UNudgeSW Presents: V2Get one-stop solution.
Tackling the huge upfront cost and the lack of awareness of a V2G charger.
Cicy Zhou, Shameen Gaffoor, Henrik Osterberg, Ciaran Farrell

The Problems:
We identified two major problems, the extremely high upfront and installation cost to own a V2G smart charger and Australians’ lack of awareness on the technology and its potential benefit to them.

The Solution:
We significantly reduce the upfront cost through a special V2G loan plan incorporating the benefits of V2G into the structure of the repayment and incorporate key behavioural insights into the consumer’s experience during the loaning process to maximise the effect of the loan package.

The Customer Journey:

The Interactions:
Key Behavioural Insights:

The EAST Framework:

**EASE**
- Giving a simple range of choices for each individual when signing up for the program ("minimal", "standard", "heavy") reduces cognitive load and simplifies the process of acquiring a V2G charger
- The system is designed to give simple and easy feedback so individuals are more likely to act on it

**ATTRACTIVE**
- The key to this intervention is the use of financial incentives to encourage purchase and use of V2G chargers
- Alongside that, simple but encouraging prompts are given to consumers to slightly "gamify" use of the V2G system

**SOCIAL**
- Increases social participation in V2G scheme progressing it toward a social norm
- Individuals who utilise V2G also can see how many homes and other people they have helped through generating electricity

**TIMELY**
- Rolling out this initiative alongside the rollout of V2G technology will allow individuals to capitalise on the benefits as soon as possible

Limitations & Mitigations:

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<th>Risk</th>
<th>Commentary and mitigation</th>
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| Doesn’t target Current EV owners | - Current EV ownership in Australia is quite low with still only 8.4% of all cars in Australia being electric vehicles  
- Sales of electric vehicles rapidly increasing and expected to be 50% of all new cars sold meaning lots of people will interact with program in future  
- People could still engage in the switch to V2G and participate in the program if they own a different kind of charger  
- Main groups targeted are ones who haven't engaged with electric vehicles yet due to cost restrictions rather than current EV owners |
| Lack of social acceptance   | - While V2G is not commonly used socially now this may limit people's desire to take part in the program to use the V2G program.  
- Sovacoof (2020), found that in a survey of people from Nordic countries 17% cited lack of consumer acceptance as a reason for not adopting V2G.  
- However, people's use of the V2G and overall positive experience will allow them to spread awareness of the technology and make it more socially acceptable |
| Tracking individual output  | - For those with rental agreements or shared living spaces such as high-rise apartments, it may not be 100% possible to provide V2G technology  
- This is a similar limitation across all electric chargers, but individuals can still use public V2G chargers to achieve their targets. |