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California Based Ecopreneur Aims to Bring Electric Cars to the Masses

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[Shai Agassi](#) is a man with with a pretty big mission - to engineer a globally sustainable personal transportation system for the 21st Century. As the founder and CEO of Silicon-Valley based company Project **Better Place**, he aims to turn that dream into a reality.



The Project works by teaming up with existing players in the car industry to establish large-scale electricity recharge grids (ERGs), made up of electric cars, batteries, charging points, and renewable energy power stations. Earlier this year, the company announced it had teamed up with Renault-Nissan to roll-out an impressive network of 500,000 recharging stations across Israel by 2010. Now it has announced plans for similar electric car projects in Denmark and San Francisco. A key benefit of the planned ERGs will be their role in driving demand for renewable energy. In Israel, most power comes from coal or gas, but the project plans to use solar energy generated in the country's Negev Desert to power the batteries.

In Denmark, wind energy accounts for around 20% of installed capacity. However, at night, strong winds coincide with lower demand, meaning that 7% of capacity is either unused or sold to other countries at a knock-down price. Since night-time is when most cars will be parked and charging, Agassi plans to make use of the surplus to power recharging stations.

(223 words)

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