

# Eurelectric – Evision Session #5

## Accelerating customer acceptance

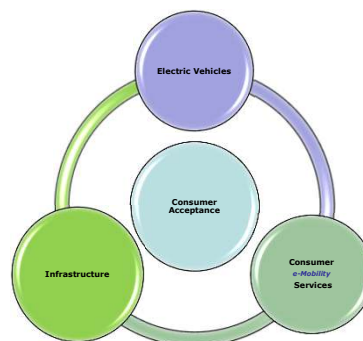
Alexander VERDUYN | DG MOVE | B4



1

## Consumer-centric vision

- Payment Systems Market
  - Lack of interoperability of payment systems
  - e-Roaming ( potential lack of competition in the market)
  - Cost of re-charging
- Charging infrastructure
  - Risk of stranded investments
  - Infrastructure not always functioning optimally
- Consumer Awareness
  - Location of charging points
  - Lack of transparency on costs
- Integration with the energy grid
  - Smart Charging
  - Vehicle to Grid



2

## AFIR Mandatory targets e-mobility (road)

- Electricity Recharging LDV (Art 3)
  - Fleet based target, expressed in power installed (kW) per registered EV
  - Distance based target along TEN-T core and comprehensive network (maximum distance and power)
- Electricity Recharging HDV (Art 4)
  - Distance based target along TEN-T core and comprehensive network (maximum distance and power)
  - Safe and Secure parkings (overnight recharging)
  - Urban nodes (in particular for urban delivery)



3

## AFIR Data provisions – objectives

- Data Provisions (Art 18)
  - Availability of static and dynamic data (partly defined in directive, partly through delegated acts in line with ITS directive). Data provision through National Access Points (ITS directive)

### Objectives:

- ✓ **Overcome range anxiety and charge anxiety:** support digital maps that display all public recharging points with key characteristics (e.g. power output, type of current, etc.)
- ✓ **Improve consumer experience:** EV-drivers should find available infrastructure easily
- ✓ **Create a transparent ecosystem:** prior price information is essential to foster competition: consumers should know what they will have to pay before they drive up to a recharging station, so they can make an informed choice.
- ✓ **Promote a competitive data market** that will benefit businesses, public administrations and, ultimately, users who will benefit from new services and an improved user experience



4

## User aspects (Art 5 / 7)

- Price Transparency
  - Addressed to charge point operators (ad hoc) and mobility service providers (contract based payment)
  - Non-discrimination requirements reinforced also vis-à-vis mobility service providers
- Ad hoc payments
  - Payment with widely supported payment instrument at all recharging points (> 50 kW at least card payment through NFC/terminal; < 50 kW also unique QR code)
- Smart Charging readiness for normal recharging points
- Consumer “opt out” of automatic authentication
- Consumer protection and safeguards against the foreclosure of networks and other anti-competitive behaviour



5

## Non-legislative work

- [European Alternative Fuels Observatory](#)
  - Various data on alternative fuels vehicles, infrastructure and support schemes
  - Interactive map with recharging points
  - EAFO 3.0: new consumer section
- [STF sub-group e-mobility communication protocols](#)
  - Harmonise e-mobility communication protocols
  - Facilitate e-roaming
- [STF public authorities sub-group](#)
  - Exchange of best practices between public authorities
  - Develop policy recommendations, eg for recharging point tenders



6

## Keep in touch



[ec.europa.eu/](https://ec.europa.eu/)



[europeancommission](https://www.instagram.com/europeancommission)



[europa.eu/](https://europa.eu/)



[@EuropeanCommission](https://www.medium.com/@EuropeanCommission)



[@EU\\_Commission](https://twitter.com/EU_Commission)



[EUTube](https://www.youtube.com/EUTube)



[@EuropeanCommission](https://www.facebook.com/EuropeanCommission)



[EU Spotify](https://www.spotify.com/EU_Spotify)



[European Commission](https://www.linkedin.com/EuropeanCommission)



7

# Thank you



© European Union 2020

Unless otherwise noted the reuse of this presentation is authorised under the [CC BY 4.0](https://creativecommons.org/licenses/by/4.0/) license. For any use or reproduction of elements that are not owned by the EU, permission may need to be sought directly from the respective right holders.

Slide xx: element concerned, source: e.g. Fotolia.com; Slide xx: element concerned, source: e.g. iStock.com



8