

# LowCVP Fifth Annual Conference

23 July 2008, ExCeL London



## Climate Change and Road Transport Policy: Technology and Consumer Attitudes

### On the agenda:

- policies for cutting road transport carbon
- EU 'Cars and CO2' regulations
- latest research on transport carbon reduction options
- what future for transport biofuels?
- changing public attitudes: making greener choices
- the technology options
- the BIG debate: can road transport deliver carbon savings?

### Leading speakers:

Rt Hon Ruth Kelly MP, Prof Julia King, Prof Ed Gallagher  
Paul Everitt, Prof Jim Skea, Sian Berry  
... and more

**PLUS**

A private invitation to a low carbon road transport reception in the Motor Show's 'Greener Driving Pavilion' and the opportunity to visit the Motor Show on 'VIP Day'



**LowC<sup>VP</sup>**  
low carbon vehicle partnership

Event media partner  
**LOCAL**  
**TRANSPORT**  
TODAY

*Accelerating the shift to low carbon vehicles and fuels*

***“This is an urgent and sizeable challenge, but it can be addressed cost effectively with strong action now. Even in the short term, we can achieve significant reductions in CO<sub>2</sub> emissions through the use of technologies that are already available, and by making smart choices, as individuals, about what, when and how to drive.”***

King Review final report  
Executive Summary

# LowCVP Fifth Annual Conference

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### The LowCVP Fifth Annual Conference

Delegates attending the LowCVP's fifth annual conference at ExCeL London at the opening of the London Motor Show, will find out about:

- The latest international, national and local policy developments from leading speakers, including the latest on the EU's 'Cars and CO<sub>2</sub>' regulation
- The outcomes from the 'Gallagher Review' of the indirect effects of biofuels
- What Prof. Julia King thinks of the Government's response to the 'King Review' of low carbon cars
- The results of the latest research into the most promising and cost-effective options for cutting carbon from road transport
- What drives public attitudes and whether a 'greener' advertising protocol may help
- The 'fuel economy paradox'
- The DfT's 'Act on CO<sub>2</sub>' campaign from the inside
- Join the debate ...

### The BIG Debate

Join the BBC 'Question Time' style debate with leading representatives of the Government and the motor and fuels industries, Green Party Mayoral candidate Sian Berry and Professor Julia King.

### Plus an opportunity to visit the British International Motor Show

All delegates at the LowCVP Conference will enjoy a complementary VIP pass to the Motor Show which will include the 'Greener Driving Pavilion' as well as a special display of electric vehicles. The Motor Show remains open until 9pm so there will be plenty of time for a visit after the LowCVP reception ends at around 6pm.

***The opportunity to join a private reception in the 'Greener Driving Pavilion' – an environment-themed area of the Motor Show – before spending the evening in the Show itself (see opposite).***

***“Reducing CO<sub>2</sub> emissions from road transport requires action from everyone. Government has to create the context and provide the leadership to allocate responsibilities amongst vehicle manufacturers, fuel***

Professor Julia King

The Low Carbon Vehicle Partnership is an action and advisory group, established in January 2003, to help accelerate the shift to low carbon vehicles and fuels in the UK. The LowCVP is a partnership which includes representatives of over 280 organisations. The membership includes most leading automotive and fuel companies, government, academia, environmental organisations, road user groups and other stakeholders.

## Who should attend?

### The LowCVP annual conference will be of interest to:

- motor and fuel company managers and strategists;
- international, national, regional and local government policy makers;
- university, 'think-tank' and other academic representatives;
- transport planners
- new technology suppliers, transport operators and road user groups;
- energy, transport and environmental consultants;
- energy, motor and other trade organisations;
- other LowCVP 'stakeholders'.

## Why attend?

### Learn the answers to key questions:

- What policies are coming forward at international, national and local levels to cut road transport carbon emissions and how will they impact on business?
- What is the future for biofuels? Can they do more good than harm?
- With high fuel prices and more evidence of climate change, are public attitudes changing towards efficient, low carbon cars?
- Is a protocol on 'greener' advertising a realistic aim?
- How widespread is the use of the new car fuel economy label? Is it having an impact?
- Which of the policy recommendations of the King Review will be pursued?
- What has the LowCVP done to hasten the low carbon shift, plus plans for the future?

Why not exhibit at the conference? See Conference Booking Details

*"The debate on climate change has shifted from whether we need to act to how much we need to do by when, and the economic implications of doing so."*

Rt Hon Ruth Kelly MP  
Secretary of State for Transport

## The 'Greener Driving Pavilion' at the London Motor Show

The LowCVP's annual conference – which takes place in a room overlooking the London Motor Show – will provide a forum for the discussion of the current key policy issues in the promotion of low carbon road transport. Following the conference, delegates will have the chance to enjoy a private reception within the 'Greener Driving Pavilion', a special environmentally-themed area within the Motor Show.



This is the first time that a dedicated area focusing on environmental issues has been introduced to the British Motor Show. The exhibit will showcase the latest carbon reduction technologies for cars as well as the ways in which individuals can make better transport choices and act to cut their carbon 'footprints'.

After the reception, sponsored by Shell, LowCVP conference delegates will be free to visit the rest of the Motor Show which remains open until 9pm.



*Coordinate efforts in an international companies and consumers."*

*"The RFA is determined to ensure the indirect effects of biofuels on land use change and food insecurity are better understood and risks factored into policy making; this review will help us to do just that."*

Professor Ed Gallagher on the launch of the Government's review into the indirect effects of biofuels

*Accelerating the shift to low carbon vehicles and fuels*

# Conference Booking Details

## 1. PRICE INFORMATION

The fee is inclusive of refreshments, lunch, conference documentation and entry to the Motor Show and Greener Driving Pavilion reception. All speaker presentations will be available on the LowCVP website after the event.

**LowCVP members receive a 25% discount on standard delegate rates.**

### Commercial organisations

Standard rate (£300+VAT) =	<b>£352.50</b>
LowCVP member (INC VAT) =	<b>£264.38</b>
Early bird rate* (£270+VAT) =	<b>£317.25</b>
LowCVP member (INC VAT) =	<b>£237.94</b>

### Public Sector organisations

Standard rate, £200+VAT =	<b>£235.00</b>
LowCVP member (INC VAT) =	<b>£176.25</b>
Early bird rate*, £170+VAT =	<b>£199.75</b>
LowCVP member (INC VAT) =	<b>£149.81</b>

### Charity & non-profit organisations

Standard rate, £100+VAT =	<b>£117.50</b>
LowCVP member (INC VAT) =	<b>£88.13</b>
Early bird rate*, £70+VAT =	<b>£82.25</b>
LowCVP member (INC VAT) =	<b>£61.69</b>

\* Early bird rate ends 25.06.08

## 2. PAYMENT DETAILS

All fees are payable in advance. Delegates may be refused admission if payment is not received prior to the event. Payment can be made by cheque, credit card or BACS transfer. Cheques should be made payable to Landor Conferences. Payment terms are strictly 7 days.

Book online at [www.landorconferences.co.uk](http://www.landorconferences.co.uk)

Fill in the form overleaf (one form per applicant) and fax to **+44 (0)845 270 7966** or post to **Landor Conferences, Quadrant House, 250 Kennington Lane, London, SE11 5RD**

**Book before 25 June 2008  
for a £30 discount!**

## 3. ADMINISTRATIVE DETAILS

Landor Conferences, Quadrant House,  
250 Kennington Lane, London SE11 5RD.

Tel: +44 (0)845 270 7965  
Fax: +44 (0)845 270 7966

Email: [conferences@landor.co.uk](mailto:conferences@landor.co.uk)  
Website: [www.landorconferences.co.uk](http://www.landorconferences.co.uk)

*For accounts queries please call  
+44 (0)845 270 7866*

## 4. DATE AND VENUE

Wednesday 23 July, **ExCeL London**, One Western Gateway, Royal Victoria Dock, London, E16 1XL

You will receive a receipted VAT invoice and joining instructions which includes a map, directions and travel information. If your booking has not been acknowledged 7 days prior to the event please contact us to confirm your booking has been received on +44 (0)845 270 7965.

## 5. CANCELLATION

If for any reason you are unable to attend, cancellations received in writing by 09.07.08 will receive a refund less an administrative charge of £50 + VAT. There will be no refunds for cancellations made after this date. Substitutions can be made at any time at no further cost.

## 6. ACCOMMODATION

We have appointed Hotel Options as the hotel reservations bureau for this event. They have negotiated special rates at a number of hotels and will be pleased to make the necessary arrangements on your behalf. Telephone +44 (0)8707 55 22 01 for more information. A written confirmation will be sent to you. This is a free service.

## 7. DATA PROTECTION ACT

The data you provide will be held on a database in accordance with the Data Protection Act (1998). Your details may be passed to other companies who wish to contact you for marketing and communication purposes. Please tick the box on the booking form if you do not wish to receive this information.

### Exhibition Opportunities

*There are a few spaces available for inside exhibition at this year's LowCVP Conference. For details and prices please contact the LowCVP Secretariat on 020 3178 7860 or email [secretariat@lowcvp.org.uk](mailto:secretariat@lowcvp.org.uk)*

For more information visit [www.landorconferences.co.uk](http://www.landorconferences.co.uk)



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23 July 2008 ('VIP Day' of British International Motor Show), ExCeL London



## Session One

### POLICY DIMENSIONS: INTERNATIONAL-NATIONAL-LOCAL

- 10:00 Chair's introduction Sean O'Grady, Associate Editor and Motoring Writer, The Independent
- 10:05 European policy dimension Stefan Moser, Head of Clean Air and Transport Unit, DG-Environment, European Commission
- 10:25 **Keynote** Rt Hon Ruth Kelly, Secretary of State for Transport
- 10:45 London in the lead? Kulveer Ranger, Director of Transport Policy, Greater London Authority (GLA)
- 11:05 Coffee break

## Session Two

### HOW CAN ROAD TRANSPORT CONTRIBUTE TO CLIMATE TARGETS?

- 11:35 What policies are most effective at reducing carbon emissions from transport? – UKERC TPA transport project Prof Jim Skea, UKERC Research Director
- 11:55 Outcomes of the Gallagher Review into the indirect effects of biofuels Prof Ed Gallagher, Chair, Renewable Fuels Agency
- 12:15 Stimulating innovation in low carbon vehicle technologies Prof Julia King, Technology Strategy Board and Aston University
- 12:35 Question & Answer session
- 13:00 Lunch break

Dr Jillian Anable



Sian Berry



Paul Everitt



Prof Julia King



Prof Ed Gallagher



Rt Hon Ruth Kelly MP



John Wood



Prof Jim Skea



## Session Three

### CHANGING PUBLIC ATTITUDES

- 14:00 The informed consumer – lower carbon choices in the new car market Paul Everitt, Chief Executive, Society of Motor Manufacturers and Traders (SMMT)
- 14:15 The fuel economy paradox – why car buyers say they value fuel economy, but don't! Dr Jillian Anable, Aberdeen University and UKERC
- 14:30 Towards a protocol on car advertising Jonathan Murray, Deputy Director, LowCVP
- 14:45 The 'Act on CO2' campaign; collaborating to tackle climate change Helen Clark, Deputy Head, Marketing, Department for Transport (DfT)
- 15:00 Question & Answer session
- 15:15 Coffee break

## Session Four

### CUTTING CARBON POLICY AND DEBATE

- 15:40 The LowCVP: Accelerating the shift to low carbon vehicles and fuels John Wood, Managing Director, MIRA, and Deputy-Chair LowCVP
- 15:55 The BIG Debate: Can the road transport sector deliver enough carbon savings?  
Chair: Ed Crooks, Energy Editor, Financial Times  
Speakers: Julia King, Technology Strategy Board and Aston University  
Konstanze Scharring, Head of Policy and Economics, SMMT  
Sian Berry, Green Party  
Graham Pendlebury, Director Environment & International Directorate, DfT  
Joanna Pedley, General Manager, Fuel Products Management, Shell.
- 16:45 Chair's summing up
- 16:50 Drinks reception in the 'Greener Driving Pavilion' for LowCVP conference guests (with special guest speaker).
- 18:00 Event ends  
Delegates free to visit the Motor Show (open until 21:00)