



## A EUROPEAN PROJECT ON INNOVATIVE CHARGING TECHNOLOGIES BASED ON THE USER'S PERCEPTION OF ELECTRIC MOBILITY

The development of a sustainable mobility is one of the main challenges for next years in Europe. Electric cars are essential to accelerate this transition. For that reason, innovative charging solutions need to be found to answer to users' expectations and this market raise, this is the aim of INCIT-EV project.

### WHAT IS IT?

INCIT-EV aims to demonstrate an innovative set of charging infrastructures, technologies and its associated business models, ready to improve the EV users experience beyond early adopters, thus, fostering the EV market share in the EU. The project will seek the emergence of EV users' unconscious preferences relying on latest neurosciences techniques to adapt the technological developments to the users' subjective expectations. The progression of the project includes:

**Phase 1** – Global analysis on user's needs and requirements alongside with public policy strategies aiming at boosting the electric mobility.

**Phase 2** - Focus on technologies demonstrations at selected sites from 2022.

### OVERVIEW OF THE PROJECT

**A user-oriented project**  
**€18,6 million with**  
**€15M€ from EC**  
**33 partners directly**  
**involved in 8 countries**  
**7 innovative solutions**  
**48 months Jan. 2020/**  
**Dec. 2023**

### AT STAKE - OPERATIONAL TESTING OF 7 CHARGING TECHNOLOGIES IN REAL LIFE



<https://www.incit-ev.eu>

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