

## Powering into 2012

2011 has been a very good year for the EVUE partnership with successful engagements held in Katowice, Lisbon, Beja, Frankfurt and London. In addition, the partners have been very active at conferences, disseminating the learning from the network.

Looking ahead to 2012, we have entered the final stage of our project. We will be having our final transnational meetings in May with a visit to Oslo and Stockholm to see how these very Nordic countries approach electro-mobility. Oslo has the highest per capita EV ownership of any city and with both cities having a climate significantly more extreme than most cities, their approach to infrastructure is sure to be an eye opener.

In September, we will hold our final event in London with a range of entertaining and informative speeches and present our final outputs of the programme. These will address the key areas of interest for cities looking to introduce e-mobility; business models, infrastructure, procurement and awareness raising.

We look forward to working with you all in the coming year.

The EVUE team

### Are EVs sales falling flat?

Recent coverage in the UK media has questioned the viability of the electric cars with the observation that there are now more charging points than cars registered in the UK. Given the nascent state of the market, this is a point that is likely to be closely followed.

Most research indicates the 'chicken or egg' scenario when it comes to the vehicles as prospective buyers are hesitant due to the lack of charging infrastructure and infrastructure providers are hesitant due to the low number of vehicles. From the EVUE experience however, it has become clear that once an initial availability of charging points has been provided, the focus needs to go on education and awareness training. This can be achieved through EV days where people can test the cars and experience the cars for themselves. In addition, a focus on getting EVs into commercial fleets will contribute significantly as they give access to large numbers of employees to travel.

So perhaps it's less of which comes first, but both come together.



### Introducing:



Ms Maku Obuobi  
Finance Manager  
EVUE

Maku is a programme manager with the Cross River Partnership based at Westminster City Council and acts as the finance manager for the EVUE project.

Maku has extensive experience with European and locally funded projects and particularly enjoys working on projects that have direct environmental and social benefits.

She is responsible for financial monitoring of the budget for EVUE – approximately €630,000, involving nine partner cities, using six different currencies!

### Contacts:

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## London Expert Seminar

In November, an expert seminar was held in London to bring together the key work streams of the EVUE project with local and European experts. The purpose of the event was to discuss and share the learning from the individual workstreams and provide participants with an overarching understanding of how the aspects tie together.

The seminar commenced with a workshop on Business models and among the contributors was Neil Sharpe, the sales director of [Chargemaster](#). This company has commenced a privately funded, national roll out of publicly accessible charging points. Is there still a role for local authorities?

This was followed by a session looking at Procurement and how we can bring down the initial costs. In addition to the officers leading on bulk procurement activities in Stockholm & London, Robin Haycock from [The Climate Group](#) said the focus should be on ensuring the vehicles are fit for purpose and meet the needs of the end users. Where EV's do this, they are extremely effective, but if this is not properly assessed they will not work as a solution.

Day 2 saw presentations from Karine Sbirrazzuoli, the secretary general of [Avere](#), Dr Cristiano Marantes (UK Power Networks) and Celine Cluzel ([Element Energy](#)) concentrating on infrastructure. This was then followed by a presentation from the international mobility consultant Robert Stussi and the Andy Heiron from Renault giving a manufacturers perspective on awareness raising. As there is too much to cover here, please click [here](#).



Nuno Bonneville from Lisbon reviewing a CP in London

## Forthcoming events

### Oslo – Stockholm Transnational Meeting – May 2012

This will be a two-part visit spending 2 days in Oslo before travelling onto Stockholm. For more information, please contact your local coordinator

### London Final Event – September 25/26 2012

The final event of the EVUE project will be held in London and see the launch of our key reports and outputs along with hearing from the participants about how this project has made a real difference to e-mobility in their cities.

### EVUE cities and contacts

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