

## Activity Report

July-October 2010

This paper summarises key activities since the summer of 2010. It is provided for information only.

### 1. Summary

- MD meets with Norman Baker, Transport Minister
- Low Carbon Champions announced at successful awards dinner
- Successful 7<sup>th</sup> annual conference hosted
- Best practice marketing principles released with SMMT and ISBA
- Community Challenge winners announced
- Truck Technology Challenge well received
- Climate Clinic events attract Ministerial speakers and good audiences
- Draft recommendations for Low Carbon HGVs presented to DfT
- Interim evaluation of the used car label undertaken

### 2. MD meets with Norman Baker, Transport Minister

LowCVP MD, Greg Archer, met with Transport Minister, Norman Baker in September. Amongst the topics raised were:

- The slow progress in implementing the Renewable Energy and Fuel Quality Directives – to which confirmation a consultation would be issued in the Autumn
- The failure to take forward opportunities for biomethane in transport – to which the Minister said further consideration of options was ongoing
- The success to date of the used car labelling scheme – the minister indicated voluntary action of this type was particularly welcome
- The success of the Community Challenge and opportunity for learnings to be fed into the Local Sustainable Transport Fund – LowCVP now has a meeting scheduled with DfT officials for this purpose
- The opportunities to accelerate the introduction of fuel efficient technologies in HGVs – the Minister requested a briefing paper
- The excellent progress being made on low carbon buses as a result of the Green Bus Fund.

### 3. Low Carbon Champions announced at successful awards dinner

The inaugural LowCVP Low Carbon Champions Awards were held at an awards dinners attending by over 150, held in conjunction with the What Car? Green Awards in July. The Champions Awards recognise the most innovative solutions to greener transport across a range of sectors. More than 50 entries were received, excellent for awards in their first year, with 22 companies and organisations being shortlisted. The winners were:

- Buses Award - TfL London Bus Services
- Fuels Supplier or Retailer Award - Greenergy International
- Innovation Award - Oxford YASA Motors
- Low Carbon Road Transport Programme Award – Lease Plan UK
- Road Freight Award – jointly Commercial Group and Iveco
- Special Award - Ali Clabburn (founder of liftshare)
- Vehicle Manufacturer or Retailer Communications Award - BMW Group

Feedback was overwhelmingly positive with 9 out of 10 rating the dinner as 'very good' or 'good.' The After-Dinner speaker, Antony Sheriff of McLaren was particularly well received. Over half of dinner attendees indicated that they would definitely attend the Awards Dinner if it is held again next year, as did several award sponsors. LowCVP is planning to repeat the awards in 2011 and will be seeking accreditation for the awards.

#### **4. Successful 7<sup>th</sup> annual conference hosted**

LowCVP held another successful Annual Conference at Twickenham Stadium on 14-15 July. 8 out of 10 respondents rated the Conference as either 'very good' or 'good'.

Over 200 people attended the Conference which was addressed by Transport Minister Norman Baker and included numerous announcements and launches by the LowCVP and partner organisations. Over 40 speakers took part in the event over a day and a half.

There was widespread media coverage of the announcements made at the Conference including reports on the speaker presentations in both the plenary and break-out sessions with over 60 items of news coverage linked to the conference announcements.

#### **5. Best practice marketing principles released with SMMT and ISBA**

LowCVP together with the Society of Motor Manufacturers and Traders (SMMT) and ISBA (the Voice of British Advertisers) launched best practice principles for environmental claims from cars in marketing aimed at consumers.

The principles, launched at the LowCVP's annual conference provide a framework and reference point for the automotive companies and their marketing companies when developing environmental messages used in advertising and other marketing communications including press releases and websites.

The Principles are designed to ensure green claims are appropriate to build consumer confidence in environmental messages. The announcement was welcomed by DEFRA Parliamentary Under-Secretary Lord Henley.

LowCVP with SMMT and ISBA are now working to disseminate the guidance to the marketing industry and examining options for producing a guide highlighting examples of best-practice to support the Principles.

## **6. Community Challenge winners announced**

The LowCVP with the Energy Saving Trust has announced the winners of the Community Challenge, a competition to encourage innovative local projects to promote more sustainable travel. The Community Challenge offered cash prizes from £500 to £5,000 for community based projects to introduce lower carbon travel, or low carbon alternatives to travel. In total, £20,000 was awarded to the winners.

In the Vehicles and Fuels category, £5,000 was awarded to Cotswold Council for Voluntary Services to test how eco-mapping within their minibus fleet and eco-driving training provided to its staff improve fuel economy and lowers costs. Eco-mapping helps to optimise fuel performance based on where and how a vehicle is used.

In the Smarter/Eco-driving category £5,000 was awarded to Climate Squad, for a project to train newly qualified and learner drivers in eco-driving, with training delivered by young people testing the potential for peer-to-peer support. £2,500 was provided to Wigan Recycles for a scheme where young, unemployed 18-24 year olds are trained as eco-driving trainers and provide workshops to public sector organisations in the area.

The Reducing Car Use category attracted the most entries with £5,000 awarded to Oxcar, a car club in Oxford funded to bring forward innovative ideas for the take-up of car-clubs. Smaller awards were made to three schemes to promote cycling.

LowCVP is evaluating the learnings from the Challenge which is being fed into the development of the Government's new Local Sustainable Transport Fund.

## **7. Truck Technology Challenge well received**

LowCVP used its annual conference to launch a truck Technology Challenge to provide spin-out companies and start-ups the chance to showcase their innovative low carbon vehicle solutions to the freight sector.

The truck Technology Challenge builds on a similar successful event for passenger car technologies held in 2009. The activity uniquely connects the most promising UK technology companies with products or systems that improve fuel efficiency, reduce losses, or reduce energy consumption in trucks with leading vehicle manufacturers and operators."Winners are selected by a panel of expert assessors, reviewing the solution's technical merit, commercial viability, environmental benefits and potential for commercialisation within three years.

A wider range of entries have been received including three exhaust energy recovery methods; two flywheel energy storage systems; four hybridisation techniques; two low carbon dual-fuelling systems; two on-board hydrogen generators; two fuel treatment techniques; two systems to increase pallet loading capacity of trailers; a novel aerodynamic trailer design; a new engine concept; and life improvement of lubricant oil and computer-assisted engine demand control.

Winning organisations will engage senior executives of vehicle manufacturers, component suppliers and major fleet operators, and present their technology at a prestigious, dedicated event later in 2010. This year's HGV Technology Challenge is jointly sponsored by CENEX, the UK's first Centre for Excellence for Low Carbon and Fuel Cell Technologies and the Freight Transport Association (FTA).

## **8. Climate Clinic events attract ministerial speakers and good audiences**

The LowCVP collaborated with Transport Times and Greener Journeys in a series of fringe meetings which took place at the Climate Clinic at each of this year's Party Conferences. The events were held on the theme: "Low Cost & Low Carbon – Delivering Sustainable Transport in an Age of Austerity".

The events were previewed (and will be reviewed) by Transport Times - a leading transport policy journal. LowCVP also wrote a feature article for the Climate Clinic newspaper on electric vehicles distributed at each of the conferences.

At the Liberal Democrats event Norman Baker MP, Transport Minister was the keynote speaker. At the Conservative event, the Secretary of State for Transport, Rt Hon Philip Hammond MP gave the keynote on a panel including the LowCVP MD; Sir Moir Lockhead CEO FirstGroup; Doug Parr, Chief Scientist and Director of Policy at Greenpeace UK; and Edmund King, President of the Automobile Association. In addressing the topic of the fringe event the LowCVP MD commented on the need to:

- Act on the real barriers to behaviour change such as focusing on the fuel and cost savings of low carbon vehicle technologies; the time savings public transport, walking and cycling can sometimes provide; and reasons underlying business travel choices
- The use of smart regulation to guide markets and the important and underutilised role the UK plays in negotiation of many EU Directives. He also stressed the importance of rewarding technologies based upon their environmental performance and not picking winners whilst seeking to encourage new entrants
- Invest in new opportunities, especially where these benefit UK businesses, highlighting emerging technologies to increase the fuel efficiency of trucks
- Ensure the DfT received the best possible advice – such as the £1M of free consultancy delivered by LowCVP members to support policy and programme development.

## **9. Draft recommendations for Low Carbon HGVs presented to DfT**

The first phase of the LowCVP's work on accelerating the market for low carbon HGVs is drawing to a close. The activity has included commissioning research in to the HGV market and attitudes of HGV operators, the development of a technology road map for low carbon HGVs, an investigation of the various forms of physically testing fuel consumption for whole HGVs and the role of computer modelling, and the development of the framework for certifying a low carbon HGV. The research was completed in June and during the summer the secretariat, in conjunction with members of the steering group overseeing this activity, drafted a set of recommendations to be presented to DfT on accelerating the market for low

carbon HGVs. The draft recommendations have been presented to the Members Council and the Board and comments incorporated. In October, the draft recommendations were presented to officials from various divisions of DfT and was well received. The final recommendations are to be presented to DfT in November.

## **10. Interim evaluation of the used car label undertaken**

At the request of DfT LowCVP undertook an interim evaluation of the used car fuel economy label. The scheme was launched to consumers in November 2009 and originally it was intended to be evaluated after 18 months. The label displays familiar colour-coded bands illustrating the CO<sub>2</sub> emissions of the vehicle together with the fuel economy and annual fuel costs for the vehicle in the same format to the new car label.

As of September 2010, 1,258 dealerships were engaged with the scheme - on track to achieve the original target. Coverage of the scheme is UK-wide with greater take-up in England and by franchised dealerships. In total, it is estimated 179,000 vehicles have been labelled since the scheme commenced. The number of labelled vehicles generally increased from August 2009 to April 2010 but has plateaued since April at 17,500-20,000 labels per month. This is likely to be due to the absence of any significant recent promotional activity following the well publicised launch. LowCVP is now looking at how to promote the scheme further in conjunction with the SMMT and RMIF.

## **11. Also of note**

- LowCVP completed and published its Car Buyer Survey to identify the form for improved environmental information
- LowCVP organised a 2-hour webinar to support the DfT Feasibility Study on a biomethane demonstration project
- The MD addressed the ACT Travelwise Annual Conference on the role of technology in reducing emissions
- LowCVP held a stand at the London to Brighton Eco-rally
- The Secretariat provided input to the drafting on a Parliamentary Office for Science and Technology (POST) note on electric vehicles
- The MD supported a workshop to obtain expert input to the new TSB Transport KTN
- LowCVP hosted a webinar discussing the outcomes of recent LowCVP managed research examining opportunities to reduce GHG emissions from vans.
- The Secretariat has participated in 60 other member / government-led activities since July:
  - Events 10
  - Meetings with Government Department or Agency 17
  - Ministerial or Parliamentary activities 4
  - Activities with members 12
  - Activities with other stakeholders 15
  - International activities 2