Final Report to the U.S. Department of Energy
Project DE-FG01-99EE50593

Development of Information and Market Creation Mechanisms for Promoting
Advanced Energy Efficient Transportation Technologies

American Council for and Energy Efficient Economy

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Project Summary

This report summarizes the work undertaken by ACEEE under the U.S. DOE project entitled "Development of Information and Market Creation Mechanisms for Promoting Advanced Energy Efficient Transportation Technologies."

It responds in particular to the Task Summary list included in the March 31, 2000 report provided by John Bradley. A description of completed tasks is given below. It then outlines recommendations and proposed next steps for ACEEE's work in this area.

DOE Patent Clearance Granted

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Completed Tasks: Summary

- A. Improve public information on light vehicle efficiency and environmental performance.
- Green Book web site launched in February, 2000. Considerable outreach to automakers, environmental groups, sustainable energy groups, federal government, and state and local organizations to develop links to and use of this web site. Updates to web site (e.g., addition of Toyota Prius and press release on it) added throughout 2000.
 - Provided review comments and feedback to EPA, DOE, and ORNL on drafts of new analysis and web-based presentation methods for fuel economy and emissions information. This included a set of efforts on Web Sites and draft Web Site editing.
 - Conducted research on the on-line auto marketing organizations and potential to get these organizations to provide ACEEE environmental ratings as part of their information services.
- B. Develop market creation initiatives to foster efficient and advanced vehicle technologies.
- Consulted with automakers, literature, and research leading to the development of a Green Vehicle Marketing Partnership (GVMP).
 - Led in the planning and organization of the June 26-27, 2000 Knoxville Workshop, which was attended by key stakeholders.
 - Completed Knoxville Workshop report (attached).
 - Used key findings of the workshop to help in conceiving alternative GVMP implementation schemes.
 - Developed alternative GVMP schemes to be presented at next workshop (tentatively scheduled for December, 2000)
 - Made several presentations on the topic of green vehicle marketing strategies for next generation vehicles. Presentations included:
 - Toward a Green Vehicle Marketing Partnership
 - SAE/DOE Future Car Congress
 - Sustainable Products Forum
 - EESI Briefing on Clean Cars
 - Pursued private conversations with contacts in several automakers, developing a better understanding of the issues faced in attempting to bring greener vehicles to market. During these conversations, identified market research areas, topics, and questions that we could begin to address. This information was used in developing the Knoxville Workshop agenda (see attached Workshop report).
 - Developed timeline for furthering the effort to establish a national GVMP initiative (see Timeline, below).

- C. Fact-finding on and outreach to automotive market gatekeepers
- Performed fact-finding outreach on automotive market gatekeepers and approaches for better disseminating information about vehicles, energy, and environment.
This effort involved contacts and conversations with automotive journalists, and the synthesis of experience in communicating information on *ACEEE's Green Book* to automotive media. This effort has informed our work on tasks A and B.
- D Investigate auto industry issues and barriers regarding new technology deployment
- Advised DOE and Argonne National Laboratory on issues related to and concerns about PNGV as well as promotion programs for emerging high fuel economy vehicles.
 - Research and analysis of barriers to advanced technology deployment.
The major work product from this item is the draft report, "Technology Status and Commercialization Prospects of Fuel Cells for Highway Vehicles," which was produced in conjunction with other funding from EPA and the Energy Foundation. This report was separately sent to DOE/OTT staff in both OTU and OAAT.

Proposed timeline for next steps on Green Vehicle Market Creation work.

October-November 2000

- Present alternative GVMP schemes to key DOE and Oak Ridge National Laboratory staff
- Present alternative GVMP schemes to key stakeholders who were *not* at Knoxville to solicit their opinions and involvement
- Plan follow-up workshop to discuss specific GVMP proposals and obtain stakeholder support for implementation

December 2000

- Hold follow-up Workshop. Present and select from alternative GVMP schemes.

January 2001 and beyond

- Analyze results of the workshop.
- Create implementation strategy and evaluation process
- Implement strategy