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“Mitigation of Climate Change and Electro-Mobility. Science and the Responsible Consumer, the “Prosumer” in the Internet”

Always more often the results of science, in the particular example here, the science of climate change, are published in a comprehensible form for the layman, the journalist, the policy maker, the industrial manager and the scientist in the Internet. Just recently the Intergovernmental Panel on Climate Change (IPCC) Fourth Assessment Report (AR-4) “Climate Change 2007” has been completed with its three sections: Working Group I Report “The Physical Science Basis”, Working Group II Report “Impacts, Adaptation and Vulnerability” and Working Group III Report “Mitigation of Climate Change”, in the six UN languages Arabic, Chinese, English, French, Spanish and Russian. Each of the working group reports is accompanied by a Summary for Policymakers and a Technical Summary. Clearly, the summary for policy makers is directed towards the government which is asked to issue the corresponding legislation relevant both to industry and the consumer, while the Technical Summary should support the science journalists and interested layman with the present day consensus on climate change.

Before the advent of the Internet WEB 2.0, the results of science often ended in a one way street as far as the consumer was concerned. He, the consumer, had to accept the products which the producer offered to the market which were designed in most cases in a very traditional way often neglecting the longer lasting goals of environmental protection, longevity, climate protection and sustainability. The particular example which shall be addressed here is the **future individual sustainable mobility**. Still shocked by the present financial crisis and by the high and fluctuating prices of gasoline, the consumer does not want to accept any longer the expensive and gas gobbling cars which the market offers. Car manufacturers speak of an automobile sales crisis and even the government is planning to support the automobile industry by tax alleviations. Since not too long ago, the consumer is beginning to articulate his attitudes and preferences with respect to electro-mobility in the Internet. There are now in Germany at least three to five important WEB pages (<http://www.elektroauto-tipp.de/>, www.nie-mehr-benzin.de, <http://www.hybrid-autos.info/Elektro-Auto-Ueberblick.html>, <http://www.utopia.de/wissen/ratgeber/utopia-macht-mobil?qclid=CIGv1qTI3ZYCFRnBugoda05H2w>) which are dedicated to e-mobility. Most of these WEB pages offer BLOGs which make them interesting in as much as collective intelligence with respect to the subject sustainable mobility is accumulated. Perhaps most interesting is at present the E³ study of the Deutsche Gesellschaft für Solarenergie (<http://www.e3-mobil.de/>) in which the future customer of an electro-vehicle is asked to sign up an order form with specifications to industry. Here the consumer, indeed, is becoming a “prosumer” in the sense of Alvin W. Toffler.

References:

IPCC, Intergovernmental Panel on Climate Change (2007) Fourth Assessment Report on Climate Change 2007. <http://www.ipcc.ch/#>
Toffler, Alvin W. (1980) The third wave. London: Bantam Books.

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