Addresses lack of awareness and promote the progression of V2G supportive EV ownership, an official V2G smart charging informative site will be established. To include all age and cultural demographics and increase equity. Advertising methods include billboards, posters, TV advertising, and radio.

For existing V2G EV owners:
While renewing registration at the relevant state department of transport, an opt-in option will be available for all to purchase a smart charger through Department of Transport (3rd party).

For new V2G EV owners:
While making the initial purchase, it is mandatory for the car dealership to explain what the smart charger entails to the customer. An opt-out option for the customer to manually withdraw from purchasing a smart charger is made available.

Electricity invoices clearly convert data values into meaningful measurements for an individual.

To further spread the knowledge of the V2G smart charging concept; a tab labelled “AUS Government V2G Approved EV” will be created to make relevant EVs easily identifiable.

1. Increase public knowledge of smart charging.
2. Optimise smart charging exposure & usability.
3. Progressing smart charging into a norm.

**THEORIES**
- EAST Framework (Service et al., 2014).
- Technology Adoption Curve (Origin, 2021).
- Cognitive Biases and Mental Heuristics (Kahneman & Tversky, 1979).
- Consumer Personas (Letheren., et al, 2019).

**EVIDENCE**
- Expert Proxies - government and industry stakeholders Q&A panel.
- Qualitative Interviews - Ergon Energy Project Manager, data scientist and informed citizen.
- Quantitative V2G trials - run in South Australia and Canberra.
As the electricity grid establishment expands into the rural regions, paid return mail will be sent to the more populated rural areas eligible for V2G electricity lines. The paid return mail will offer subsidies installments of smart chargers as well as booking preference for site assessment and installation.

STAGE 2: OPTIMISE SMART CHARGING EXPOSURE & USABILITY

Phone App (Gamification): MyEV

A streak system where a streak can be achieved through having your car plugged into the smart charger for at least 10 hours within a one-day duration.

Saver ranking within the community (customizable in privacy settings). Facts infographic on the default tab of the app to correct misconceptions of people.

Link to external government informative website which includes documents on informed consent, usage of application data, etc.

In-app notifications/emails system where the AI can judge the smart meter and the individual’s charging performance against their goals and give feedback to the user.

STAGE 3: PROGRESSING SMART CHARGING INTO A NORM

The V2G electricity lines are installed within the houses from the beginning, which makes smart charger installation easy.

Building companies lodge a rebate to the government to be subsidised for the initial payment for installation to the utility company.

Building companies obtain proof from the utility company that the electricity installation from the house to the grid is satisfactory.

Builders make payment to the 3rd party for the installation of electricity connections from the house to the grid, which allows the infrastructure to host a V2G charger.

Government establishes partnerships with building companies to install electricity lines from the house to the grid during the construction period.

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Personalisation Of Car Key & Smart Charger

1) Utilise synesthesia to personalize car key.
   - **Green**: Smart charge.
   - **Blue**: Regular charging.
   - **Red**: Not charging.

2) Clock dial on smart charger offering two choices.
   1. Default option: AI optimization.
   2. Charging from home (regular charging).

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