

**BWG-P-09-26**

# Strategy to 2013 - Early Thoughts

**Presentation to the Bus Working Group**

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## *Mission*

*“To accelerate a sustainable shift to low carbon vehicles and fuels and create opportunities for UK businesses”*

# Unique characteristics

- ❑ Independent
- ❑ Multi-stakeholder - with a large, influential, expert membership
- ❑ Operates across the low carbon innovation pathway
- ❑ Proven track record
- ❑ Cost-effective
- ❑ Practical - implements successful schemes and provides implementable policy advice
- ❑ Close relationship with Government



# *Since its creation the environment in which LowCVP operates has radically changed*

## **2003**

- ☐ Limited global action
- ☐ Transport considered an expensive sector for carbon reduction
- ☐ Primary driver UK policy
- ☐ Limited LC transport activity
- ☐ LowCVP a primary player
- ☐ Minimal availability of LC models
- ☐ Future - hydrogen fuel cells
- ☐ Low consumer awareness and concern
- ☐ EST hosting

## **2010**

- ☐ Growing global support for urgent, radical emissions reductions
- ☐ Considered an essential sector for carbon reduction
- ☐ EU regulation
- ☐ Extensive activity
- ☐ Multiple players
- ☐ Extensive LC model availability
- ☐ Future electric vehicles – but multiple pathways to ultra-low carbon
- ☐ Improved consumer awareness and concern
- ☐ Charitable company owned by members

# *Legislative timetables will drive key future issues*

## ❑ 2010

- Vans
- Car labelling
- Implementation of the Renewable Energy Directive
- Implementation of the Fuel Quality Directive
- Moving beyond EV demonstration

## ❑ 2011+

- HGVs
- Review of Cars CO2 regulation
- Review of RED / FQD



# *Future priorities & focus areas*

## **Priorities**

- ❑ Growing and diversifying income streams
- ❑ Increasing member engagement
  - Numbers, range, activity
- ❑ Developing member services
  - Information services

## **Focus areas**

- ❑ Tackling barriers to market adoption and growth (45%)
- ❑ Building societal awareness, understanding and acceptance of LC options (20%)
- ❑ Assisting UK business benefit from the shift to low carbon vehicles and fuels (15%)
- ❑ Monitoring and enhancing the effectiveness of current legislation, policy and programmes (10%)
- ❑ Defining pathways and role of technology in reducing road transport emissions (10%)

## *Tackling barriers to market adoption and growth*

- ☐ Light commercial vehicles
- ☐ Heavy duty commercial vehicles
- ☐ Deployment of biofuels, biomethane and hydrogen
- ☐ Electrification of vans
- ☐ Technology for enhancing efficient-driving

## *Monitoring and enhancing the effectiveness of current legislation, policy and programmes*

- ☐ R&D programmes
- ☐ Public procurement programmes
- ☐ Car buyer incentives
- ☐ Alternative Fuels Framework
- ☐ RTFO, RED & FQD
- ☐ Greener Transport Strategy

## *Building societal awareness, understanding and acceptance of LC options*

- ❑ LC procurement by fleets & public sector organisations
- ❑ Mobilising change through local government
- ❑ Changing car buyer and driver attitudes and behaviour
- ❑ Addressing range anxiety for electric vehicles
- ❑ Consumer awareness, attitudes and acceptance to alternative fuels

## *Assisting UK business benefit from the shift to low carbon vehicles and fuels*

- ❑ Supporting cleantech SMEs and suppliers
- ❑ Building business networks for automotive supply companies
- ❑ Supply chain development in alternative fuels

## *Defining pathways and role of technology in reducing road transport emissions*

- ❑ Maintaining technology road-maps
- ❑ Balancing emissions reductions from technology and demand management
- ❑ Pathways to 2050



## Questions?

1. Is the mission still current?

*“To accelerate a sustainable shift to low carbon vehicles and fuels and create opportunities for UK businesses”*

2. Are the proposed future areas of focus appropriate?
3. What areas should the BWG 2010-11 work programme focus on?