A window of opportunity

The environmental impact of electric vehicles depends on the kind of energy used to charge them. However, they are typically charged at peak times, when fossil fuels are required to meet energy demands. A study shows that e-mails targeting electric vehicle charging for new owners can be effective for promoting greener charging behaviours.

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behaviour targeted by intervention more broadly relevant across the socioeconomic spectrum. For example, drivers could be advised after any recent life course change that monetary savings on petrol or gas bills are possible by simply reducing their speed and ensuring they have the correct pressure in their tyres (so-called eco-driving). In fact, some car manufacturers are already including feedback technology in their cars that provides information about how much money is being saved by eco-driving. Emphasizing the financial savings that can be made from changes to habits and routines may be of particular interest to those who are on low income.

While success in achieving behaviour change in the form of a switch in tariff was not measured in this study, Nicolson and colleagues nonetheless provide evidence for an effective, easy to implement, intervention that, as they note, could result in 135,000 people switching tariff once EVs reach 60% market penetration if only 5% of those who open the e-mail go on to switch tariff. But such success depends on implementing action soon, before any window of opportunity has closed.

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References