



**UNSW**  
SYDNEY



## Energy Efficient Mobility Systems

**Exploring the behaviours that influence how individuals and firms make decisions, in an attempt to understand and predict the current and future demand for energy efficient mobility systems.**

### Competitive advantage

- Specialism in the areas of preference elicitation and discrete choice analysis
- Expertise at understanding how different agents will engage with new technologies and services
- Skilled at measuring the impact of informational differences on individual preferences
- Significant value-add to both industry and government, through the development and provision of technologies and services that fulfil consumer needs, and the design of supporting policy and regulatory frameworks that maximise societal benefit

### Impact

- Understanding and predicting the economic, social and environmental impacts of a current or future policy on the demand for goods or services.

### Successful applications

- Cooperative Research Centre – Low Carbon Living project with the New South Wales Office of Environment and Heritage to evaluate the market share for electric vehicles and understand consumer attitudes, opinions, and preferences for electric vehicles and charging stations
- An international project with the Argonne National Laboratory (USA) to study autonomous vehicles and their impact on the transport system
- UNSW Digital Grid Future Grant for studying the market uptake of EVs equipped with photovoltaic panels

### Capabilities and facilities

- A data visualisation lab (City X Lab)
- Travel Choice Simulation Laboratory (TRACS Lab)
- A team of experts in choice modelling

### Our partners

- Office of Environment and Heritage (through CRC-LCL)
- CSIRO
- US DOT
- Argonne National Laboratory

### More Information

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