

# Recharging the European Electric Vehicle Market: Boosting Consumer Acceptance through New Business Models

A Public Policy Exchange Symposium



**Wednesday 22<sup>nd</sup> February 2012**

The Silken Berlaymont Hotel  
Brussels

"An International Symposium for gathering knowledge, discussing the latest challenges and sharing best practices in creating a sustainable transport infrastructure in Europe"

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## Overview

The European Commission has put electric vehicles at the heart of its commitment to the long-term goal of reducing carbon emissions by 60 per cent within the transport sector by 2050.

However, whilst electric vehicles are widely regarded as the environmental 'silver bullet' towards achieving a low carbon economy, significant obstacles remain in the way of a fully functioning electric vehicle market in Europe. As well as long-standing infrastructure and standardisation issues, ongoing technical and commercial barriers have frustrated the electric vehicle market and have led to calls for a revolutionary shift in the mindset to create new business models, especially to combat the high research and manufacturing costs associated with electric vehicles.

To widen consumer acceptance and improve existing value chains, flexible partnerships must thrive between diverse and cross-functional industries such as telecommunication, energy providers, manufacturers, suppliers and retailers. It is vital that the EU plays an integral role in this process to develop appropriate frameworks and provide funding for research and development.

The wider benefits of a thriving EV market are potentially huge: Electro-mobility means not only changing the way vehicles move around but will also trigger further developments such as intelligent transport systems and smart grids. Furthermore, the introduction of electric vehicles to the European industry adds value and will bring new technologies to the forefront, creating job opportunities and giving European exports a major boost. A partnership of electro-mobility regions has been established to support the common development of electro-mobility across Europe. Close collaboration between this partnership and the *Green e-motion* project will be vital for a successful impact across Europe.

This special international symposium seeks to move the current electric vehicle debate forward and guide participants through the challenges that lie ahead in the development of a robust and thriving European electric vehicle market. The symposium will analyse existing projects and structures and explore new business models and value chains in order to boost consumer acceptance and strengthen market penetration.

Public Policy Exchange welcomes the participation of all automotive industry partners, responsible authorities and stakeholders. The symposium will support the exchange of ideas and encourage delegates to engage in thought-provoking topical debate, providing input and recommendations to the decision makers at EU level.

**“ In order to compare vehicles that have different cost structures, one should use the TCO over the lifetime of the vehicle rather than only look at purchase costs – significant differences in cost of use are then taken into account. However, there are quite a large number of variables involved in these calculations, ranging from vehicle cost, vehicle taxes and subsidies, fuel and electricity use per kilometre and cost per unit, annual kilometres, battery lifetime, etc. As many of these parameters are still relatively uncertain, especially the cost and performance data related to the Electric Vehicles, it is difficult to provide an accurate prediction of developments of TCO.”**

- Impact on Electric Vehicles – Deliverable 4, Economic Analysis and Business Models, DELF Report, Sponsored by DG CLIMA, European Commission, April 2011

## Venue and Accommodation

**The Silken Berlaymont Hotel,  
11-19, Boulevard Charlemagne  
1000 Brussels - Belgium**

Through our partnership with the Silken Berlaymont Hotel we are pleased to be able to offer our delegates specially negotiated accommodation rates. These discounted room rates are subject to availability and are allocated on a first-come, first-served basis.



## Why Attend?

- ✓ Discuss the challenges and opportunities for existing projects and structures in the EV market
- ✓ Explore scenarios for creating new business models and more effective value chains
- ✓ Identify and tackle gaps in existing frameworks and explore potential funding opportunities
- ✓ Understand and analyse consumer travel and usage patterns
- ✓ Consider the potential collaboration between governments, cities, OEMs and utility providers

## Who Should Attend?

- OEMs
- Consumer Organisations
- EV Business Development Organisations
- Automotive Programme Managers
- Automotive Manufacturers
- Applications Development Engineers
- Automotive Trade Sector Advisers
- Economists
- Head of Automotive Market Developments
- Automotive Industry Liaison Officers
- Regional Automotive Directors
- Electric Vehicles Managers
- Automotive Research Institutes
- Electric Vehicle Private Companies
- Electric Engineers
- Automotive Researchers
- Strategy and Business Development Directors
- Technical Information Officers
- Technical Programme Managers
- OEM Programme Managers
- Account Managers
- Applications Development Engineers
- Automotive Trade Sector Advisors
- Customer Directors
- Director of Overseas Developments
- Doctoral Researchers
- Head of Automotive Market Developments
- Industry Liaison Officers
- Regional Directors
- Senior Managers
- Senior Researchers
- Strategy and Business Development Directors
- Technical Information Officer
- Technical Programme Managers
- Technical Sales Managers

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## Programme

- 09:15** Registration and Morning Refreshments
- 10:00** Chair's Welcome and Opening Remarks  
**Mr. Nick Ford**, Senior Automotive Consultant, Frost and Sullivan (confirmed)
- 10:10** **Panel Session One:**  
**Boosting New Concepts of Electro-mobility – Towards an Effective Electric Vehicles Value Chain and Increased Consumer Acceptance in Europe**
- Transport 2050 and Green eMotion Initiatives – Challenges and Opportunities
  - The Role of the Current EVs Value Chain for Improving Consumer Acceptance
  - Emerging New Business Models in Europe – A Myth or Reality?
  - Exchanging Some Best Practices
  - Recommendations
- 11:10** Morning Coffee Break
- 11:30** **Open Floor Discussion and Debate with Panel One**
- 12:10** Networking Lunch
- 13:10** **Panel Session Two:**  
**The Role of the Electric Vehicle Market in Boosting Consumer Adoption**
- Existing Uncertainties in the European EV Market
  - Shaping the Future Sustainability of the EV Market
  - Engaging Utility Providers and Suppliers
  - The Role of the EU and National Governments in Boosting Investment in Technology, Research and Demand Management
  - Recommendations for Future Policy Actions
- 14:00** **Open Floor Discussion and Debate with Panel Two**
- 14:40** Afternoon Coffee Break
- 14:55** **Panel Session Three:**  
**Boosting Consumer Acceptance of Electric Vehicles in Europe**
- Tackling Key Technology Obstacles
  - Educating Consumers and Controlling Costs
  - Influencing Consumer Travel and Usage Patterns
  - Generating EU-Wide Awareness of EVs
  - Recommendations for Future Policy Actions
- 15:20** **Open Floor Discussion and Debate with Panel Three**
- 15:50** Chair's Summary and Closing Comments
- 16:00** Networking Reception
- 16:30** Close

\*\*Please note that the programme is subject to change without notice\*\*

## Event Details

- Date:** Wednesday 22<sup>nd</sup> February 2012  
**Time:** 10:00am – 4:30pm  
**Venue:** The Silken Berlaymont Hotel, Brussels



## Speakers include

- ✓ **Mr. Helmut Morsi**, Deputy Head of Unit "TEN-T & Investment Strategy", European Commission (confirmed)
- ✓ **Mr. Frederic Sgarbi**, Head of Sector "Advanced Road Vehicles", European Commission (confirmed)
- ✓ **Ms. Myriam Neaimeh**, Researcher in Transport, Transport Operations Transport Research Group, School of Civil Engineering and Geosciences, Newcastle University, UK
- ✓ **Mrs. Sally Kneeshaw**, Lead Expert, Electric Vehicles in Urban Europe (EVUE) Thematic Network (confirmed)
- ✓ **Mr. Petr Dolejsi**, Director of Mobility and Sustainable Transport, European Automobile Manufacturers' Association (ACEA) (confirmed)

**“ The most important ideas to emphasise are our proposals:**

- **To put policy input not only on the end-user sector, but also on crucial stages of the overall Value Chain allowing suppliers to develop innovation that can be pushed to the downstream stages of the Value Chain**
- **To introduce Value Chain Correctness as a positive selection criterion for public funded projects**
- **To keep in mind the need for tailor-made instruments for different stages of the Value Chain**
- **To check existing instruments for “Value Chain-fitness”**
- **To support projects dependant on the leverage effect of the stages of the Value Chain covered**
- **To reserve a distinct KET box in the forthcoming Horizon 2020 Framework Programme for Research & Innovation”**

- High Level Expert Group on Key Enabling Technologies – 2nd phase – WG2 on Value Chain and Vertical Integration – Final Report, March 2011

## Sponsorship and Exhibition Opportunities

We offer a range of opportunities to enable your organisation to raise its profile and communicate with key decision makers in the public sector.

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