

Perth Tourism Talks



<https://electrek-explorer.web.app/explore>

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Electrek Explorer solution: Recharge in Nature

A climate tech start-up on a mission to tackle the climate crisis through the promotion of **low carbon travel**.

Our app uses geospatial technology to support the **Net Zero transition** by helping **plan electric trips**, connect with nature and promote wellbeing through **active travel** - helping people choose sustainable travel options.

We're building an **E Data Atlas** and **EV friendly community** that encourages and supports, green travellers in regions of Scotland.

<https://electrek-explorer.web.app/explore>



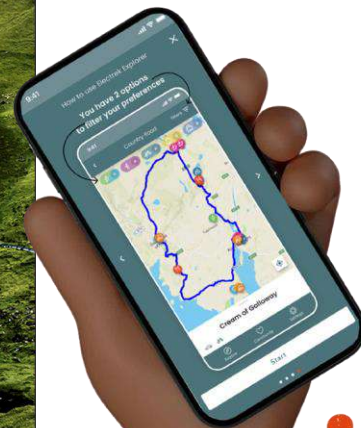
WebApp demo

What we do

Recharge in Nature Webapp tagradh lìn

Welcome
to Electrek Explorer

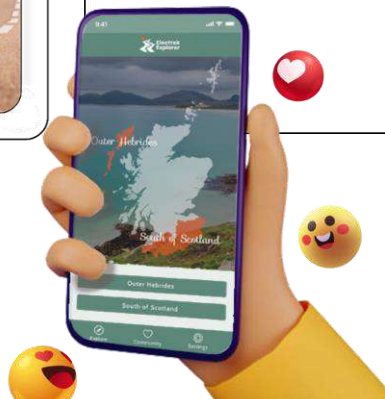
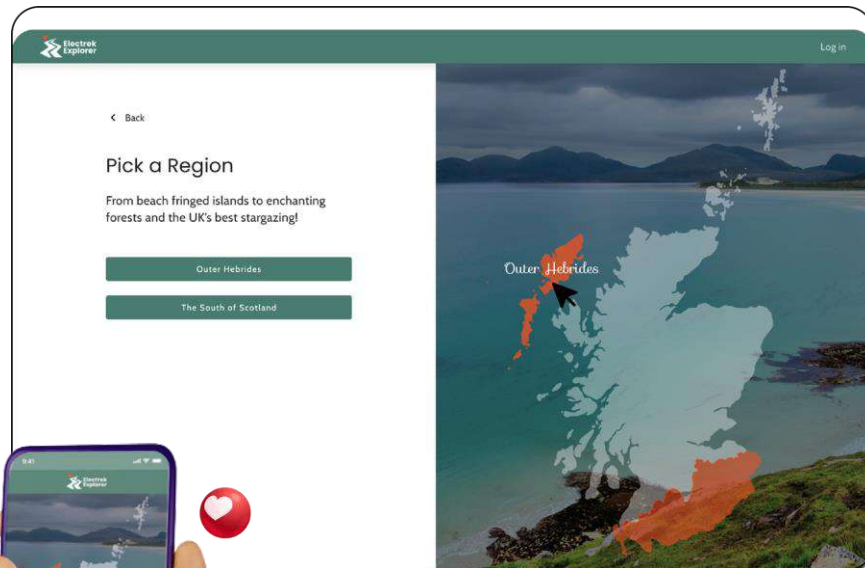
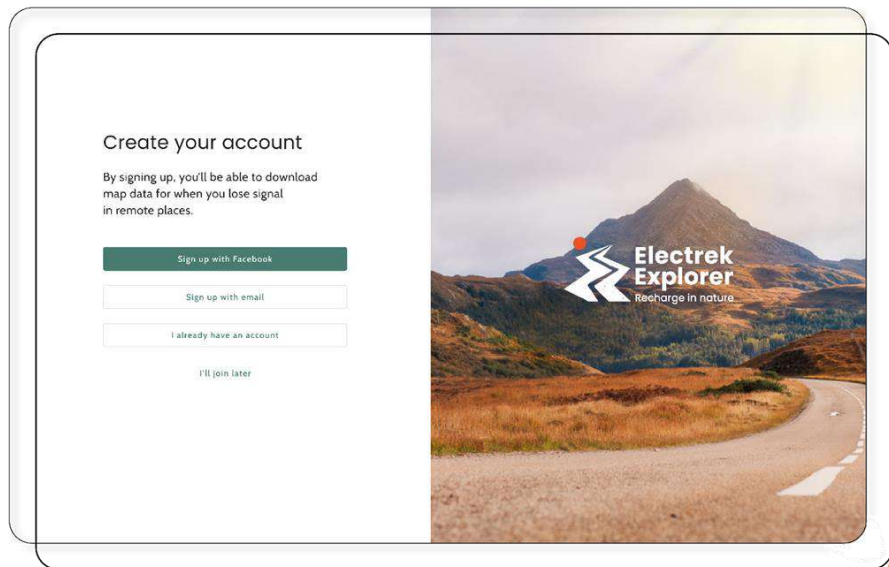
Discover your next Adventure



Access the web app [here](#) to explore for yourself

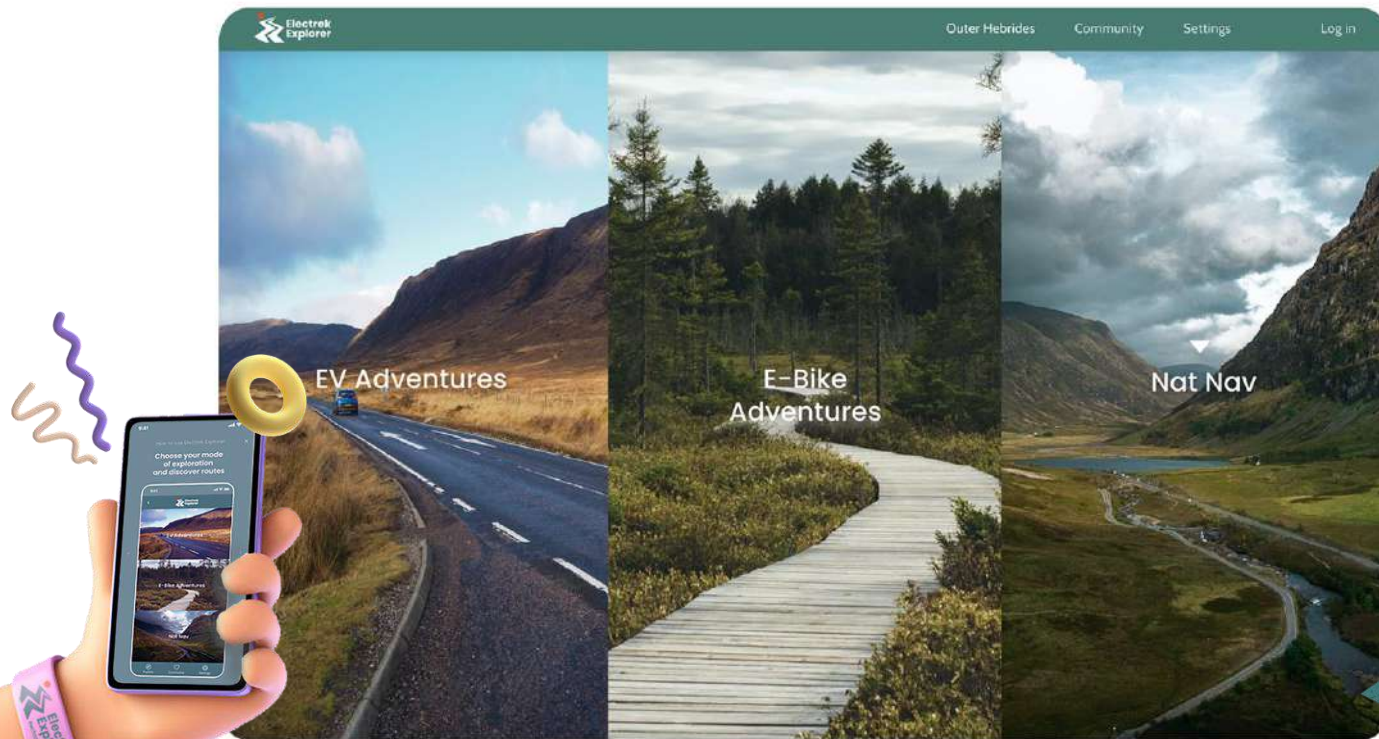
Recharge in Nature Webapp

tagradh lìn



Features – Exploration options

feartan – roghainnean sgrùdaidh

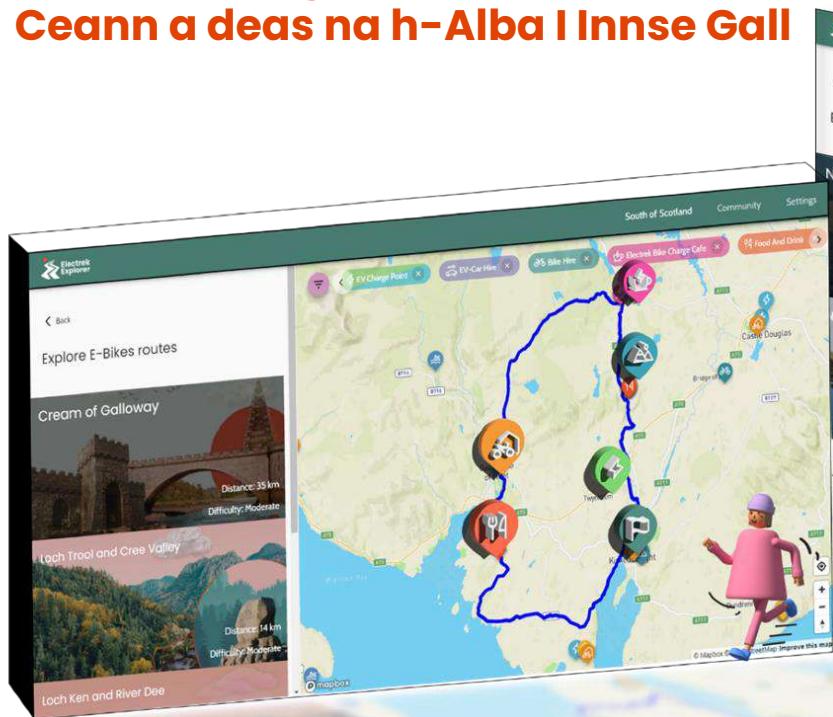


Features – Routes

The South of Scotland | Outer Hebrides

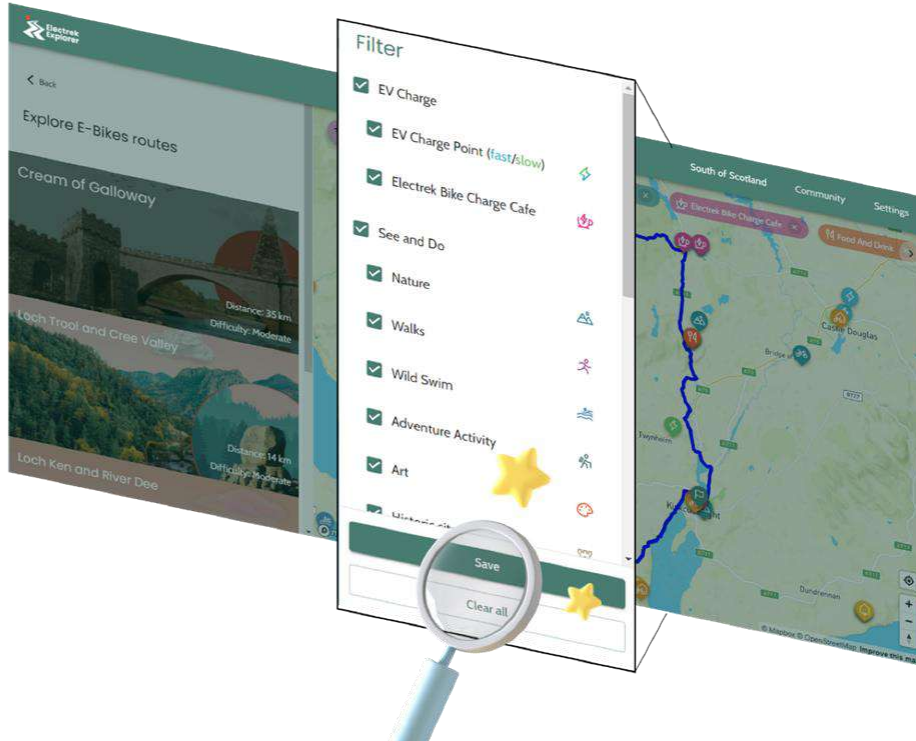
feartan – slighean

Ceann a deas na h-Alba | Innse Gall



Features - Filter (POI)

feartan - criathradh

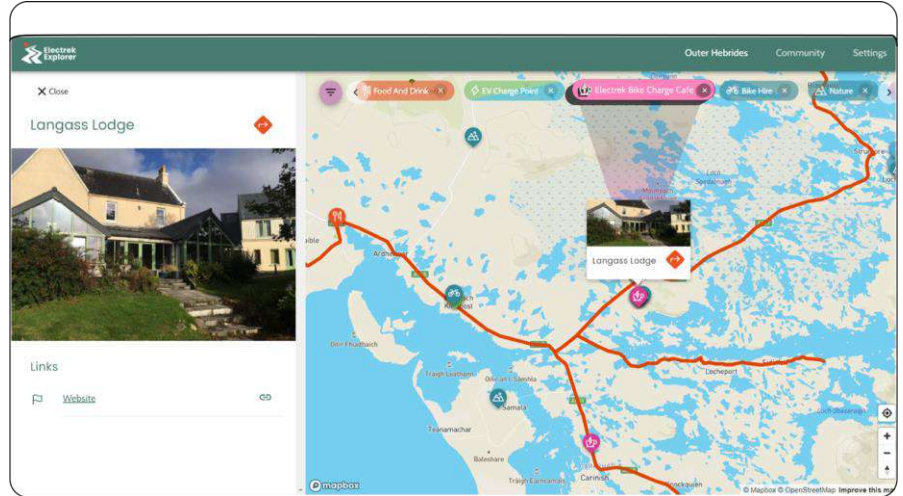
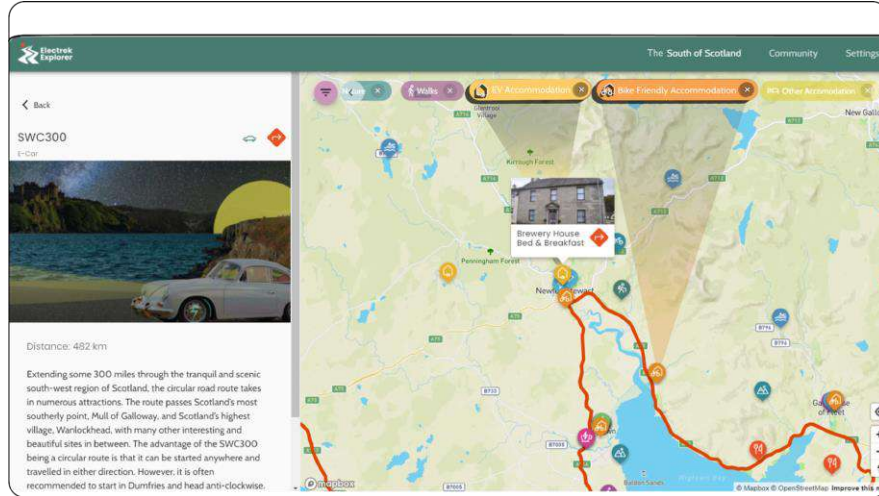


- EV Charge Point
- EV Car Hire
- Bike Hire
- Electrek Bike Charge Café
- Food and Drink
- Nature
- Walks
- EV Accommodation
- Bike Friendly Accommodation
- Other Accommodation
- Historic Site
- Train/Bus Station
- Ferry Station
- Adventure Activity
- Town
- Wild Swim
- Bike repair station
- Car park

- <42kw = slow charge >43kw = Fast charge
- Tesla (Fast)
 - Quick Charge (CCS/SAE Co...
 - Quick Charge (CHAdeMO)
 - J-1772
 - Tesla
 - Tesla (Roadster)
 - Mennekes (Type 2)
 - EV Plug (Type 3)
 - Caravan Mains Socket
 - Blue Commando
 - Wall Outlet (BS1363)

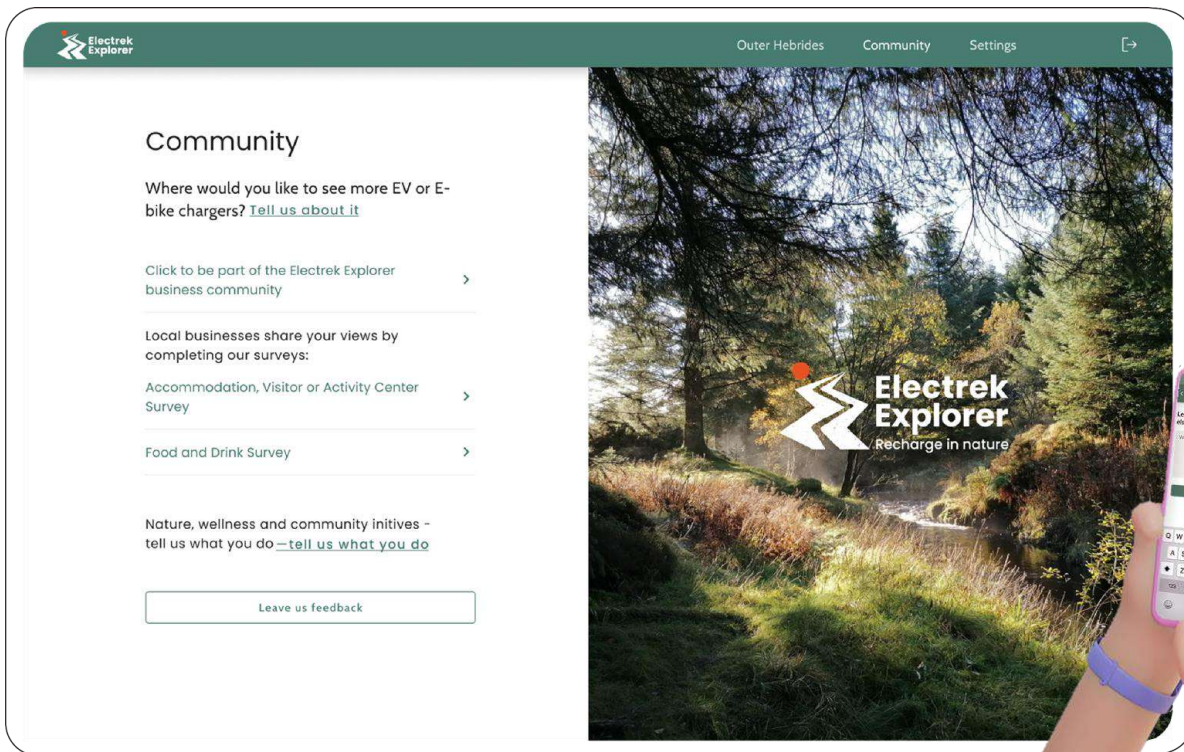
Features - EV/ E-Bike accommodation, E-bike Cafe

feartan - àite-fuirich carbad dealain, cafaidh baidhsagal dealain



Features – Community

feartan – coimhearsnachd



The app includes the option to provide feedback and join the **community**. This helps widen the **audience**, gain more **points of interest** and bring more visitors to **local businesses**.



Electrek Explorer Podcast



Habitat mapping: Dr Murray Collins - Space Intelligence



Wild Swimming: Norma MacLeod - Immerse Hebrides

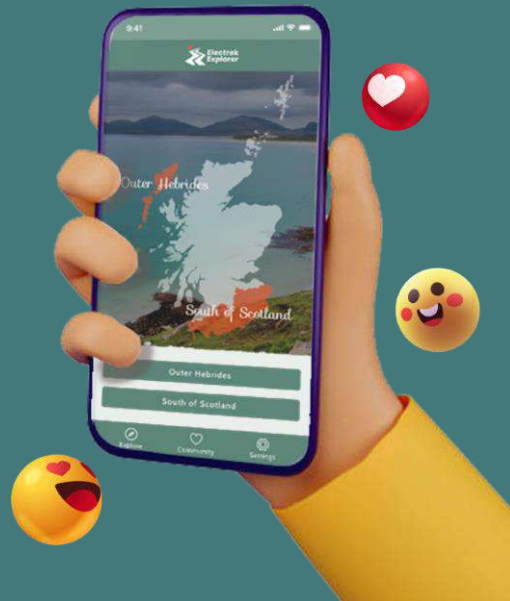


Marine Conservation: Elouise Cartner - Scottish Wildlife Trust and local partner



Low carbon travel expedition: Sushil Reddy - SunPedal Ride - Solar Cycle

How we worked with other regions



Data

The data was collected through 4 surveys.

- 2 Outer Hebrides
- 2 South of Scotland
 - E-bike Feasibility Study C2C
 - SUP

There were 250+ survey responses.

Direct Contact

Electrek Explorer has now gathered over 700 points of interest.



Progress – Outer Hebrides Survey Results

adhartas – toraidhean suirbhidh

Now	With Electrek Explorer
56% of the businesses currently benefit from passing cyclists.	82% of the businesses would like to attract more cyclists and EV drivers.
36% of the businesses are happy to allow e-cyclists to charge their bike batteries on site.	60% of the companies are interested in installing Electric Bike charging infrastructure.
17% of the businesses currently have an Electric Car charger on site or nearby.	64% of the companies are interested in installing Electric Car charging infrastructure.

Progress – Feedback

adhartas – fios air ais

“This is a very important development for our business “

“Having just tried an e-bike this weekend for the first time, I'm totally smitten! It's a much more *inclusive* way to enjoy cycling in the Hebrides for the average novice cyclists”

“I feel electric touring is a good idea”

“100% behind sustainable travel initiatives”

“I would be interested in any grants/help to get these E Points set up at our business”

Southern Uplands Partnership Survey

Barriers to EV Charging Installation

- Uncertainty over type of EV charger to install
- Lack of funding
- Lack of Information to help plan installing EV infrastructure
- Uncertainty over cost of
 - electricity
 - EV charging to the business

Barriers to EV Transition

- Affordability of EV
- Range Anxiety
- Insufficient EV infrastructure
- Not Knowing Where to Charge

Why

Electrek Explorer is needed
- the Benefits

Information gap

- New unique Dataset to support net Zero Ambitions and low carbon travellers
 - E-tourism
 - E-charging
 - Low carbon & active travel
- Minimise EV 'Range Anxiety' by helping plan journeys
- Encourage Active Travel through nature improving Health and Wellbeing
- **Green recovery** - Promote local business
- Visitor Management and Flow tool
- Profile nature conservation initiatives



Perthshire Proposal: inclusion on EE App

Regional technical req: mapping incl curated/defined E-routes with POI	£8,950.00
Natural Heritage, outdoor activity, citizen science mapping and visitor information	£2,943.49
Promotional activity	£1,131.00
EV Charge Point car and bike information (type, power,)	£1,325.00
Business & Community Survey. User testing	£3,448.50
Build E-Data Atlas. Build E-bike friendly Region Index + EV friendly (car) accommodation Index in Aberdeenshire. EV and bike hire. Guides and delivery. Enable businesses to register as EV friendly and Bike Friendly on Electrek Explorer app.	£4,567.20
Walks, Nature, Experiences and local business near Chargepoints	£2,922.38
Image and Design for route, POI and media	£1,520.50
Map supporting Green transport, infrastructure and links - bike friendly buses, ferry terminals, trains, bike parking, public toilets	£2,260.00
Curation of relevant nature podcast (including EE), local music, documentary relevant to area	£1,231.00
Project Management & Engagement	£2,200.00
Total	£32,499.07



Electrek Explorer: Recharge in Nature

The Electrek Explorer web app is a Green Recovery initiative in partnership with NatureScot.



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Electrek Explorer in the Media:

- 1. The Herald-*"The app caters for both electric vehicles and electric bikes, while focusing on active travel through nature, which improves fitness and wellbeing."*
- 2. The Scotsman-*"Scottish start-up to connect green travellers with electric charge points and nature destinations."*
- 3. Accelerate Her-*"Meanwhile Elaine Ford, founder of Electrek Explorer, the 'world's first' AI powered electric vehicle mobile travel app, was named as this year's Rising Star."*
- 4. The Scottish Financial News-*"Aspirational female founders shortlisted as 2021 AccelerateHER Awards finalists."*
- 5. Cop26 YouTube-*"Elaine Ford has gone #OneStepGreener by launching the Electrek Explorer app which connects low carbon travel with beautiful nature spots for electric bike riders."*
- 6. Scotland iS-*"Electrek Explorer has created an interactive navigation tool to help people explore Scotland's nature reserves and scenic routes, while also providing information on charging points and hotels with provision for electric vehicles."*

travel tech



Elaine Ford of Electrek Explorer connects people with nature

Lead partnership with Nominet

