

LowCVP Strategy and work plan 2015 - 2017

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Vision, Mission and Aims

Our aspiration is for “**Sustainable and efficient global mobility with zero life cycle impact**”

We will work towards this by “**Accelerating a sustainable shift to low carbon vehicles and fuels and stimulating opportunities for UK businesses**”

Through:

Building understanding and gaining consensus regarding the optimal pathways and challenges to low carbon road transport.

Incubating ideas and influencing Government and other decision makers on **future policy directions** and optimal support mechanisms.

Supporting and disseminating collaborative initiatives and information that **develop the market** for low carbon vehicles and fuels.

Key Challenges & Opportunities

Key Challenges for LowCVP

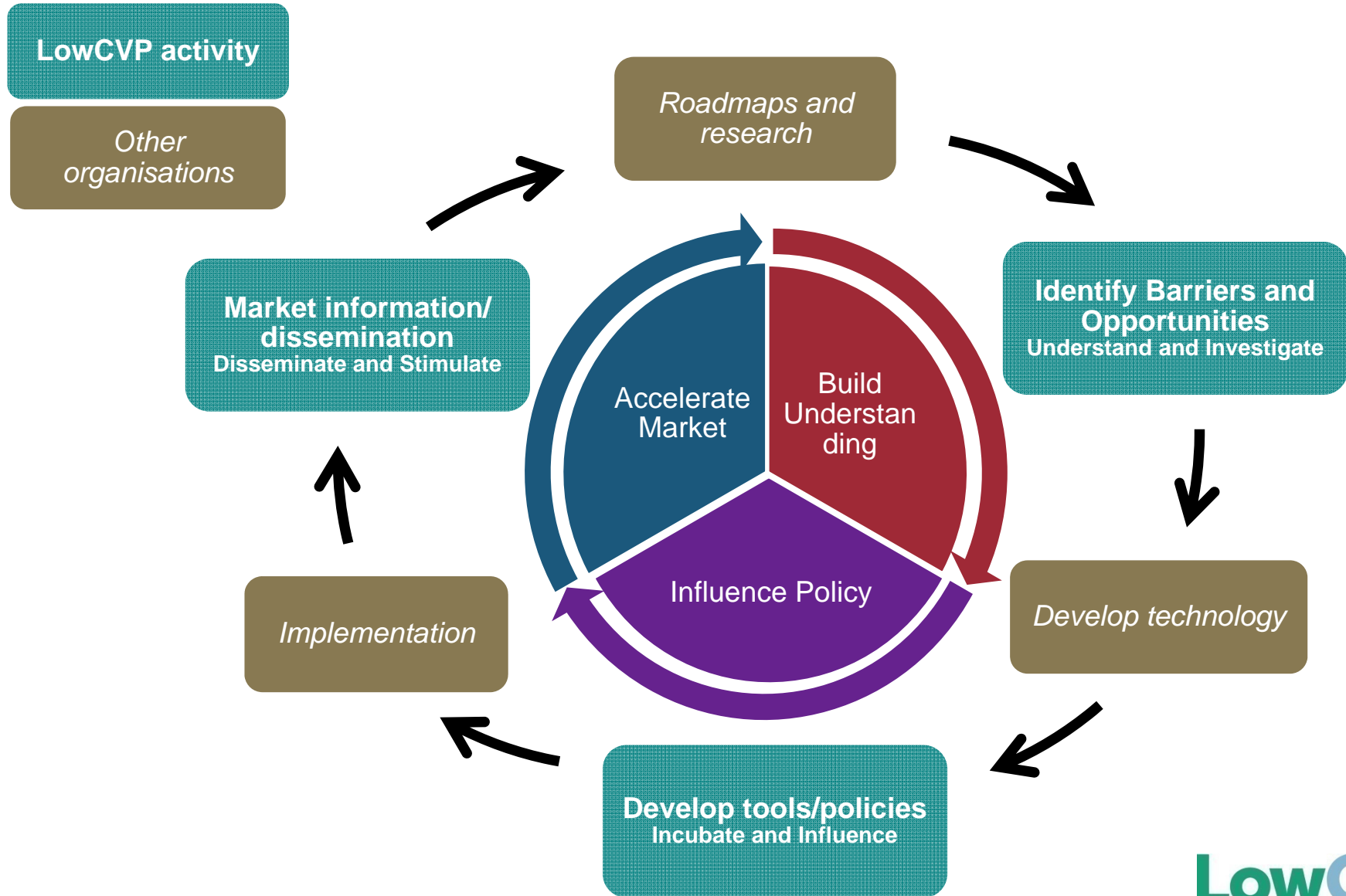
- Having a clear, credible and achievable strategy to accelerate low-carbon vehicles/fuels
- Consolidating the distinct role within the UK low carbon landscape
- Satisfying members and DfT to enable continued acceleration
- Maintaining and growing membership and support together with securing continued funding

Key Opportunities for LowCVP

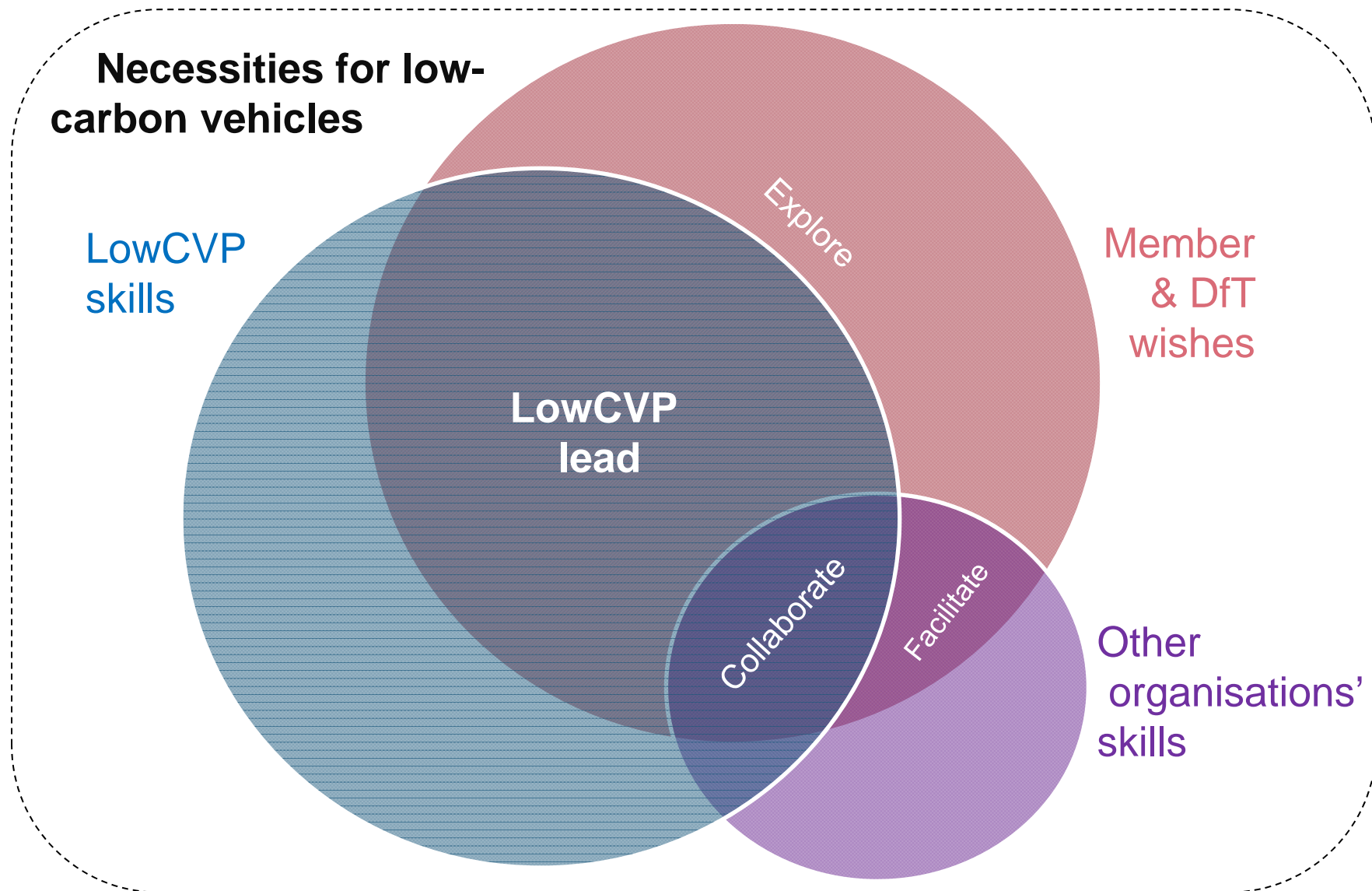
- Supporting mass market transition of passenger cars (currently 60% of transport carbon impact) and vans (15%)
- Decarbonising HGVs (20%)
- Initiating and developing activity in other vehicle markets, (Bus, L-category) (5%)
- Enabling renewable energy in transport (Bio, Electricity etc)
- Stimulating SME understanding and involvement and thus participation in the supply chain and policy arena
- Evolving a consensus roadmap across the industries

LowCVP activity & influence cycle -

Robust Research, Policy and Information to accelerate the UK market



The LowCVP competitive landscape



The LowCVP leadership position

LowCVP Lead

Information

- Providing independent holistic real world, WTW and LCA view
- Disseminating data information to members and industry
- Focussed activity on commercial vehicle sector

Supply

- Addressing cross-sector implementation challenges (e.g. E10)

Demand

- Supporting and encouraging the demand for low carbon vehicles/fuels by developing supportive policies and information

Innovation

- Encouraging and informing low-carbon technology from SMEs
- Supporting SME engagement in UK supply chain and policy

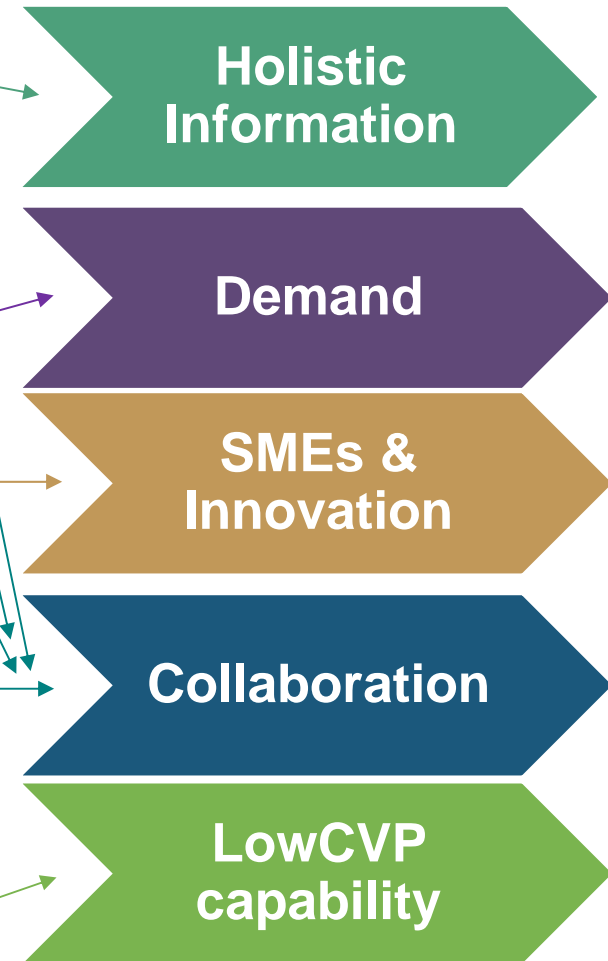
Collaboration

- Engaging with and supporting government low-carbon vehicle/fuel (policy) initiatives
- Enabling government and industry (esp.SME) engagement
- Building Energy / OEM alignment and consensus on the road-map
- Flexible and fast mobilisation of experts resources to address specific issues

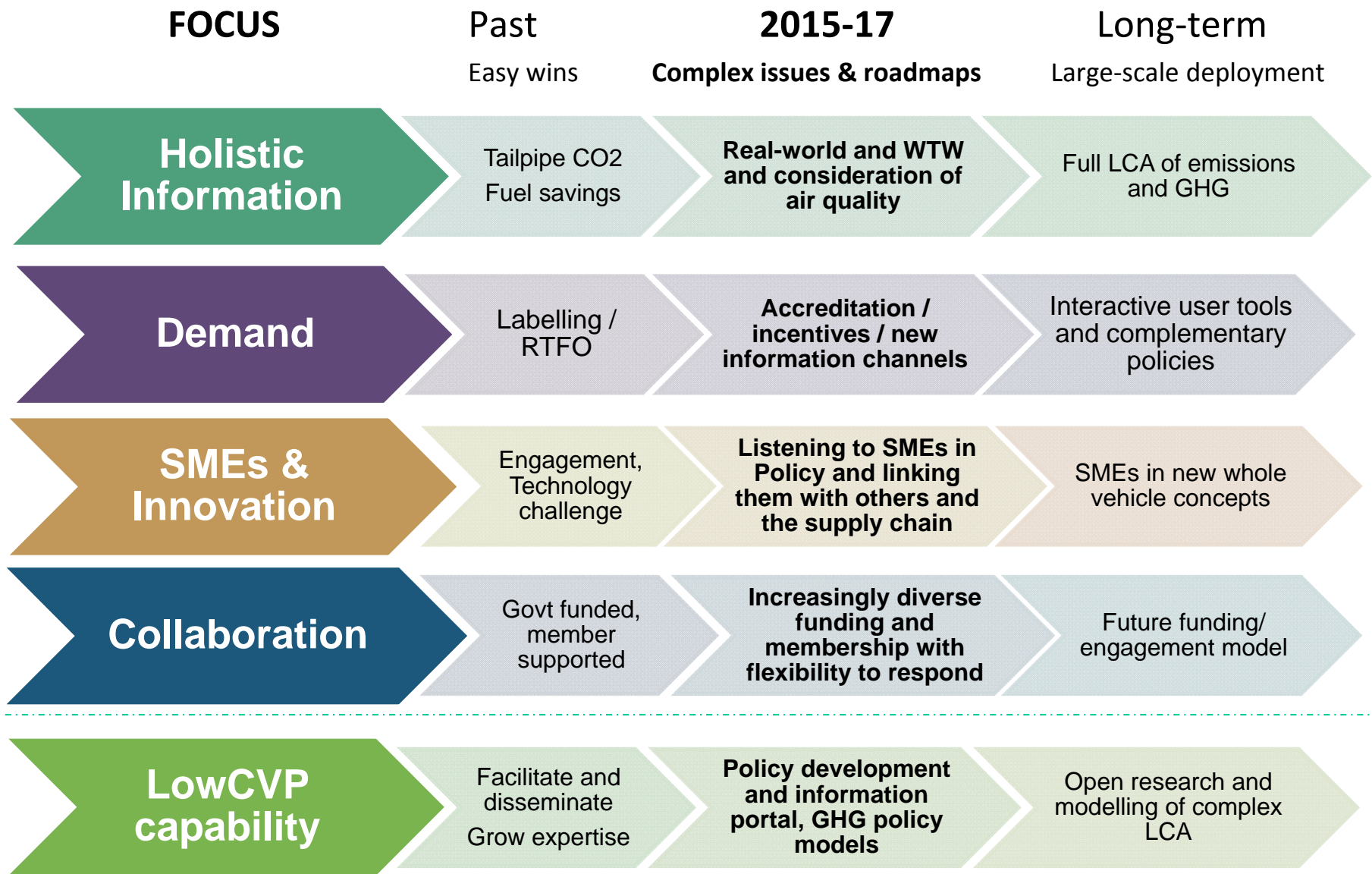
Delivery

- Leverage funding and invest in innovative projects
- Support pilot/demonstration projects with expert input

LowCVP Strategic Themes



Strategic themes – 2015-17



Strategic initiatives in 2015-17



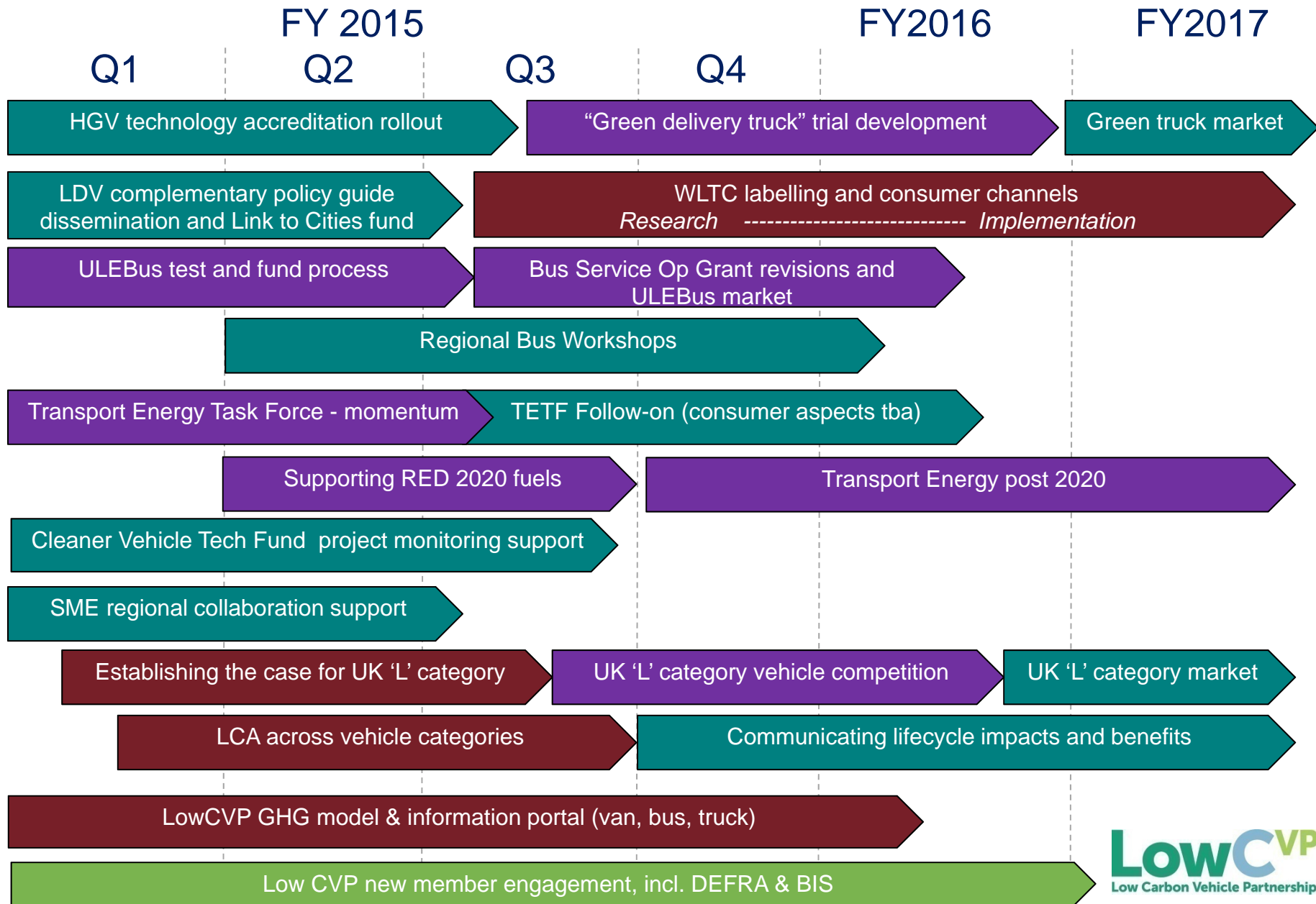
FOCUS

2015-17

Complex issues & roadmaps

Holistic Information	Communicating lifecycle impacts and benefits	LowCVP GHG model and information portal (van, bus, truck)	LCA research across vehicle categories	WLTC labelling and consumer information channels
Demand	HGV technology accreditation and "green delivery truck" trial	ULEB definition and certification process for funding	Regional Bus workshops	
SMEs & Innovation	Supporting regional SMEs engagement	Establishing the case for UK 'L' category	Innovative 'L' Category solutions in transport	
Collaboration	Supporting RED 2020 fuels	Transport energy post 2020	Innovation in transport energy solutions	
LowCVP capability	Lifecycle view Building expertise	Industry engagement (grow membership) LCA and GHG	Wider government engagement (DECC, BIS, DEFRA)	

2015/7 Work Programme



Fuel Projects

For Low Carbon Fuels:

- **TETF momentum and fuelling infrastructure** - The Transport Energy Task Force aims to complete its report before the end of March and it is likely that further work will be required after the establishment of the new parliament. The LowCVP will aim to retain the momentum that has already built up in this project by developing specific details around recommendations where scope exists to do so. In particular the LowCVP report into the Infrastructure implications for transport energy will provide a focus to join up energy and vehicle roadmaps in a coherent way and build on the TETF recommendations.
- **Supporting the Renewable Energy Directive (RED) 2020** – During the first-half of the year the LowCVP’s fuels group will continue to develop detailed proposals for fuels needed to implement the RED 2020 target and to outline the consumer information requirements to enable a successful transition. This work will support the discussions about post-2020 fuels scenarios.
- **Transport energy post-2020** – Subject to the decision of the new UK Parliament, this project is a placeholder to allow a focus on delivering the agreed trajectory for transport energy. Further details will be determined in discussion with the incoming government. – **STRETCH Project**

5 Key deliverables 2017 – Catalysing change

HGV market for low carbon technologies and 'Green Trucks' established

Light duty consumer information / labelling system UK proposal established in preparation for introduction of new test cycle

Clear fuels roadmap to meet RED in 2020 and trajectory for Transport energy to 2030 established with consumer campaigns in place as required.

A UK 'L' category market and supply base identified and demonstration programmes underway

A robust LowCVP green house gas transport model developed including lifecycle analysis capability, supported by members

Back up Slides

Strategic themes

Holistic Information

Real-world and WTW consideration of carbon, GHG and air quality

Why?

Ensure decisions on greenhouse gas emissions are appropriately informed

Progressively incorporate a wider more realistic scope for GHG measurement

Emissions need to be considered holistically, not just in the form of carbon

Target wider incorporation to the categories where greatest impact is identified

LowCVP is a go-to source for emission data, Credible independent evidence

How?

Transitioning from the current focus on Tailpipe Carbon impact and fuel cost-savings to full Life Cycle Analysis (LCA) at an appropriate pace through:

- Consideration of real world (or more representative) test cycles
- Use of the most appropriate mobility metric (passenger/load)
- Incorporation of the well-to-wheel (WTW) impact
- Inclusion of all Greenhouse Gas (GHG) components
- Consideration of the Air Quality pollutants.
- Consideration of the impact (proportion) from vehicle production
- Consideration of the disposal phase and recycling

Key Deliverables 2015-7:

- Bus scheme incorporates WTW, GHG and AQ criteria, BSOG to complement
- HGV accreditation to incorporate WTW, GHG and AQ
- Evidence of LCA impacts across vehicle categories, linked to overall mobility
- Commence consideration of carbon based fuel incentives

Strategic themes



Accreditation / incentives / new information channels

Why?

Supply of low-carbon cars is being addressed. Creating mass demand is the major concern.	Clear consistent information influences demand	Paucity of information is confusing decision-making and limiting demand	Best practice across vehicle groups and bespoke solutions where needed	Complementary policies needed to augment national incentives
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How?

Stimulating increasingly informed demand for low carbon vehicles and fuels through:

- Transparent labelling and advertising advice
- Independent accreditation of carbon performance
- Consumer/user accessible information tools
- Research into the most effective communication channels

Key deliverables 2015-7:

- HGV accreditation scheme
- Delivery of 'Green' truck project with OLEV
- OLEV Low Emission Bus incentive package support
- Commence research on future of Passenger Car CO2 information
- Low Emission Van information and support portal
- Develop work on Fuels for 2020 and consumer demand side support

Strategic themes

SMEs & Innovation

Linking and Listening to SMEs, in policy development and the supply chain engagement. Supporting and developing the innovation process

Why?

50% of LowCVP membership is Small or Micro sized companies.

SME's come from all areas of the low carbon stakeholder group

SMEs provide breadth of perspective and fresh innovative thinking .

LowCVP has credible history in research and reporting on the challenges of Innovation and how to unlock these.

Near term retrofit solutions and new vehicles (L Cat) opportunities are areas ripe for innovative SMEs

There is no route for SME's to get information on and feed into UK policy on low carbon transport. Auto Council and Innovate are rightly focused on developing the SME involvement in UK industrial base (top down).

How?

Stimulating innovation across all the industries supporting lower carbon vehicles and fuels through:

- Providing platforms and exposure to SMEs' and innovation companies specifically to the policy arena
- Researching the barriers (real or perceived) to SME engagement in the innovation process
- Ensuring innovation support occurs across all areas (not just technology hardware)
- Providing a voice for the low carbon SME community into government
- Identifying barriers and opportunities to improving the innovation process
- Signposting and supporting the direct funding and technology development support organisations (Innovate UK, APC, Catapults, H2020 etc)

Key deliverables 2015-7:

- Reshaping the IWG meetings (rationalising) to add value to the IWG meetings – Collaborate with Innovate/SMMT/BIS/APC
- Maintaining the broad base of LowCVP stakeholders and engagement with innovative ideas.
- Evidence report on 'L' Category potential for UK
- Help the SME community and new innovative companies, understand the transport market and influential policies, through disseminating and building on the series of LowCVP reports advising the Innovation community on the processes and engagement routes.
- Stimulate a common best practice support community for SMEs across the UK regions.

Strategic themes

Collaboration

Increasingly diverse funding and flexibility to support Government and industry

Why?

The LowCVP cannot achieve our goals alone and exists to create consensus

LowCVP is recognised as a collaboration vehicle

Our key value added is bringing together a diverse and disparate industry, into a channel that can work effectively with government

BIS, Defra DEC and other organisations are key to achieving our goals

Collaboration across stakeholder groups and along supply chain creates most robust positions

How?

Creating the platform for robust effective collaboration.

- Between government and industry
- Across industrial sectors
- Across government responsibilities and departments
- Maintaining a strong stable technical expertise to support Government policy teams
- Networking opportunities and events and signposting complementary activity
- Maintaining strong and efficient government engagement for members

Key deliverables 2015-7:

- Increased LowCVP membership through proactive engagement on core projects
- Fuel/energy roadmap 2020/30 and development of policy support options
- Resource flexibility to enable fast response to DfT and other Government priorities
- Expert support to enable robust evidence of policy activity (OLEV, CVTF etc)
- Direct engagement with DECC, DEFRA on specific programmes

Strategic themes

LowCVP
capability

**Policy development and information portal,
GHG policy models**

Why?

Maintain and increase LowCVP ability to deliver

Support LowCVP “owning” some key areas such as ‘LCA think tank’ role.

Call from several areas that LowCVP retains “spare” capacity to enable flexible and dynamic response to any arising issues (eg fuel filter blocking, clean vehicle technology fund)

Comment that in some areas LowCVP work group does not have breadth of representation it previously had (e.g. NGOs/SMEs on fuels group)

How?

Growing and enhancing the LowCVP capability and contribution to deliver increased impact across the themes:

- Researching broad LCA impacts and next target areas
- Developing modelling and increased capability to assess low carbon options and engage with broader range of government and industry stakeholders.
- Enhancing dissemination and reach of LowCVP research and data
- Strengthen membership numbers and breadth

Key deliverables 2015-7:

- LCA across vehicle categories report
- LowCVP GHG policy model.
- Increased Conference and dissemination reach via proactive communications and website development