INTERFLEX · NEXT IN FLEX 2026 · DAY 1

Can we get EV drivers to plug in more?

Field experiments with Eneco’s SlimLaden smart charging app

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This work is a deliverable of the InterFlex project (T1.4, D1.4.C), funded by the Energy Transition Fund of the Belgian federal government, managed by the FPS Economy, SMEs, Self-employed and Energy.

*As far as we know.

GHENT UNIVERSITY

Eneco

economie

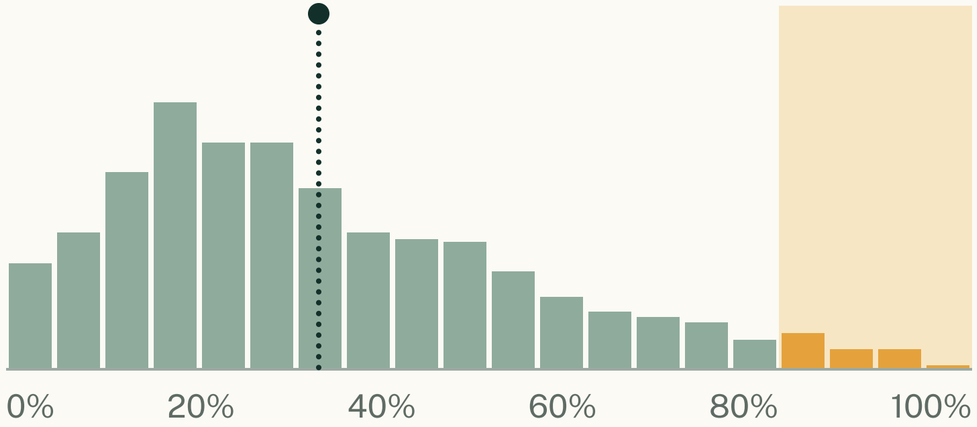
FPS Economy, S.M.E.s, Self-employed and Energy

THE PROBLEM

Most EVs are rarely plugged in at home

Plugging in when arriving home?

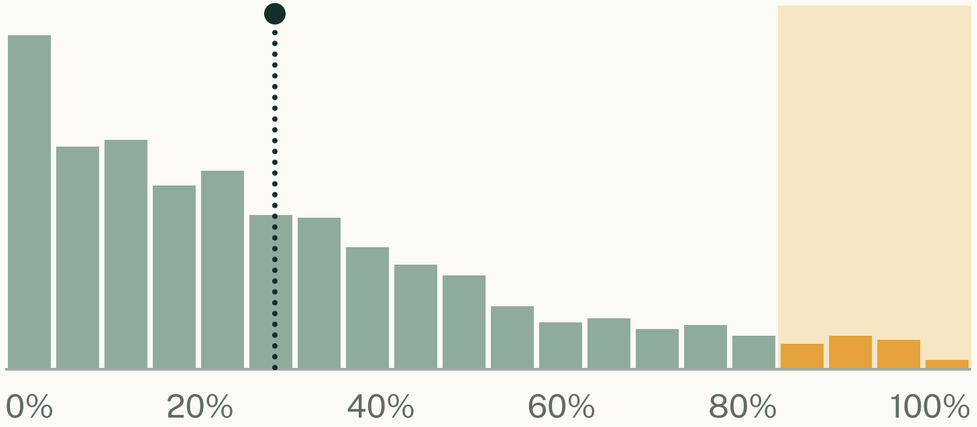
On average:
plugged in on 1 in 3 arrivals



80% or more **3%** of cars

Plugged in while parked at home?

On average:
plugged in 28% of parked hours



80% or more **4%** of cars

Data: Eneco SlimLaden users with a connected car, Jul 2025 – Jun 2026.

THE GOAL

Make plugging in the norm

Plug in right after arriving home, and stay plugged in the whole time the car is parked.

ON ARRIVAL

Plug in immediately

As soon as the car is home.

WHILE PARKED

Stay plugged in

For the whole time the car is parked at home.

TRUST

Let it optimise

Trust the algorithm to do what is best for you and your bill.

Why? Every extra plugged-in hour is an hour the charging algorithm can use.

How can we get people to plug in more?

IDEAL · NOT POSSIBLE IN THIS EXPERIMENT

Show what plugging in is worth

≈ €100

extra savings per year from good plug-in habits

Based on simulations in other InterFlex research



WHAT WE TESTED

Pay per hour plugged in

€0.01

per hour plugged in

Easy to explain, easy to measure. Paid on top of the standard SlimLaden reward.

≈ €5

per month if plugged in every hour the car is parked at home

Savings: InterFlex simulation work. Reward: cars are parked at home (in our sample) 16.5 hours per day on average, about 500 hours per month, × €0.01.

How the experiment worked



More than 400 EVs, randomly assigned to one of three groups

1st email
9 Dec 2025

2nd email
3 Feb 2026

3rd email
9 Apr 2026

End of experiment
30 Apr 2026

Control

No email. Normal app use.

Information

Email: plugging in more helps smart charging work better.

Information + reward

Same email, plus 1 extra cent for every hour plugged in.

Participants: Eneco SlimLaden users with a digital meter, a home charger and a supported car brand.
Nobody was asked to sign up: users were assigned to a group without being asked, and the emails themselves were the treatment.

THE EXPERIMENT

What treated users received

Information email

Hello [First Name],

Did you know that you get even more out of SlimLaden by plugging in your car more often when it is parked at home?

Why plug in more often?

- **More smart charging moments:** Charge your car at the best possible times and get the maximum benefit from Smart mode (1.5 cents/kWh).
- **Less boosting, more reward:** Give the app more time to charge smartly and avoid unnecessary boosting.

Tip: Plug in your car immediately when you get home. This way, you will not miss any opportunity to maximize your SlimLaden reward.

Keep up the good work and get the most out of SlimLaden!

Kind regards,

Team Eneco SlimLaden

Information + reward email

Hello [First Name],

Did you know that you get even more out of SlimLaden by plugging in your car more often when it is parked at home?

Why plug in more often?

- **More smart charging moments:** Charge your car at the best possible times and get the maximum benefit from Smart mode (1.5 cents/kWh).
- **Less boosting, more reward:** Give the app more time to charge smartly and avoid unnecessary boosting.

Unique plug-in reward for you

You have been selected to temporarily earn **1 extra cent per hour plugged in**, on top of the standard reward. This promotion is valid at least through March 2026. The extra reward will be paid out together with your SlimLaden reward.

Tip: Plug in your car immediately when you get home. This way, you will not miss any opportunity to maximize your SlimLaden reward and your exclusive extra reward.

Keep up the good work and get the most out of SlimLaden and your exclusive reward!

Kind regards,

Team Eneco SlimLaden

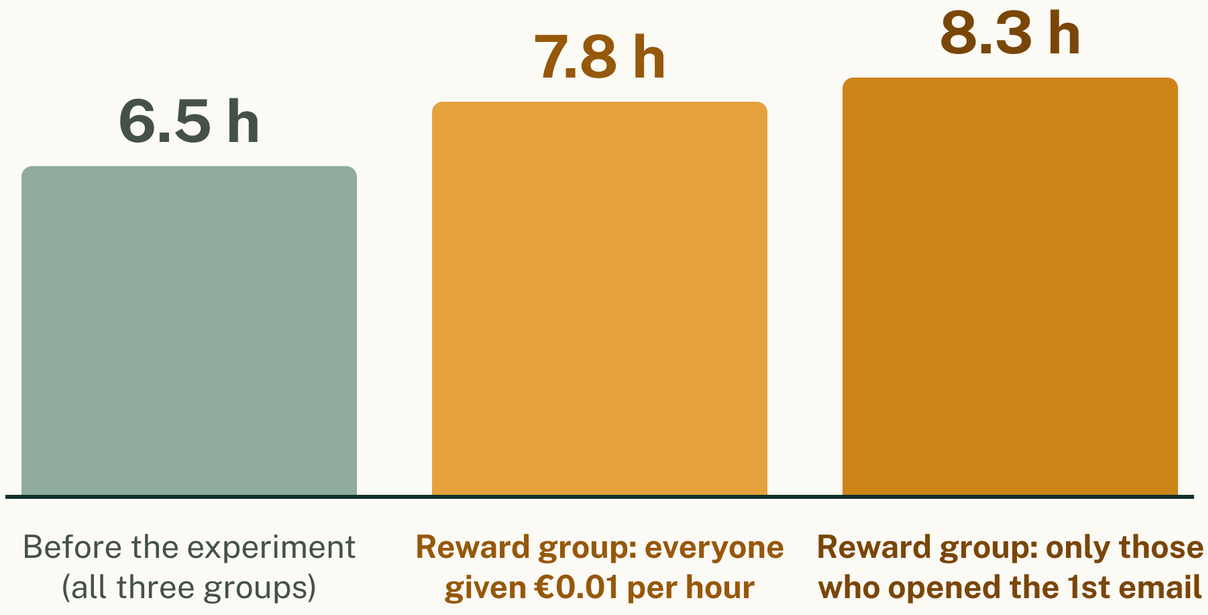
The difference: the highlighted reward paragraph, and the two short mentions of it further down.

Emails shown in English (translated). The control group received no email.

RESULTS

A small reward lifts plug-in time by about 20%

Hours plugged in per day at home
(on days when the car was at home)



INFORMATION + €0.01 PER HOUR

+19%
Everyone
+1.3 h per day

+27%
1st email openers
+1.7 h per day

INFORMATION EMAIL ONLY

Small effect: +8% (+0.5 h per day)
Not statistically significant

First bar: average of all participants before the experiment (July to early December 2025).
Reward bars: that average plus the estimated effect. Middle bar: all households offered the reward, including those who never opened the email.

RESULTS

More plug-ins, and sooner after arriving home

MORE PLUG-INS

+0.7

plug-ins per week

from roughly 2.5 per week before the experiment

PLUGGING IN SOONER

≈ 2 h

sooner after arriving home

on days they plugged in at home, so each plug-in starts earlier and lasts longer

Reward group compared with control, among households that opened the 1st email. Preliminary results.

TAKEAWAYS

What we learned

1 Information alone is not enough

Emails about 'why plugging in pays off': only a small effect, not statistically significant. A first test of this message, as far as we know.

2 A small, concrete reward works

World first public evidence specifically for plugging in more: €0.01 per hour, about €1.50 per month of actual reward, led to about 20% more plug-in hours.

3 Awareness may matter more than size

A clear financial reason seems to trigger a response, even when the amount is tiny.

4 Next: test other ways to reach the goal

Higher rewards, other communication channels than email, quantify and show explicitly in the app how much more plugging in *could* save the user, ...

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Thank you

THE FULL ACADEMIC ANALYSIS · DAY 2

Victoria Chiseliov presents the detailed results at the workshop on Wednesday 28 October, 17:40

Authors: Victoria Chiseliov, Marten Ovaere, Sam Hamels · Ghent University, in collaboration with Eneco

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