



NORTH SEA REGION ELECTRIC MOBILITY NETWORK

e-mobility NSR

**Mapping of public E-Mobility events,
showcasing projects, demonstrations and
dissemination in the period of 01/09/2011 to
31/07/2012**



REPORT

Cities Institute/London Met. & Northumbria University.

Høje-Taastrup Kommune – August 2013

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1. Introduction

This report with recommendations is completed as part of the Interreg IVB North Sea Region Programme “E-Mobility NSR” project.

As part of the “E-Mobility NSR” project Work Package 6:

Set up Transnational Electricity Mobility Information Centres (EMIC)

This report aims at developing a transnational “snapshot” of relevant, market oriented E-Mobility activities covering the period of 01/09/2011 to 31/07/2012. Furthermore, only partners in their role as Activity 6.4.Beneficiaries are involved in this report.

All the above information will be used actively in the process of generating a set up guide for regional EMICs (Activity 6.8).

Please refer to the following homepages for further information about the Interreg IVB North Sea Region Programme and the “E-Mobility NSR” project:

- <http://e-mobility-nsr.eu>
- <http://www.northsearegion.eu/ivb/home/>

2. Methodology

The information in this report is compiled based on findings from the following “E-Mobility NSR” project partners:

- Northumbria University, England
- Cities Institute, England

A written questionnaire with an introduction (please refer to Appendix 1) was forwarded by mail to the contact person of each project partner and they were asked to reply in writing.

The data collection period was **01/09/2011 to 31/07/2012**.

All data are mapped by country together with any additional material (reports, strategy papers etc.) forwarded by the project partners.

3. Questionnaire input from England

Questionnaire for E-Mobility NSR Activity 6.4

Beneficiary:

Name of Beneficiary:		Northumbria University
Country:		UK
Contact person:	Name:	Richard Kotter
	E-mail:	richard.kotter@northumbria.ac.uk
	Phone:	0044 191 227 3262

E-mobility NSR information: Current activities such as showcasing projects, demonstrations and dissemination, aimed at increasing public awareness.

Focus period: 01/09/2011 - 31/07/2012

Guide section		Input section ^[1]	
Information:	Examples:	Information description:	Source ^[2] :
Activities:	Showcasing projects focussing on, or including EVs	<p>This has come AFTER the specified period for us - with lots in 2012 and 2013.</p> <p>You might include the two dissemination activities below if you like, though, as this flagged up the NS e-mobility project, and also a separate and connected one on smart grids and EVs funded by the then regional development agency ONE and subsequently Charge Your Car</p>	http://www.sciencedaily.com/releases/2012/03/120328113234.htm
Demonstrations:	Public demonstrations of EVs for users/potential users of EV's	Climate Week - Northumbria University activity with Benfield car dealership in displaying and explaining select	http://www.climateweek.com/

		EVs on campus to students, staff, and the public	
Dissemination	<ul style="list-style-type: none"> Local public and/or private E-Mobility dissemination on EVs 	<p>public presentation to the Environmental Industries Forum "Green Tourism and Renewable Industries" conference, Gateshead, October 2011</p> <p>NSR E-mobility public conference after kick-off meeting in October 2011</p> <p>NSR E-mobility trans-national conference in Newcastle March 2012</p>	<p>http://e-mobility-nsr.eu/uploads/media/Green_Tourism_presentation.pdf http://www.thefreelibrary.com</p> <p>http://e-mobility-nsr.eu/fileadmin/user_upload/events/06a_Herbert_Kotter_Newcastle_Hamburg0911.pdf</p> <p>/Powering+up+for+an+electric+car+revolution%3B+Conference+to+give...-a0284405084</p> <p>http://e-mobility-nsr.eu/event/e-mobility-nsr-partner-meeting-and-transnational-meeting/</p>
Others:	<ul style="list-style-type: none"> Information other than the above but still considered relevant to WP6 		N/A

This does not include the City of Newcastle, which will have regularly flagged up electric mobility to its citizens in a range of formats in terms of news items, public events etc, including in this period, and since, but which did contribute to the initial project conference in Hamburg in October 2011 (see our NSR e-mobility website under events; this was delivered by me but included slides from and attributed to Sally Herbert of NCC) and the March 2012 trans-national NSR e-mobility conference (see Sally Herbert's presentation below).

http://e-mobility-nsr.eu/fileadmin/user_upload/events/06a_Herbert_Kotter_Newcastle_Hamburg0911.pdf

http://e-mobility-nsr.eu/fileadmin/user_upload/events/06b_Kotter_Northumbria_Hamburg.pdf

Beneficiary:

Name of Beneficiary:		Cities Institute
Country:		UK
Contact person:	Name:	Dr Stephen Shaw
	E-mail:	s.shaw@londonmet.ac.uk
	Phone:	0044(0)207-133-3362

E-mobility NSR information: Current activities such as showcasing projects, demonstrations and dissemination, aimed at increasing public awareness.

Focus period: 01/09/2011 - 31/07/2012

Guide section		Input section ^[1]	
Information:	Examples:	Information description:	Source ^[2] :
Activities:	<ul style="list-style-type: none"> Showcasing projects focussing on, or including EVs 	During 2011/12 (and through to Spring 2013) the UK's eight national pilot 'Plugged-In Places provided a major focus for geographically based campaigns to showcase EVs through their respective websites. As public-private	<p>Source: see http://infrastructure.switchev.co.uk/ev-infrastructure-projects/plugged-in-places</p> <p>The national strategy for promoting EVs was set out in: Office for Low Emission Vehicles (2010) <i>Making the</i></p>

[1] When writing the boxes will automatically expand to the needed size – however please make sure "Information description" and "source" is horizontally aligned in each case.

[2] E.g. reference to enclosures of copies, links to web pages, link to videos, sources etc. Preferably all physical material should be scanned into PDF or MS Office format. In case of many pages/large size/non-scan able objects or similar please contact Lead Beneficiary for delivery by mail.

		<p>consortia of electric mobility stakeholders (with 50% match funding support from national government), these have coordinated wider promotion of EVs, as appropriate in their areas.</p>	<p><i>Connection: The Plug-In Vehicle Infrastructure Strategy.</i> Retrieved from: http://assets.dft.gov.uk/publications/making-the-connection-the-plug-in-vehicle-infrastructure-strategy/plug-in-vehicle-infrastructure-strategy.pdf</p>
Demonstrations:	<ul style="list-style-type: none"> Public demonstrations of EVs for users/potential users of EV's 	<p>A national demonstration/show for the UK: 'EcoVelocity' (5 May - 13 May 2012) was held in London ExCel centre, London Docklands. The event showcased 'the latest in cutting edge technology from the world's leading car manufacturers,' as well as 'the opportunity for [the public] to test drive the newest low carbon and electric vehicles'. 'EcoVelocity' provided 'the opportunity to view the current and future options for more environmentally responsible motoring, get a greater understanding of</p>	<p>Source: www.ecovelocity.co.uk</p>

		the technology and processes involved in developing low carbon vehicles and an insight into the benefits of owning one’.	
Dissemination	<ul style="list-style-type: none"> Local public and/or private E-Mobility dissemination on EVs 	<p>The Plugged-In Places have been the main source of public dissemination on the benefits of converting to EVs for the areas of: central Scotland, North East England, Greater Manchester, East of England, Midlands, Milton Keynes (new town) and Greater London as shown on the map (Source: OLEV 2011): (see Appendix 1)</p> <p>Each of the eight Plugged-In Places has disseminated information in their respective areas. Primarily through their websites.</p>	<p>A particular example is ‘Source London’ which disseminates information on electric mobility in the capital: https://www.sourcelondon.net/</p> <p>The Plugged-In Places sites can be accessed through the Government’s electric mobility national portal: https://www.gov.uk/government/publications/plugged-in-places</p>
Others:	<ul style="list-style-type: none"> Information other than the above but still considered relevant to WP6 	Information other than the above but still considered relevant to WP6	

Appendix 1 – Each of the eight Plugged-In Places



Appendix 2 – Snap shot of HTK public events in the focus period

The following communication activities and events related to WP 6 has been conducted within the period:

- Press release issued September 2011 announcing Hoeje-Taastrup Municipality participation in the Interreg NSR E-Mobility project. In the press release the overall objectives with the Interreg NSR E-Mobility project and the specific objectives with WP 6 were also communicated to the Danish press.
- Public event 17th of September where E-Mobility was promoted in Hoeje-Taastrup who took part in the “Renewable energy event”.
- Press/public event 18th of November 2011 celebrating the official opening of the second public fast charger in Denmark placed in the city of Hedehusene (a city in the municipality of Hoeje-Taastrup). In the speech given by the Mayor of Hoeje-Taastrup the Interreg NSR E-Mobility project was mentioned as an important part of the commitment to the promotion of electric vehicles.
- Public event for new citizens in the municipality held 26th of January 2012 with a special section dedicated to E-Mobility test and information.
- Press event hosted by Hoeje-Taastrup Municipality 31st of January 2012 in cooperation with the Danish Society for Nature Conservation. Mayors from 35 Danish environmentally friendly municipalities meet amongst others to be inspired by the Interreg NSR E-Mobility programme and to drive 20 different electric vehicles in cortege to a meeting with the Danish Minister of Climate and Energy. A climate film focussing on electric vehicles was made for this event.
- Staff members of the Hoeje-Taastrup Municipality has been given the opportunity to test drive electric vehicles on an on-going basis given them an opportunity to experience electric vehicle driving and to share their experiences with peers, family members, friends and others.
- Public event 31st of March 2012 combining the world wide WWF-initiated “Earth Hour” event with promotion of electric vehicles and a “drive efficient” competition in electric vehicles open to the public.
- Partnership agreement between Høje-Taastrup Kommune (representing E-Mobility NSR) and the National Danish Car Owners Association (FDM) was announced June 6th 2012. The agreement ensures a.o. that FDM will comments on all EMIC content on behalf of their members and that E-Mobility NSR is allowed access to relevant data and articles from FDM. The agreement was published in a press release by the Mayor of Høje-Taastrup and the CEO of FDM.

- On June 12th 2012 Høje-Taastrup Kommune hosted an E-Mobility network meeting with participants from 30 municipalities across Denmark. The overall agenda was to share insights and information regarding common challenges and opportunities within the EV area. The local fast charger (the second public fast charger in Denmark) was also demonstrated.
- On 12th of June and 4th of September 2012 Høje-Taastrup Kommune hosted public EV events where two times ten families were given the opportunity to test drive an EV for three months free of charge as part of the “Test-An-EV” program (see encl. 3). In total more than 80 families in the Municipality has now tested an EV. Initial results have been very positive and a final report is now being made. The results of the “TestAnEV” program will be presented during the transnational E-Mobility NSR seminar in Høje-Taastrup in March 2013.
- Høje-Taastrup Kommune co-hosted a public EV demonstration on 1st of September 2012 where private citizens could test drive EVs and ask questions. The event was visited by an estimated number of 50 – 100 potential EV buyers.
- On 15th of September 2012 Høje-Taastrup Kommune participated in exhibition focusing on sustainable energy solutions. Visitors were offered to test drive EVs, electric scooters and electric bikes. Especially the EVs generated a lot of attentions and an estimated number of 50 people did test drives.
- On 22nd of May and 22nd of June 2012 Høje-Taastrup Kommune completed two internal EV events where employees were given a short introduction to E-Mobility and subsequently an opportunity to test drive EVs on a guided tour around the municipality (see encl. 6)

All of the above events are examples of a municipality being at the forefront in the field of e-mobility in Denmark.

Appendix 3 – Introduction and questionnaire

WP6 Activity 6.4

E-mail draft:

To:

- Northumbria University
- Cities Institute

(Specific contact details to be obtained from Tina Faber e.g. from Hamburg)

Subject: E-Mobility NSR Activity 6.4: Call for information

Dear E-Mobility NSR WP6 partners,

As **R**esponsible **B**eneficiary for **E**-Mobility NSR Work Package 6 “Set up Transnational Electric Mobility Information Centres (EMIC)”, we would like to draw your attention to **Activity 6.4**:

Showcasing projects, demonstrations and dissemination

Activity 6.4 aims at developing a transnational “snapshot” of all relevant, market oriented E-Mobility activities covering the period of 01/09/2011 to 31/07/2012. This information is considered to be an important input to the development of the EMIC guidelines (Activity 6.8).

In your role as an Activity 6.4 Beneficiary we need to call for information from your country.

Please find enclosed a questionnaire that will help you gather the relevant pieces of information. On top of a brief description of all relevant activities, we kindly ask you to provide your sources of information, and if possible, copies of articles, of campaigns, links to homepages, to video clips etc.

Deadline for submitting the questionnaire (plus relevant documentation) to SteenOle@htk.dk: 24/08/2012.

In advance, thank you very much for your kind assistance. We will of course share the collective outcome of Activity 6.4, as soon as, we have compiled all input.

Yours faithfully,

Steen Olesen
Project Manager

Høje-Taastrup Municipality
E-Mobility NSR WP6 Lead Beneficiary

Questionnaire for E-Mobility NSR Activity 6.4

Beneficiary:

Name of Beneficiary:		
Country:		
Contact person:	Name:	
	E-mail:	
	Phone:	

E-mobility NSR information: Current activities such as showcasing projects, demonstrations and dissemination, aimed at increasing public awareness.

Focus period: 01/09/2011 - 31/07/2012

Guide section		Input section ^[1]	
Information:	Examples:	Information description:	Source ^[2] :
Activities:	<ul style="list-style-type: none"> Showcasing projects focussing on, or including EVs 		
Demonstrations:	<ul style="list-style-type: none"> Public demonstrations of EVs for users/potential users of EV's 		
Dissemination	<ul style="list-style-type: none"> Local public and/or private E-Mobility dissemination on EVs 		
Others:	<ul style="list-style-type: none"> Information other than the above but still considered relevant to WP6 		

When completed please E-mail the questionnaire with enclosures to SteenOle@htk.dk.

Deadline: 24/08/2012.

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^[2] E.g. reference to enclosures of copies, links to web pages, link to videos, sources etc. Preferably all physical material should be scanned into PDF or MS Office format. In case of many pages/large size/non-scan able objects or similar please contact Lead Beneficiary for delivery by mail.