Unlocking Electric Vehicle (EV) Potential: Psychology and Norway's Energy Transition

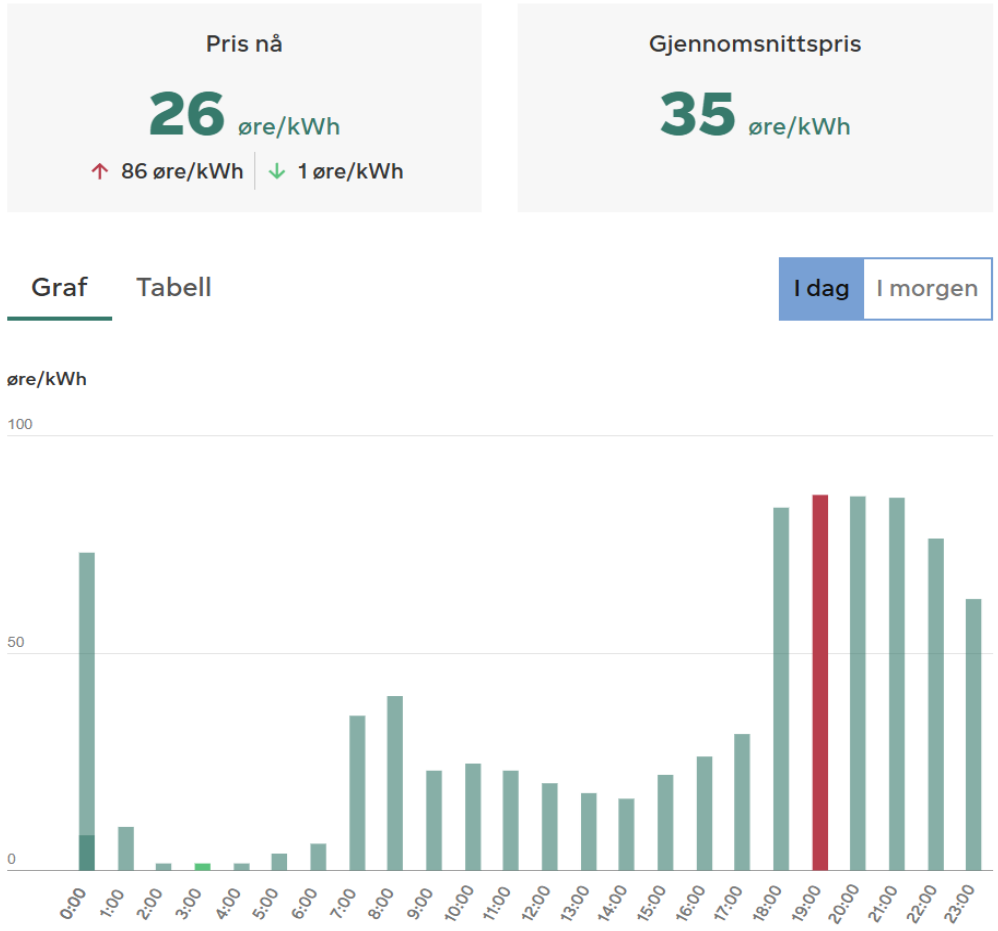


Benjamin Kobbevik

Norway

- Highly renewable but variable supply
- Electric Vehicles (EVs)



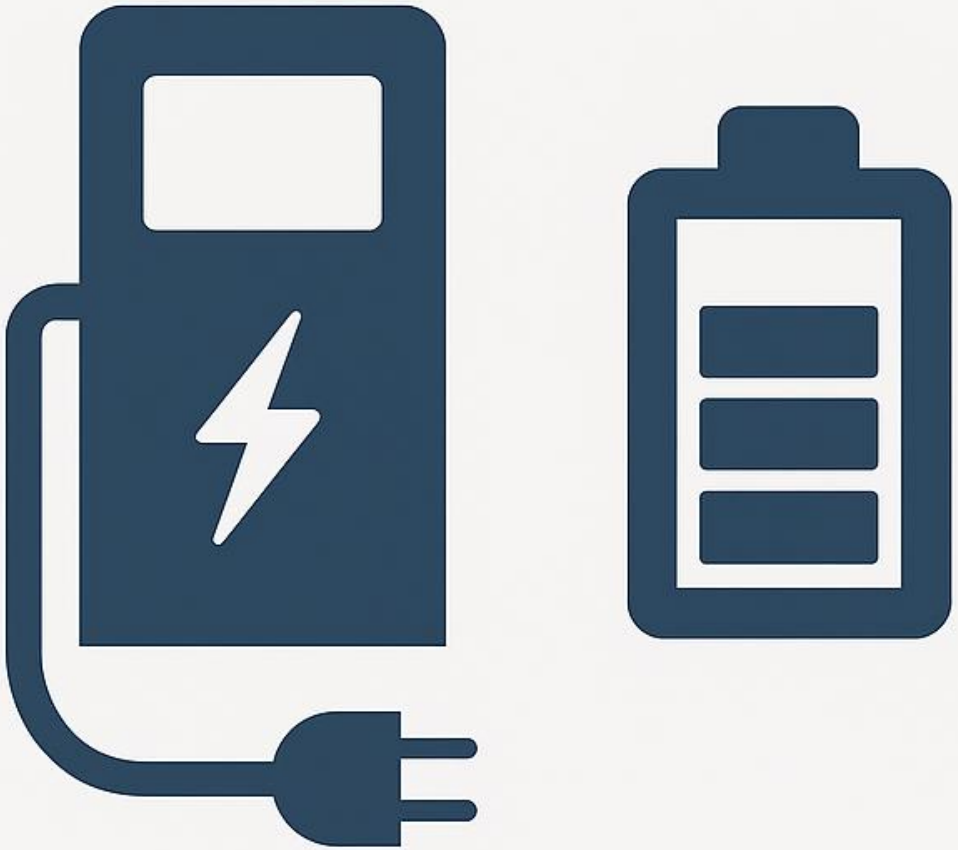




Electric Vehicles

- **Vehicle-to-grid**: cars connect to grid, sending power back and storing excess production.
- **Demand response:** shift charging to low-demand hours.

TECHNOLOGY

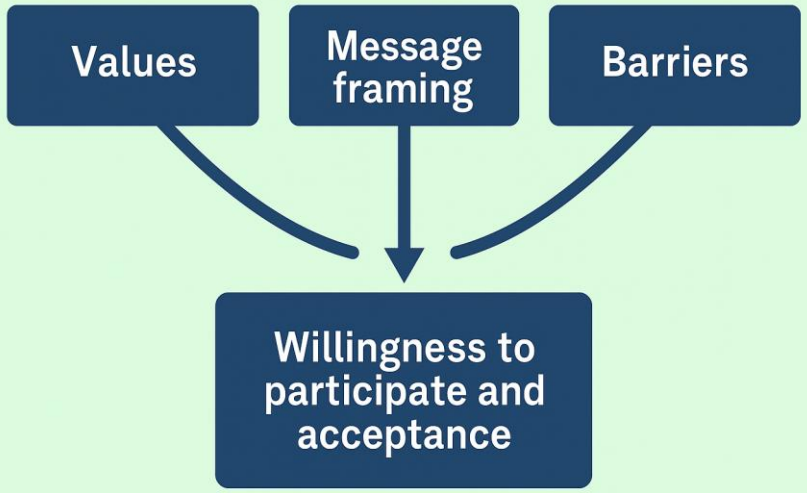


PEOPLE

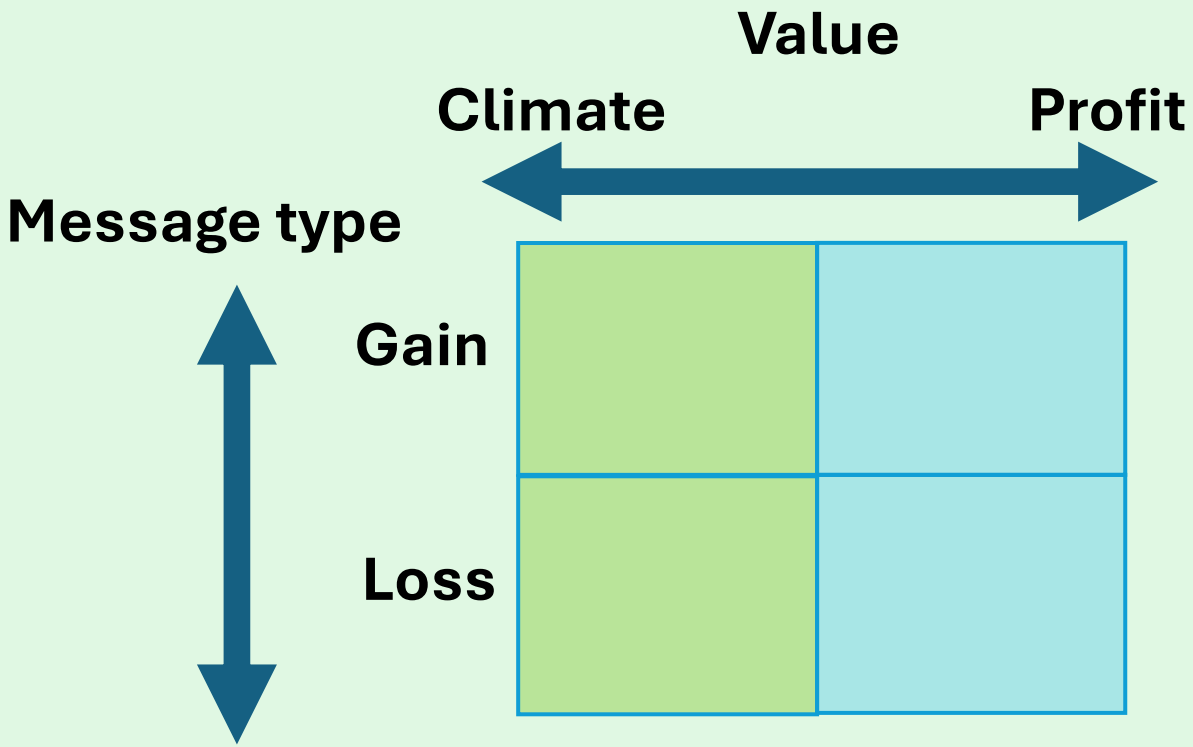


Research question

How do values and message framing influence EV owners' willingness to participate, and how does this interact with known barriers?



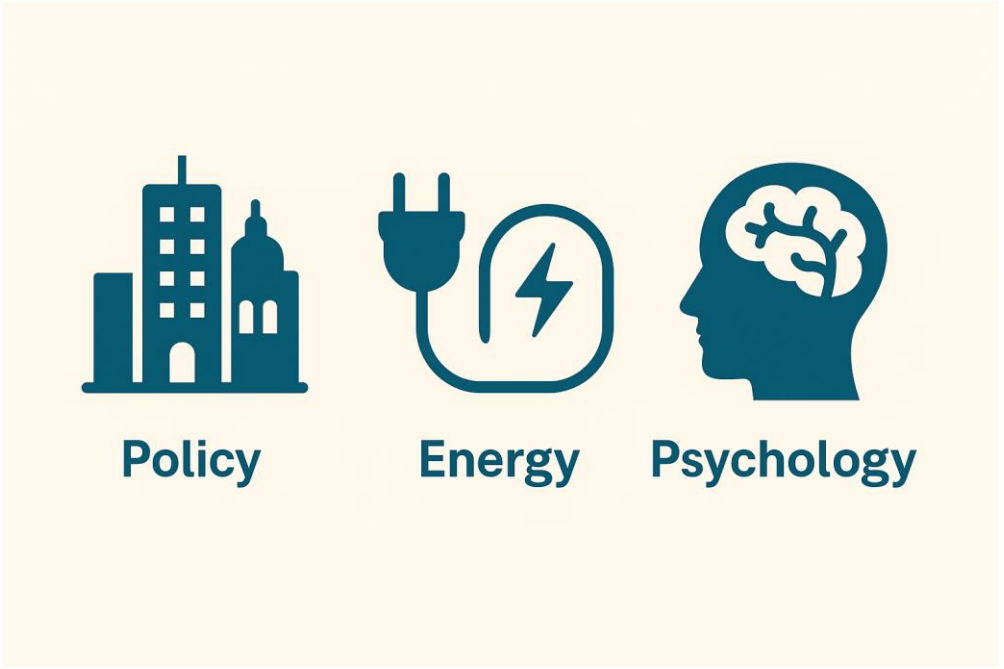
2x2 Message framing vignette



Based on Steiner et al., 2017

Why?

- **For state/municipalities:** Meet climate and power goals.
- **For energy companies & policymakers:** Get users on board. Customized messages.
- **For science:** Interaction of values, barriers and framing.



Takeaways

- **Norway:** renewable but variable grid – need flexibility
- **EVs**: big potential if accepted
- **Psychology:** getting users on board



EV owner? Take part in our research!



Thank you!