

Electrifying the Company Car: Adoption of Electric Mobility in a B2B Context in Switzerland

E-mobility has an important role to play in the transition to a more sustainable transportation system. However, uptake is still relatively slow in most countries, also within organizations and their corporate fleets. Prevailing hard barriers (limited availability of charging infrastructure or higher upfront investment costs) alone do not fully explain the slow uptake. Consequently, a new field of research emerged with a focus on social acceptance of e-mobility as a prerequisite for a successful uptake. **The aim of this research project was**

to investigate whether important acceptance-related soft barriers can be revealed for Swiss organizations when faced with the question of electrifying their corporate fleets and consequently whether addressing those barriers with a behavioral intervention campaign focusing on **personal experience** could **increase social acceptance and the likelihood to adopt EVs** in organizations.

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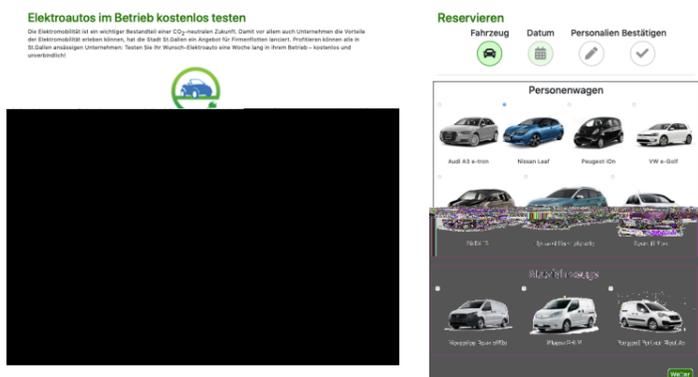
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Research Methodology: Online Survey + Field Experiment

Field Experiment with Behavioral Intervention Campaign



Study 1, a quantitative online survey with Swiss fleet managers (n=30), conducted with the aim to determine the preferences of corporate fleet managers in the area of motivators for and barriers against adopting e-mobility in corporate fleets.

Study 2 conducted a field experiment (n=10) to test whether the developed behavioral intervention campaign (*Wirtschaft unter Strom*), which addresses acceptance-related soft barriers identified in Study 1, can affect social acceptance and the likelihood to adopt EVs in corporate fleets over time.

Results: Acceptance-related Soft Barriers matter – Personal Experience helps

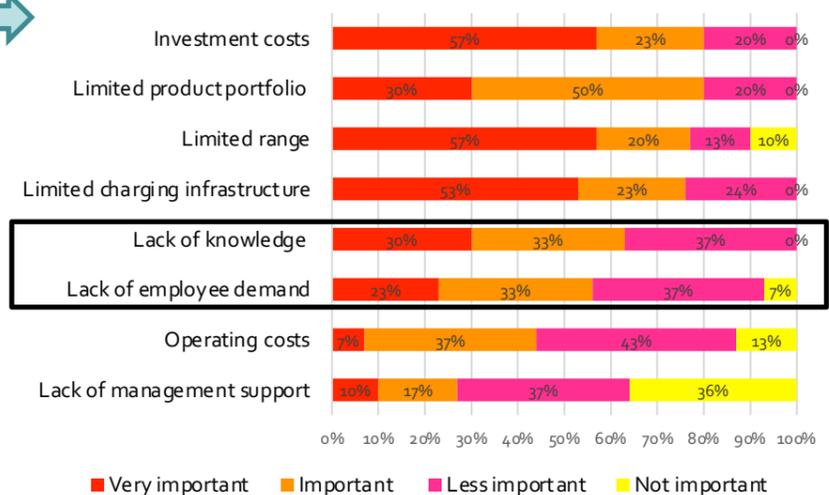
Confirmation of **importance of soft barriers**: Lack of knowledge and lack of demand of employees are seen as significant barriers to a further uptake in corporate fleets.

Results of the behavioral intervention campaign indicate a **generally positive effect** for various acceptance-related elements, especially **soft barriers**, and to a lesser extent also **hard barriers**.

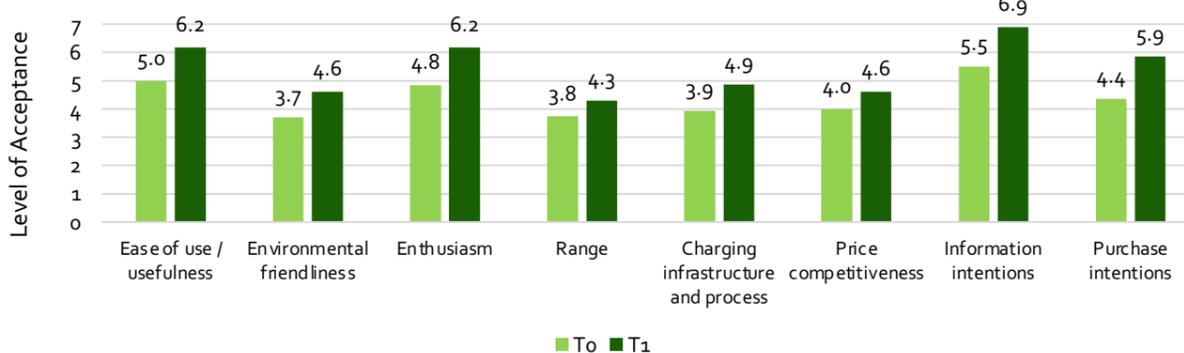
Possible to address relevant elements defining the intra-firm acceptance of electric mobility such as social aspects: **"Enthusiasm", "Future information intentions"** (influencer).

Obtaining more information about a technology positively affects not only information-related but also **purchasing intentions** (in line with Roger's diffusion theory (2003)).

Importance of Barriers for Electric Mobility (n=30)



Development of Acceptance Levels from T0 to T1 (n=10)



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Partners



Policy Implications

- At **national level**: consider introducing campaigns that target *soft barriers* as an element of the policy mix and consequently also as part of roadmaps.
- At **local level**: municipal authorities could replicate or adapt the campaign "*Wirtschaft unter Strom*" and include it in their local mobility concepts.

Future Research

- Further explore the topic of **intra-firm diffusion dynamics** - i.e. to conduct interviews with colleagues (fellow car pool user, fleet manager or management) of the car pool users who were exposed to the behavioral intervention campaign (peer effects).