

# EVUE: Expert Seminar Business Models for Electric Vehicles in cities London, 24 – 25 November 2011

## Objectives:

- To discuss different approaches to Electric Vehicle Strategies
- To discuss, in a workshop format, business models, infrastructure, procurement and awareness raising.
- To present progress on London EV and Olympic mobility strategy

<b>Thursday 24 November</b> London Councils, 59 1/2 Southwark Street, London SE1		
9:00 – 9.15	Registration & Coffee.	
9.15 – 10.00	<b>Welcome and Introduction: EVUE Updates</b> <ul style="list-style-type: none"> <li>• Partner Presentations 5 minutes each</li> </ul>	Matthew Noon Sally Kneeshaw
10.00-10.15	<b>Coffee break</b>	
10:15 – 12:30	<b>Workshop 1 :Business Models How cities can support e-mobility</b>  <b>Introduction</b> <b>UK National Strategy</b>  <b>Private sector approach</b>  <b>Sustainable Return on Investment</b>  <b>Discussion/Conclusions</b>	Facilitator: Lisbon (Oscar Rodriguez)   Susan Claris, UK Office for Low Emission Vehicles   Neil Sharpe, Chargemaster TBC
12:30- 13.30	<b>Lunch</b>	Working lunch. With opportunity to drive PHEV Prius

13.30 – 15:30	<b>Workshop 2 Procurement</b>  <b>Introduction</b> <b>Lessons from the Swedish Group Procurement</b> <b>The London Approach</b>  <b>Fleet consortium models</b>  <b>Discussion and Conclusions</b>	Facilitator: Stockholm (Jonas Ericson, Eva Sunnerstedt) Eva Sunnerstedt  Philippa Gibbon, Transport for London  Robin Haycock, The Climate Group
15:30 – 16:00	Coffee	
16:00 – 18:00	Informal networking/Site visit	TBC
<b>Friday 25 November</b> <b>TFL , 14 Pier Walk, Greenwich, London</b> <b>SE10 OES</b>		
09:00 – 11:00	<b>Workshop 3 Infrastructure</b>  <b>Introduction</b> <b>EVUE Infrastructure survey</b>  <b>Developments &amp; standards</b>  <b>Energy Distribution networks</b>  <b>Discussion and conclusions</b>	Facilitator: Celine Cluzel, ELEMENT ENERGY Celine Cluzel  Karine Sbirrazzuoli, AVERE (European Association for Battery, Fuel Cell and Electric Vehicles)  Cristiano Marantes, UK Power Networks / Low Carbon London
11:00- 11:30	Coffee	
11:30-13:00	<b>Workshop 4 Awareness Raising and Engagement</b>  <b>Introduction</b> <b>Manufacturers Perspectives: generating consumer confidence in EVs</b> <b>City challenges and experiences</b>  <b>Discussion and conclusions</b>	Facilitator: Frankfurt (Ansgar Roesé)  Andy Heiron, Renault UK  Robert Stüssi, Mobility Consultant