

Consumer education and engagement

Overview

Passenger Car
(Fuel
Consumption
and CO₂
Emissions
Information)
Regulations

New
environmental
car label

The Guardian
launches EV
myth busters
series



2014–2021

2022

2023

2024

2001

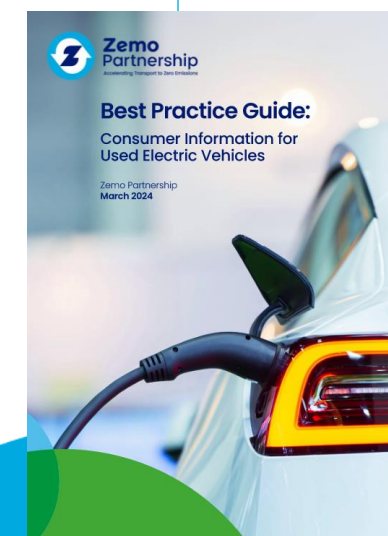
2020

2023

2024



OZEV publishes
'Common
Misconceptions
About Electric
Vehicles' leaflet



Key Strategic Documents

- [Transport Decarbonisation Plan](#) (2021):
 - ⌚ 'Local authorities will have the power and ambition to make bold decisions promoting and supporting positive behaviour change through communications and education' p.40
- [Transitioning to zero emission cars and vans: 2035 delivery plan](#) (2021):
 - ⌚ 'Consumer information – For over six years, Government has worked with industry to educate consumers on the benefits of driving ZEVs. Later this year we will launch a cross-government campaign to Build Back Greener, which will include communicating the benefits of ZEVs' p.12
- [Plan for Drivers](#) (2023):
 - ⌚ '30. Getting the word out. Work with industry to myth-bust concerns about EVs. This measure will apply UK-wide.' p.11

Consumer Education and Engagement

Govt has withdrawn from education programmes for consumers on decarbonizing private mobility. There is a need for coordinated messaging and a public information campaign to engage consumers.

- ④ Provide consistent information and promote best practice in communications and marketing and advertising.
- ④ Promote greater consumer awareness of zero tailpipe emission options and associated uses and operation.
- ④ Address fear, uncertainty, and doubt (FUD) and dispel myths around new technologies while also emphasizing social equity and accessibility for all.
- ④ Advice on charging options, benefits of smart charging and charging signage.
- ④ Encourage the right vehicle for the right job; not necessarily a like for like replacement of the status quo.
- ④ Identify means of providing hotline advice and a common approach to complaint handling.
- ④ Renewing advice and guidance including Best Practice Guide for Vans

Identifying a priority:

Charging information??

Myth busting??

Maintenance (repairability, replaceability..)???

Personal finance options??

Terminology clarification?

Running costs??

Battery degradation/ state of health??