



The 27th INTERNATIONAL  
ELECTRIC VEHICLE  
SYMPOSIUM & EXHIBITION

BARCELONA  
17th-20th November 2013

## The GoElectricDrive National Education and Awareness Campaign: Its Importance and Challenges

### EVS – 27

Randy Johnson – Director, Electric Transportation,  
Southern Company

Robert Graham – Principal Manager,  
Transportation Electrification, Southern California  
Edison

November 20, 2013



Organized by



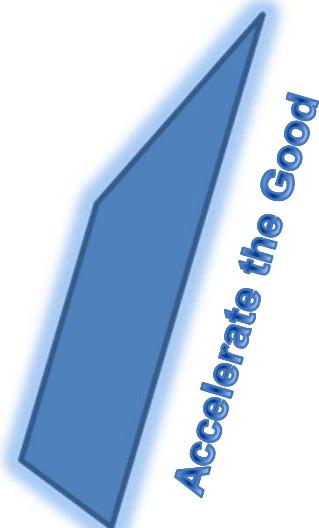
Hosted by



In collaboration with



Supported by



## A Simple Achievable Concept

- Sufficient market information exists with current drivers, ride and drives, utilities, industry WEB sites, and auto dealers – and yet the technology is misunderstood
- Communicating EV values to the vehicle consumer is *the* critical item contributing to successful market penetration
- If consumers are made aware - and interest and *excitement* are created - then consumers will seek this information
- Consumers will make a wise decision and will choose the plug-in vehicle alternative



Organized by



Hosted by



In collaboration with



Supported by



## Learning from GED Challenges



**Lesson # 1: When considering a campaign ensure that the founding or parent organization is diverse, and the companies/individuals/organizations engaged in the development have the experience, expertise and a positive reputation.**

**Lesson # 2: Emphasize that sufficient information and product exists to support the consumer - when interest is generated. Don't under estimate the resources required to develop information and solicit interest. This can absorb funding needed to reach the consumer.**

**Lesson # 3: Emulate other / past successful campaigns such as:**

**Got Milk, The Girl Scouts, Nike "Just Do It"**



Organized by



Hosted by



In collaboration with



Supported by



## Learning from GED Challenges



**Lesson # 4:** Recognize the importance of an anthem or a rallying theme that will attract attention and resonate with your potential funders and the consumer. It is important to recognize that there are experts that do ONLY this, but it can be expensive. Be sure to develop a quality scope of work defining your objectives and budget, then carefully hire the right creative firm.

**Lesson # 5:** Prior to starting the campaign, the founding organization should consult with experts and attorneys to determine if establishing a Charitable Foundation is the best method to solicit funding needed to sustain the campaign long-term

**Lesson # 6:** Don't be afraid to have a regional focus initially but make sure you use the right firm and market research data to pinpoint the key locations for campaign launch.



Organized by



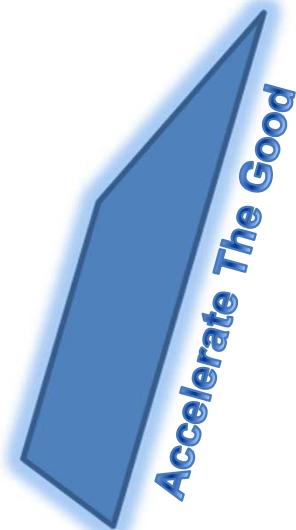
Hosted by



In collaboration with

Supported by





## Learning from GED Challenges

**Lesson #7: You need the right people in the room, with credibility, knowledge, connections, and the willingness to leverage existing relationships AND ask for the necessary funding from the companies or individuals that have the resources to support a successful campaign.**

**Lesson #8: As the campaign matures, be open to new ideas and directions especially when opportunities arise for creative efforts to connect the campaign with influencers and donors.**

**Lesson #9: Implement a plan to engage stakeholders and industry participants not directly involved in the initial formation of the campaign. For example, you can expand brand recognition and consumer awareness by allowing partners to use – the brand and tagline “Accelerate the Good” as a message platform. Remember to provide them with the proper guidelines to ensure the integrity of the brand**



Organized by



Hosted by



In collaboration with



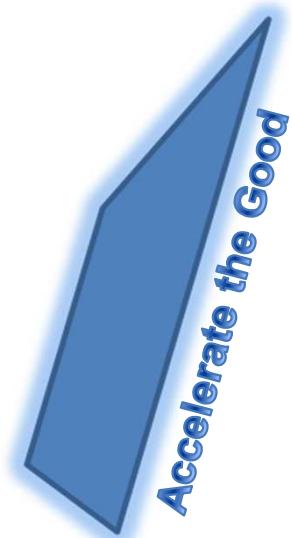
Supported by



# eVS|27

The 27th INTERNATIONAL  
ELECTRIC VEHICLE  
SYMPOSIUM & EXHIBITION  
BARCELONA  
17th-20th November 2013

## An Over Arching Theme



Organized by



Hosted by



In collaboration with



Supported by

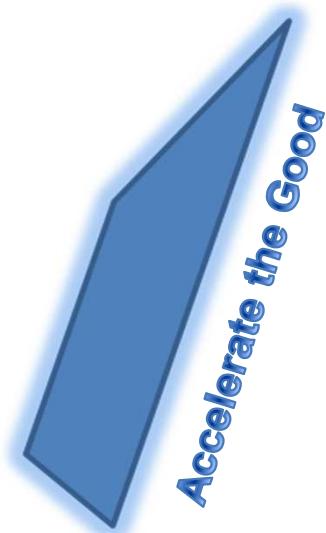




The 27th INTERNATIONAL  
ELECTRIC VEHICLE  
SYMPOSIUM & EXHIBITION  
BARCELONA  
17th-20th November 2013

## Campaign Strategy

**ASSURING THE GREATEST  
POSSIBILITY OF  
SUCCESS.**



Organized by



Hosted by



In collaboration with



Supported by



## GED - Progress To Date

- 501C 3 Foundation created as an education foundation
- Approximately \$1.5 M raised from multiple sources to support campaign and foundation development
- Influential leaders joining the GED Board of Directors
- GED – “Accelerate the Good” theme being joined with organizations such as the “Green Sports Alliance”

*Accelerate the Good*



Organized by



Hosted by



In collaboration with

Supported by



## GED and the Green Sports Alliance

We have leveraged our initial theme and developed partnerships with national entertainment and media.

Our first partner is The Green Sports Alliance –a nonprofit that brings sports organizations and environmental experts together to improve the environmental performance of sports teams.

We will be co-hosting with our partner, The Green Sports Alliance, a series of regional workshops to promote sustainable transportation initiatives at sports venues. Together with GSA, we have chosen (6) locations across the United States to kick off these informational events



Organized by



Hosted by



In collaboration with



Supported by





The 27th INTERNATIONAL  
ELECTRIC VEHICLE  
SYMPOSIUM & EXHIBITION

BARCELONA  
17th-20th November 2013

# Thank You

Robert L. Graham  
[Robert.graham@sce.com](mailto:Robert.graham@sce.com)

Randy Johnson  
[DRJohnson@southernco.com](mailto:DRJohnson@southernco.com)



Organized by



Hosted by



In collaboration with

Supported by

