

Strategy to 2013 - Early Thoughts

Presentation to the Bus Working Group

4th November 2009

Greg Archer, Managing Director



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





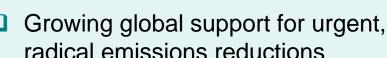
Since its creation the environment in which LowCVP operates has radically changed

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

low carbon vehicle partnership



2010

- 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 <u>efficient-driving</u>

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?

