Plugging the Sustainability Gap: 
Boosting the Electric Vehicle Market in Europe 

Wednesday 18th March 2015 
Thon Hotel Brussels City Centre 
Brussels
Overview

Over the past decade, the European Commission has encouraged the uptake of cleaner and more energy efficient vehicles. In the context of the EU Recovery Plan and new ambitious climate goals, several actions have been developed such as the European strategy on clean and energy efficient vehicles and The European Green Vehicles Initiative (EGVI). The EGVI aims at providing financial support to research into the use of green technologies for cars and other means of transports in the near future, this takes the form of grants and loans which aim at supporting research and innovation in the field. The EU Transport 2050 comprehensive strategy also sets ambitious targets for urban transport, namely a significant 50% shift away from conventionally fuelled cars by 2030, phasing them out in cities by 2050.

The car industry is a major employer in Europe, accounting for more than 12 million jobs in the EU, which are vital to the European economy. As such, developing innovative and alternative fuels will not only maintain competitiveness and create high-skilled employment opportunities, but also make the European economy more resource efficient. Undeniably, electric and alternative vehicle fuels have emerged as one of the key players in the quest to diversify road transport energy sources and thus potentially also help the European Union achieve its CO2 emissions reduction.

Figures show that the electric and alternative vehicle sector has grown steadily over the past few years in Europe and the benefits of a thriving market are potentially significant, especially if considered alongside other technical developments such as intelligent urban transportation systems (smart grids and technologies). However, certain barriers to wider adoption remain, due to the limited range of models available to consumers, high costs, long recharge time, new safety rules of vehicles, consumers’ lack of information and significant price incentives.

Nevertheless, several important developments have taken place, which it is hoped will raise awareness and boost the electric vehicle and alternative fuel market in Europe. New investments are indeed being made in research and development, and public institutions are paying renewed attention to the barriers which prevent a full-scale advancement of a European-wide market for electric and alternative vehicles, stimulating the establishment of continent-wide action plan and cross-sector collaboration.

This international symposium seeks to encourage discussions on the current electric vehicles debate and to explore solutions to tackle existing market entry barriers for alternative vehicles. The symposium will explore the need for flexible partnerships between diverse industries such as telecommunication, energy providers, manufacturers, suppliers and retailers to ensure improvements in both consumer acceptance and perceptions.

Why Attend?

✓ Gain better understanding of the future challenges and prospects for electric and alternative fuel vehicles in Europe
✓ Discuss policy developments in the field at European level
✓ Address the difficulties of implementation in terms of safety and standardisation
✓ Consider cross-sector collaboration and multi-stakeholder partnerships

Who Should Attend?

• OEMs
• Consumer Organisations
• Utilities Providers
• 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 Advisers
• Customer Directors
• Director of Overseas Developments
• Doctoral Researchers
• Head of Automatic Market Developments
• Industry Liaison Officers
• Regional Directors
• General Managers
• Senior Researchers
• Strategy and Business Development Directors
• Technical Information Officer
• Technical Programme Managers
• Technical Sales Managers

Venue and Accommodation

Thon Hotel Brussels City Centre
Avenue du Boulevard 17
1210 Brussels
Belgium

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("…") Electric vehicles have a major part to play in the future of transport. But first, they have to be fully integrated into the electricity network and into sustainable urban mobility policies. And their recharging points have to be compatible across Europe “
- Siim Kallas Former EU Commission Vice President Responsible for Transport, September 2014

("…") Electric vehicles are where ICT and green cars truly meet. And as with connected cars, we need co-operative research to help develop global standards. Only then will electric vehicles reach their potential. The EU will continue to be there playing a full role in the financing of this work.”
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Programme

09:15 Registration and Morning Refreshments
10:00 Chair’s Welcome and Opening Remarks
10:10 The Future of Electric and Alternative Fuel Vehicles in the EU
   • Assessing Current EU Strategies and Actions for Electric Mobility
   • Identifying Opportunities and Developments for the Electric Vehicle Sector
   • Discussing the European Framework for Electromobility: Insights from Green e-motion
   • Recommendations for Future Developments
10:40 First Round of Discussions
11:10 Morning Coffee Break
11:30 Battery, hybrid and fuel cell vehicles: the Electric Vehicle Landscape to 2020
   • The Future of E-mobility: Current Trends and Developments in Europe
   • Electric Vehicle Deployment and Progress: Insights on Market Shares of Alternative Vehicles in Europe and Current Challenges to Competitiveness
   • Exploring Solutions to Offer Second Life to Electric Car Batteries
   • Addressing Demand for More Efficient Charging Stations Across Cities
12:00 Second Round of Discussions
12:30 Networking Lunch
13:30 Promoting and Investing in Electric and Alternative Fuel Vehicles: Societal, Environmental and economic Challenges
   • Increasing Cooperation Between Stakeholders: Successes and Challenges from The European Green Vehicles Initiative
   • Developing Integrated Sustainable Strategies for E-mobility in Cities
   • Examples of Current Initiatives and Projects
   • Recommendations
14:00 Third Round of Discussions
14:30 Afternoon Coffee Break
14:50 Safety and Standardisation Challenges for New and Sustainable Transports
   • Developing and Refining EV Codes and Standards
   • Discussing the Urgent Need for Standardised E-mobility Technologies and Universal Interoperability
   • Ensuring Safety for All: the Need for Consumers Education to Electric Vehicles
   • The Impact of R&D and Infrastructure Investment
15:20 Fourth Round of Discussions
15:50 Chair’s Summary and Closing Comments
16:00 Networking Reception
16:30 Symposium Close

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

Event Details

Date: Wednesday 18th March 2015
Time: 10:00am – 4:30pm
Venue: Thon Hotel Brussels City Centre, Brussels

Speakers Include:

- Bert Witkamp, Secretary General, AVERE, European Association for Battery, Hybrid and Fuel Cell Electric Vehicles
- Dr. Marcel Meeus, Managing Director, Sustesco bvba (Sustainable Energy Consulting Services)
- Prof. Dr. ir. Joeri Van Mierlo, Head, MOBI - Mobility, Logistics and Automotive Technology Research Centre, Vrije Universiteit Brussel, Faculty of Engineering
- Dr. Gereon Meyer, Head of Strategic Projects, Dept. Future Technologies and Europe, VDI/VDE Innovation + Technik GmbH
- Greg Archer, Programme Manager - Clean Vehicles, Transport and Environment
- Sjoerd Bakker, Independent consultant, Sjoerd Bakker Research & Consultancy; researcher, Faculty of Architecture, Delft University of Technology
- Ben Scott, Senior Analyst, IHS Automotive

Forthcoming Events

- Employment and Social Inclusion in Europe: Ways Forward for the Young Jobless Generation
  24th March 2015
- Tackling Childhood Obesity in Europe through Prevention and Partnership
  16th April 2015

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