

BWG-P-10-16

LowCVP 2010 Annual Conference and Awards Dinner

This paper outlines a draft agenda for the LowCVP's 2010 Annual Conference and Awards Dinner, to be held in association with WhatCar? Comments or suggestions from the BWG are welcomed regarding the content in particular of the breakout sessions on day two.

LowCVP Annual Conference 2010

Weds 14-Thurs 15 July 2010, Twickenham Rugby Stadium

DAY ONE

'Encouraging consumer acceptance of low carbon cars; international action, local delivery'

13.30: Arrival, tea and coffee. Exhibitions

14.00: Chair's introduction – Neville Jackson, Ricardo Ltd and Chair, LowCVP (confirmed)

14.05: The big picture: international progress in cutting CO2 emissions from road transport – Lew Fulton, International Energy Agency (confirmed)

14.25: International best practice in cutting transport's climate emissions - Drew Kodjak, ICCT (confirmed)

14.45: KEYNOTE: Secretary of State for Transport

15.00 -15.15: Question and answer session

15.15-15.45: Tea and coffee break. Exhibitions.

15.45-16.05: Creating the market for low carbon cars – TBC, Ford

16.05-16.20: From national policy to local action – Caroline Lucas, Green MEP (may be MP for Brighton)

16.20: Panel Debate: Are consumers on-board with the low carbon car revolution? Featuring Drew Kodjak, ICCT (confirmed); Caroline Lucas, Green Party; Joe Greenwell, Ford; Graham Pendlebury, DfT; Jillian Anable, Aberdeen University; Chair: Steve Fowler, Group Editor, What Car (confirmed)?

17.25: Chair (Steve Fowler) summing up and advice about evening awards and reception. (confirmed)

17.30: ENDS

EVENING – WHATCAR? + LOWCVP AWARDS DINNER (**see above**)

18.30-19.30: Reception

19.30-22.30: Awards dinner featuring WhatCar? Green Awards and LowCVP Awards with special guest after-dinner speaker (possibly Carlos Gosen, CEO Nissan Renault) .

DAY TWO

'UK Road transport 2020, 2030 and 2050'

9.30: Registration: Tea, Coffee and Exhibitions

9.45: Chair's introduction (Ben Webster, Environment Editor, The Times) (confirmed)

9.50: Road transport prospects for climate change mitigation – Sir David King, Oxford University and former Government Chief Scientist

10.10: Lower carbon fuels; what can industry deliver? – Paul De Moudt, Shell

10.30: KEYNOTE: Connie Hedegaard, Commissioner for Climate Action, European Commission (video message)

10.50-11.00: Q&As

11.00 -11.30: Tea, Coffee and Exhibitions

11.30-13.00: Breakout sessions (x3): Biofuels, Electric Vehicles, Commercial Vehicles

13.00-14.00: Lunch break and exhibitions

14.00-15.30: Breakout sessions (x3): Innovation, Consumer information, Local Action (including buses),

15.30-16.00: Tea, Coffee and Exhibitions

16.00: LowCVP activities and future plans - Greg Archer, LowCVP

16.10: Panel Debate: What must be done to meet UK road transport's climate targets – Greg Archer, LowCVP (Chair) (confirmed); David Kennedy, Committee on Climate Change; Neville Jackson, Ricardo (confirmed); Richard Parry-Jones, Automotive Council; Stephen Joseph, Campaign for Better Transport (confirmed); Michael Hurwitz, DfT (confirmed).

17.10: Chair's closing remarks

17.15: ENDS

BREAKOUT SESSIONS – CONTENT (all 90 mins)

Morning sessions

Breakout 1 – Commercial Vehicles – *What is a low carbon commercial vehicle?*

Dave Gilchrist or Dave Greenwood, Ricardo, Low Carbon HGV roadmap; James Hookham or Simon Chapman, Freight Transport Association, Carbon reduction strategy; John Norris, AEA, Vans and CO2 (tbc); TRL speaker, low carbon accreditation

Breakout 2 – Electric Vehicles

Michael Hurwitz, Office of Low Emission Vehicles (OLEV) (confirmed); Manufacturer rep (GM tbc); Kulveer Ranger, GLA (tbc); Cenex representative

Breakout 3 – Biofuels

Greg Archer, LowCVP (chair), Nick Goodall, RFA (speaker) *launch of RFA second year report on UK biofuels delivered to market*

Responses from a panel comprising: Andrew Owens, Greenergy, Doug Parr, Greenpeace, Richard Stark, British Sugar; Victoria Hodgkinson-Gibbs (DfT)

Afternoon sessions

Breakout 4 – Local Action – *A range of approaches*

Shona Johnstone (Chair); Jonathan Bray, PTEG; Car Clubs speaker; Kulveer Ranger, GLA or TfL re. hybrid bus trials (tbc); Ali Clabburn, Liftshare; Richmond Council representative, CO2-based parking charges.

Breakout 5 – Consumer Information

Jonathan Murray, LowCVP (chair) (confirmed); Ben Lane, Ecolane consultancy (confirmed); Michelin speaker, eco-labelling of tyres; motor and/or advertising industry speaker.

Launch of labelling work and LowCVP 'green claims' guide

Breakout 6 – Innovation (*'New approaches to innovation support'*)

Neville Jackson, Ricardo (chair) (confirmed); Heidi Lovelock, Technology Strategy Board; Gordon Murray, Gordon Murray Design; Matthias Holweg, Cambridge University

Possible launch of Technology Challenge 2

Annex – LowCVP Conference Sponsorship and Exhibition Packages

Sole Conference Sponsorship to include:

- Unique conference sponsor
- Full branding on all conference marketing and materials
- Your company profile to be included in the delegate pack (maximum 200 words)
- Your company brochure/leaflet in delegate pack
- Window displays¹
- Acknowledgment by conference chair during plenary session(s)
- Partial sponsorship of drinks reception – to include branding on event marketing and event materials and an exhibition stand.
- Partial sponsorship of breakout sessions² – to include branding on event marketing and event materials
- Partial sponsorship of awards dinner – to include branding on event marketing and event materials
- Exhibition stand for 1 ½ days (normal cost £1300 + vat)
- 4 free conference passes (drinks reception and awards dinner not included) (normal cost £1600 + vat)
- 2 free passes for the drinks reception and awards dinner (normal cost £200 + vat)
- 6 x 50% passes for the drinks reception and awards dinner

Total: £7,500 + VAT

Gold Sponsorship to include:

- Full branding on all conference marketing and materials
- Your company profile to be included in the delegate pack (maximum 200 words)
- Exhibition stand for 1 ½ days
- Window displays¹
- 4 free conference passes (drinks reception and awards dinner not included)
- 2 free passes for the drinks reception and awards dinner
- 6 x 50% passes for the drinks reception and awards dinner

Total: £5,500 + VAT

Silver Sponsorship to include:

- Full branding on event marketing and event materials
- Your company profile to be included in the delegate pack (maximum 200 words)
- Exhibition stand for 1 ½ days
- 2 free conference passes (drinks reception and awards dinner not included)
- 2 free passes for the drinks reception and awards dinner

Total: £3,500 + VAT

Bronze Sponsorship to include:

- Your company profile to be included in the delegate pack (maximum 200 words)
- Exhibition stand for 1 ½ days

- 2 free conference passes (drinks reception and awards dinner not included)

Total: £2,000 + VAT

Awards Dinner Sponsorship:

Awards Sponsorship to include:

- Branding on event marketing materials
- Branding on event materials i.e. agenda etc
- 2 free dinner passes
- 6 x 50% discounted awards dinner passes
- Sponsorship of an award of your choice
- Presentation of award
- Branding on the back drop during the award presentation

Total: £1000 + VAT per award sponsored

Possible sponsorship of **Awards brochure** to be agreed.

Other Sponsorship opportunities

If you would like to be only partially involved please see our selection below of individual sponsorship options:

- Your company profile to be included in the delegate pack (maximum 200 words) - **£300**
- Brochure or leaflet displayed at the conference on a display tower³ - **£300 + VAT**

The prices for the below items are POA depending on your requirements and needs.

- Branded material displayed at the conference (branded material to be provided by sponsor)
- Conference bags
- Conference stationary

Exhibition Stand Only:

All exhibitors will receive profile on LowCVP website and in the delegate handbook.

Exhibition stand for 1 ½ days - **£1,500 + VAT** incl. 1 person attending full conference

Exhibition stand for 1 day - **£1000 + VAT** incl. 1 person attending full conference

Exhibition stand for ½ day - **£750 + VAT** incl. 1 person attending full conference

(LowCVP members receive 25% discount on exhibition fees and can bring a second person free to the conference for the duration of their exhibition.)

¹ The conference reception room at Twickenham Stadium has large windows that enable a two way poster to be displayed allowing maximum exposure for the main conference sponsor.

² The breakout sessions are a chance for delegates to form smaller groups, away from the main conference room, to discuss a topic in detail with a panel of speakers. Sponsoring a breakout session would allow the sponsor to target delegates with an interest in a specific area.

³ Inserts can be displayed on a foldable display tower which will be displayed prominently in the catering area for all delegates to see during all breaks. The tower will be regularly attended to ensuring that it is always stocked up.