



E-mobility in rural and border areas, demonstration project

Background and context

The Nordic countries must overcome considerable challenges to transition to a fossil-free transport sector. Cooperation is essential, and electrified road transport constitutes a vital part of the puzzle.

The project "Accelerated electrification of road transport in the Nordics" aims to tackle two identified obstacles that are hindering the progress of increased electrification:

1. The misconception that electrification of the transport sector is primarily an urban solution.
2. The misconception that it is difficult to charge one's electric car in the Nordic countries.

By addressing these challenges, the project aims to accelerate the adoption of electrified road transport and move closer to achieving a sustainable and green transport sector in the Nordic region.

The project is a collaboration between the Swedish Energy Agency (Energimyndigheten) and the Swedish Transport Administration (Trafikverket) and is financed by the Nordic Council of Ministers.

Objective of the demonstration project

The Nordic Council of Ministers has initiated a demonstration project aiming to accelerate the electrification of road transport in rural and border areas.

Rural areas in the Nordic countries account for 60% of the total land area and 20% of the population, making sustainable mobility particularly challenging and a critical area of concern. While cities are making strides, more efforts are needed in rural and border areas outside Nordic cities to meet climate targets.

An interview study was conducted in 2022 to identify opportunities and challenges within this area, and based on the findings, a demonstration project is now launching.

Design of the demonstration project

The demonstration project consists of a communication effort divided into two e-learnings: one targeted toward individuals and one toward property owners. The e-learnings are available in six languages: Swedish, Norwegian, Finnish, Danish, Icelandic and English. There is also a Swedish version adapted for Åland.

To reach targeted groups in rural and border areas, participating organizations across all Nordic countries will promote the e-learnings through various means, such as social media posts, articles in newsletters, and direct communication with individuals and property owners.

Participating organizations

The participants of the project include municipalities, collaborative organizations between municipalities, organizations representing property owners, and other similar local organizations in each country. This ensures that people living in rural and border areas can access the e-learnings through their local authorities or organizations, rather than a central actor. This decentralized approach helps to build trust and increases the likelihood of participation in the e-learnings.

E-learning for individuals

The e-learning for individuals provides comprehensive information on electric cars, highlighting differences compared to cars with internal combustion engines. It covers various types of electric cars, home and long-distance charging, safety aspects, and the costs of owning an electric car.

E-learning for property owners

The e-learning for property owners provides information on how they can contribute to the transition to electrified road transport by offering charging facilities for electric vehicles. It covers different types of charging stations, their installation requirements, and the factors that property owners should consider when deciding to install them.

Timeframe for the demonstration project

The demonstration project will take place from May to December 2023 and will conclude with an evaluation. Participating organizations will share their reflections and provide feedback on the project and completed activities, which will serve as the basis for the evaluation. By collecting feedback from the organizations, the evaluation will be able to identify areas of success and areas for improvement for future projects.

For more information about the project

Please visit: <https://www.energimyndigheten.se/en/electrification>