Launch of the Zero Emission Mobility (ZEM) Initiative at the Climate Conference (COP 15) in Copenhagen â€“ Moving from Ideas to Action

The Climate Conference in Copenhagen was the setting for launching the Zero Emission Mobility (ZEM) Initiative and its bold international research effort to make electric vehicles cheaper and available.

ZEM also signed a cooperation withone of the largest regional EV demonstration programin Europe, and joined at the Climate Leader Summit in the launch of a working group with leaders from cities and regions to accelerate the uptake of electric vehicles with a focus on policy, finance and deployment.

While Nobel Laureate Pachauri and the chief negotiators at the Copenhagen Climate Conference were chauffeured around in electric cars managed by Move About, the EV car sharing company that is part of the ZEM Initiative, ZEM signed an agreement with Europeâ€™s largest research network, the leading US research center, and the leading technical certification group to build a large data model to understand how to make the use of EVs cheaper.

Make the EVaffordable:

To get the best financing for EV batteries, we need to quantify the factors that influence their value throughout their lifetimes, extend that useful life by regularly monitoring and optimally managing batteries while in use, and capture the maximum value possible after the batteries have ended their useful lives in cars (i.e. to help repurpose them in other energy storage applications). This requires a global R&D effort and a partnership among EV pioneers.

Â· Therefore, ZEM signed research partnerships with DnV, (the Norwegian technology certification group) and with the German Fraunhofer Institute (Europeâ€™s largest research group) to assess the key factors which affect battery life and performance. This research is done in close cooperation with leading battery producers, OEMs, and electric utilities.

Â· ZEM has also concluded an agreement with the US Department of Energy National Renewable Energy Laboratory (NREL) with respect to information and analyses of battery designs and their cell chemistry, energy and power performance, and degradation mechanisms in real life driving cycles.

â€œSuch collaborative efforts are needed so that the electric vehicle can make a substantial contribution to lowering the CO2 emissions in the transport sector,â€• says Prof. Matthias Busse, Head of the Fraunhofer Institute IFAM in Bremenâ€•.

Make the EV accessible:

In order to advance the broader acceptance of the EV, cars have to be out in the field and become accessible to a broader clientele, ranging from corporate users and local authorities to individuals. ZEM is therefore initiating a number of early commercial projects in partnership with local utilities, financial institutions, and governments.

Â· As part of this effort, ZEM signed a Partnership Memorandum with VLOTTE, the Austrian energy consortium, launching a large scale EV Program in Austria that will test both the operational and financial/economic aspects of operating EVs.

Â· The project with VLOTTE who already as one of the largest EV fleets in EUROPE, will demonstrate the â€œmobility-on-demandâ€• with Move About. one of the largest EV fleet providers in the world. Eveline Steinberger, head of the Austrian Governmentâ€™s Climate and Energy Fund, announced at the ZEM meeting additional support of the VLOTTE Project.

â€œWe need a radical rethinking of how tomorrowâ€™s vehicles will be used. We are therefore happy to work with ZEM and MoveAbout on their international roll-out of the shared use of EVs - the concept of â€œclean mobility on demandâ€• says Christian Eugster of the Vorarlberg Kraftwerke in Austria, a member of the VLOTTE Consortium.

Make the EV a city priority:

At the Climate Leaders Summit in Copenhagen, ZEM also joined the non-profit Climate Group in creating a working group on EV policy, finance and deployment. The goal is to launch â€œEV20â€•, a global initiative to accelerate the uptake of electric vehicles by working with leaders from cities, states and nations together with auto manufacturers, financiers and the electric vehicle supply chain.

Prince Albert II of Monaco who chairs the working group said, "The EV20, convened by The Climate Group with the support and collaboration of my Foundation will work to turn electric vehicles into a mass market solution to climate change by mobilizing leading public and private players to adopt bold new EV projects, policies and commitments, identify and address barriers, and share emerging understandings around best practices.â€•