increased driving range and reduced electricity consumption for EVs drivers trained. • Increased consumer satisfaction with EVs • An in depth understanding of consumer attitudes towards EV driving

Key outputs

1. Produce a methodology for smarter driving training in EVs
2. Deliver train the trainer seminars to driving instructors across partner countries
3. Train 5000 EV drivers across partner countries
4. Build confidence in EVs and their range through good press stories and word of mouth
5. Produce final report based on an thorough evaluation of the project and real world data collected from training sessions
6. 80% of all drivers trained show improved range and reduced electricity use after training
7. 80% of all drivers trained apply techniques after training
8. 80% state they feel more confident in the range of their EV after training
9. 70% have a positive perception of EVs after training and would recommend one to others

10. Key stakeholders are aware of the main findings of the project

List of Participants

Part. N°	Participant name	Short name	Country code	Profile of the organisation	Main role in the Consortium
CO1	Energy Saving Trust	EST	UK	Consultancy	Project Coordinator, technical expert
CB2	Centre for Renewable Energy sources and Saving	CRES	EL	Executive agency of national government	Programme and project management expert
CB3	BVF	BVF	GE	Professional Membership Association	Technical expert & training provider
CB4	City of Stockholm	Stockholm	SE	Local Public Authority	Stakeholder engagement expert
CB5	Austrian Energy Agency	AEA	AT	Energy Agency	Communication programmes expert
CB6	Flemish Institute for Technological Research	VITO	BE	Research organisation	Evaluation expert
CB7	Portuguese Energy agency	ADENE	PT	Energy Agency	Expert in project delivery
CB8	VVCR	VVCR	NL	Driver training organisation	Driver training expert and provider
CB9	E-Zavod. E-Institute for Comprehensive Development Solutions	E-Zavod	SI	Consultancy	Energy, transport and environment experts
CB10	Stratagem	Stratagem	CY	Consultancy	Transport and energy experts
CB11	University of Cantabria	UC	ES	University	Transport systems and the environmental impact expert