



# Electric Vehicle Cities of the Future: A Global Perspective on EV Ecosystems

NSR E-Mobility Meeting, Northumbria University, Newcastle, UK

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# Urban Foresight: EV Projects



- Urban Foresight is an action-oriented think tank that develops strategy and projects for smart cities

[www.urbanforesight.org](http://www.urbanforesight.org)

## EV initiatives run by Urban Foresight:



### EV Ecosystems

- Global task force on EV Cities of the Future
- International Energy Agency Hybrid & Electric Vehicle Implementing Agreement

[www.evEcosystems.com](http://www.evEcosystems.com)

- Partner in:



### E-cosse

- Partnership between government, industry & other key stakeholders
- Strategy and projects to advance mass adoption of EVs in Scotland

[www.e-cosse.net](http://www.e-cosse.net)

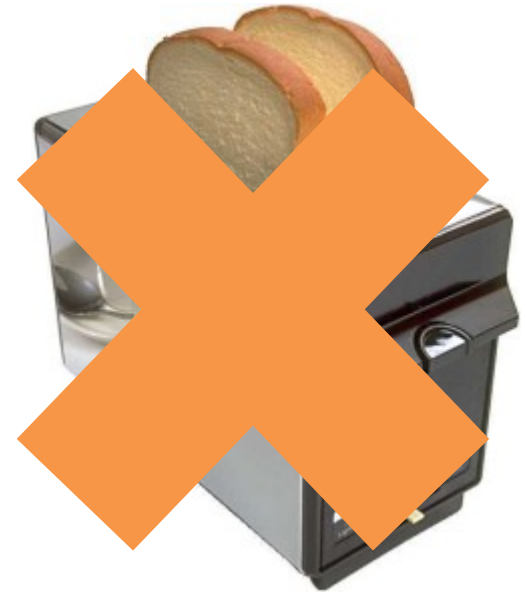
# Challenging Preconceptions



This is not a car



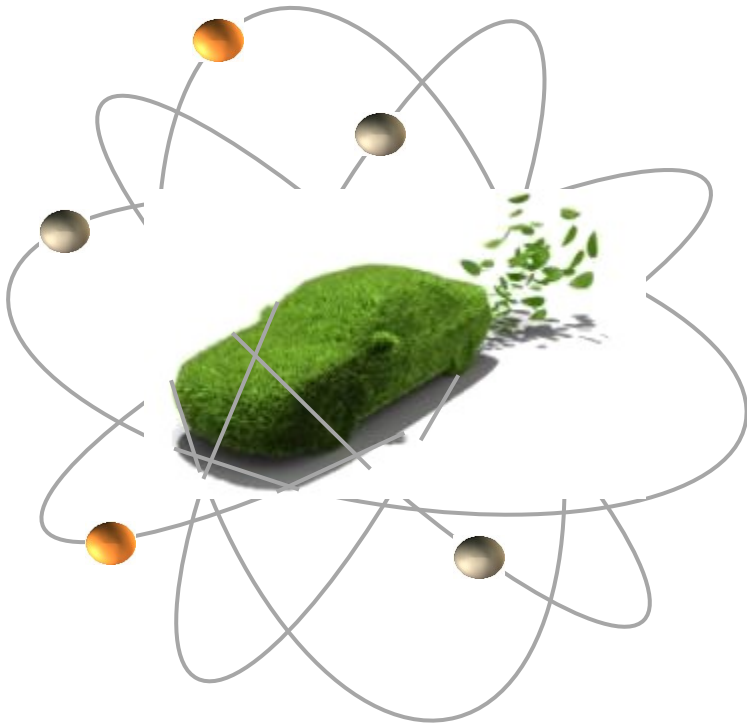
# Silo thinking on Electric Vehicles



“The Tesla-Toaster Trap”

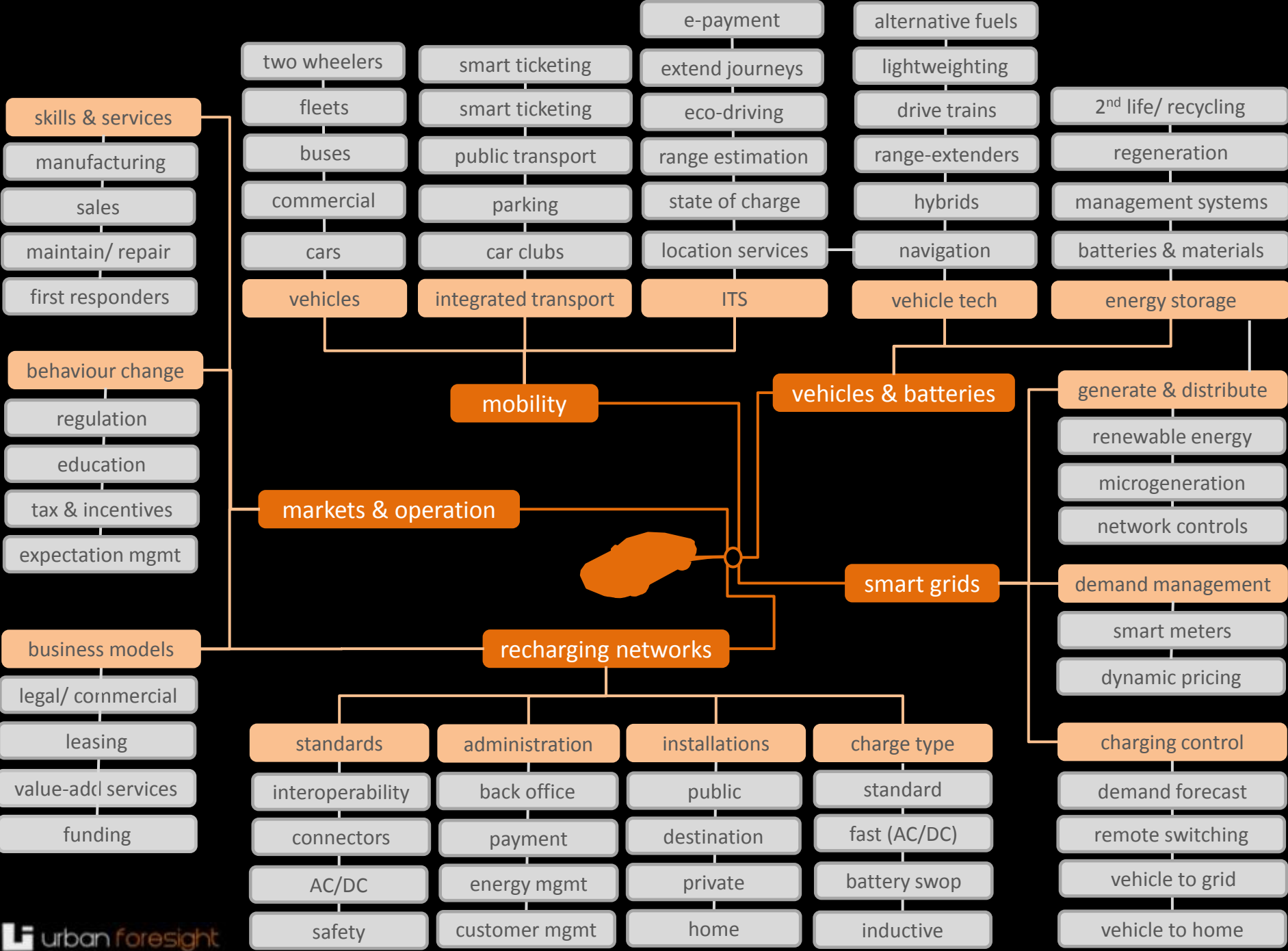
# Electric Vehicle Ecosystems

‘Total environments’ to support operation of thousands of vehicles



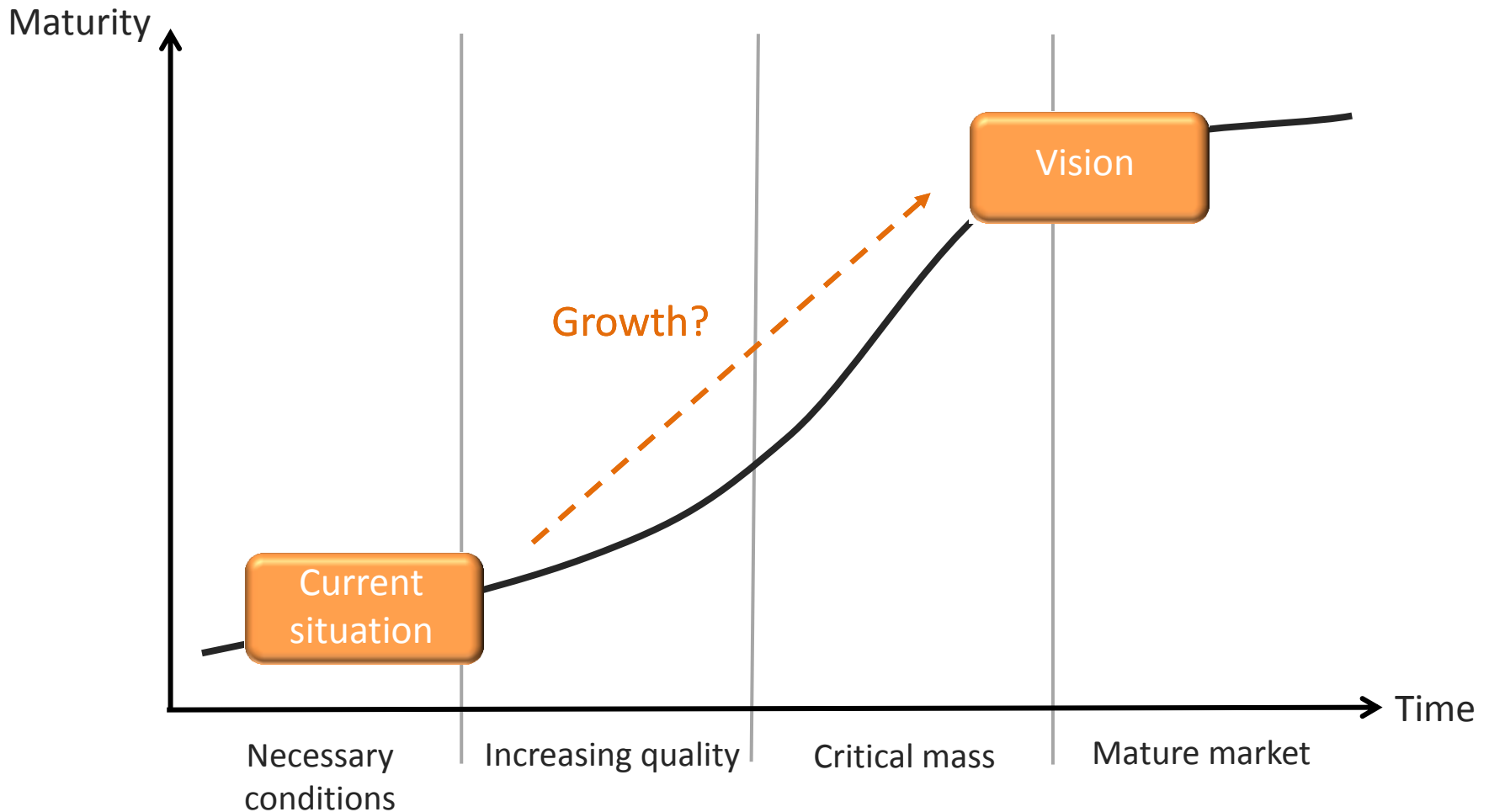
- **‘Hard Infrastructure’**  
e.g. recharging points, smart grids, buildings, transport systems
- **‘Soft Infrastructure’**  
e.g. regulation, business models, incentives, skills, community engagement





# Why This is Important

Creating conditions for mass adoption of electric vehicles





# EV Ecosystems: Global Task Force

## Task 18 members:

|               |                                                                                    |                                                                                                                                     |                                                                                                                                                                                                                     |
|---------------|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Austria       |   |  <b>AIT</b><br>AUSTRIAN INSTITUTE<br>OF TECHNOLOGY |                                                                                                                                    |
| Germany       |   |  <b>eNOVA</b><br>Energy Networks                   |                                                                                                                                    |
| Portugal      |   |  <b>in/eli</b>                                     |  <b>MOBILE</b>                                                                                                                     |
| Spain         |   |  <b>IDAE</b>                                       |  <b>Ajuntament<br/>de Barcelona</b>                                                                                                |
| UK            |   |  <b>urban foresight</b>                            |  <b>north east<br/>england</b>                                                                                                     |
| USA           |   |  <b>UC DAVIS</b><br>UNIVERSITY OF CALIFORNIA       |                                                                                                                                                                                                                     |
| International |  |  <b>Electric<br/>Vehicles<br/>Initiative</b>      |  <b>Green<br/>eMotion</b>  <b>C40<br/>CITIES</b> |



University of California  
May 5, 2012, JW Marriott, Downtown LA

Saturday, May 05, 2012

ev ecosystems

IEA IA-HEV Task XVIII



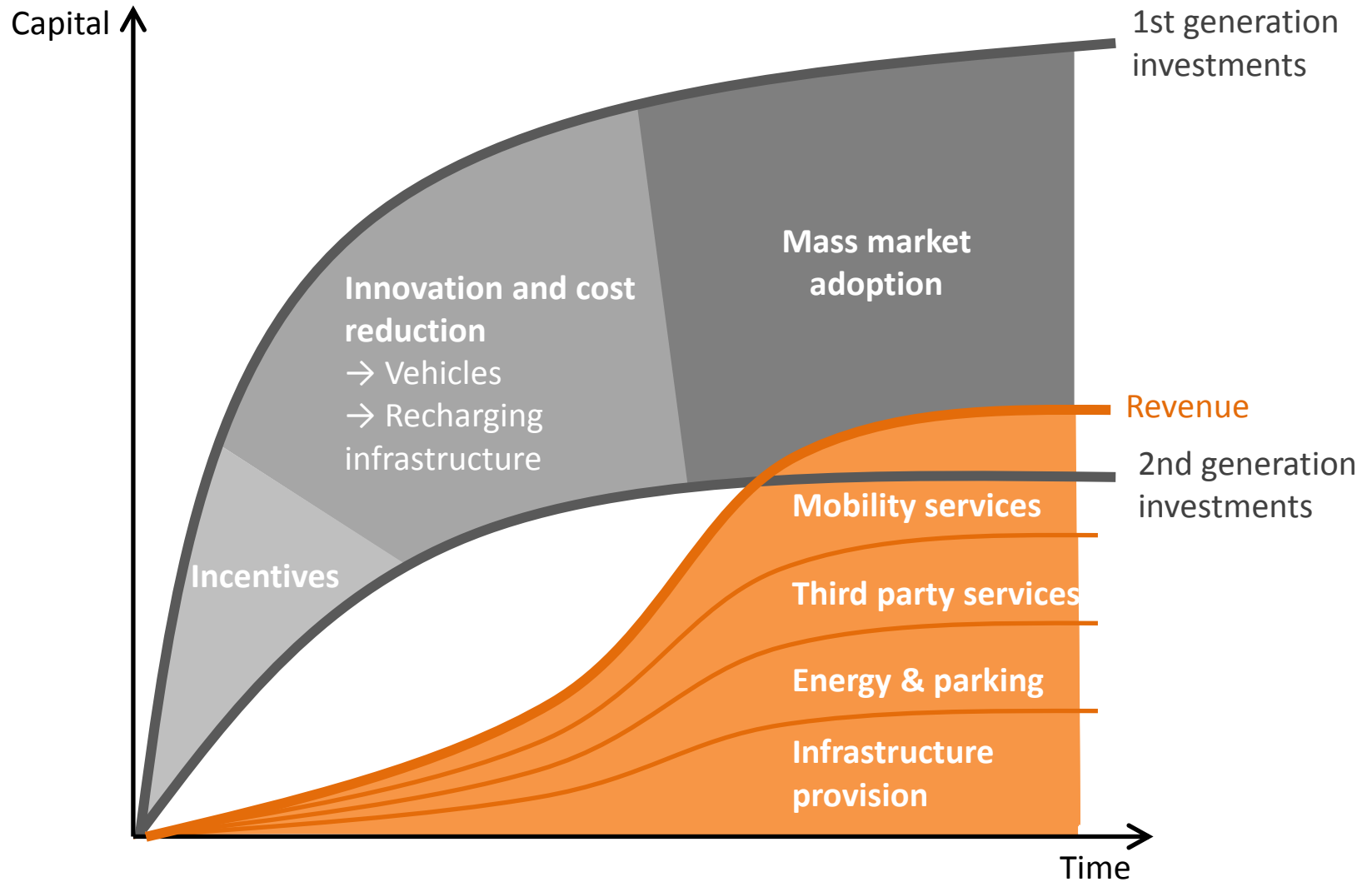
[www.evEcosystems.com](http://www.evEcosystems.com)

 **urban foresight**

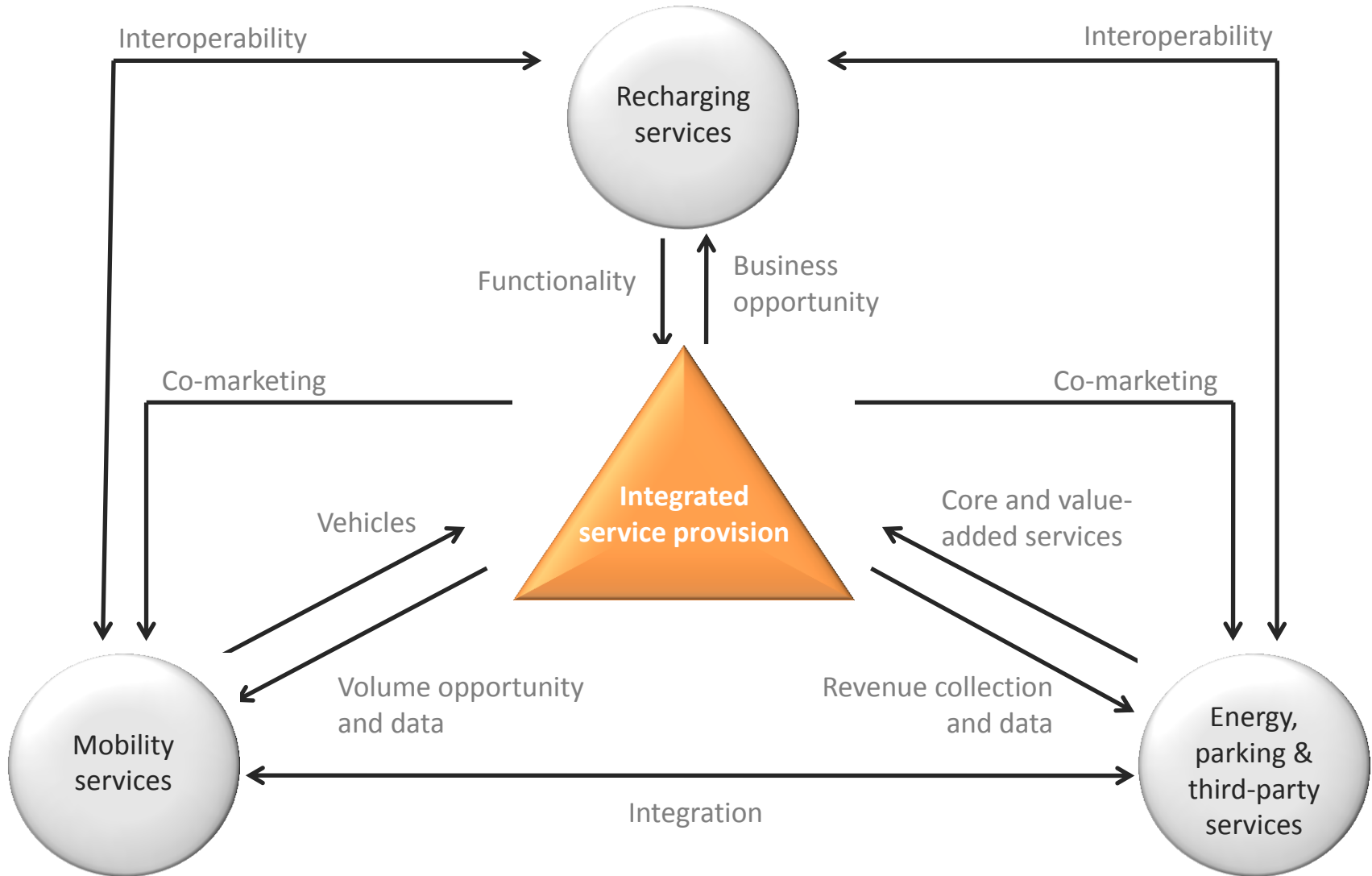


# BIG challenges & opportunities

# 1. Future Business Models

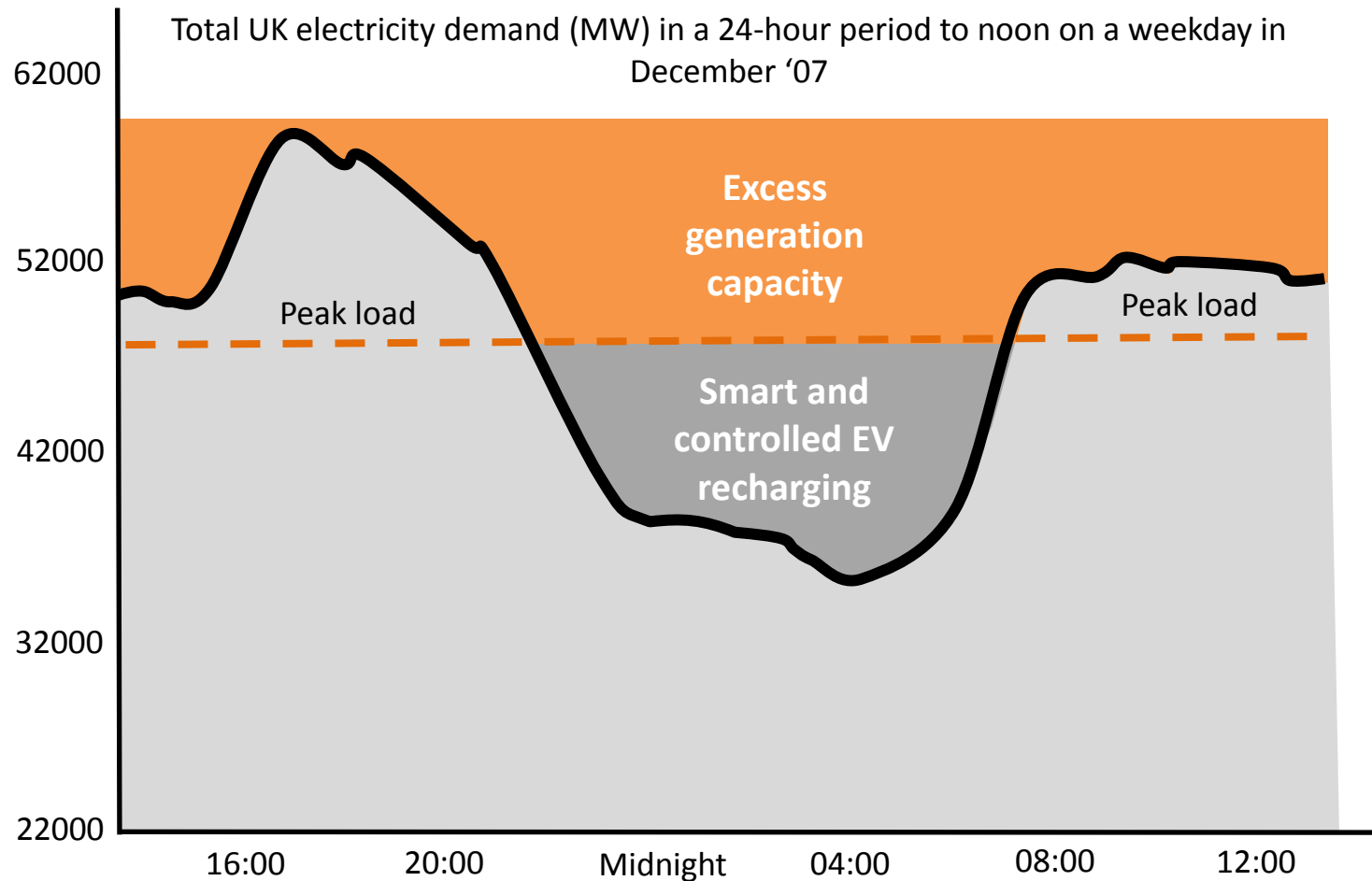


# 1. Future Business Models

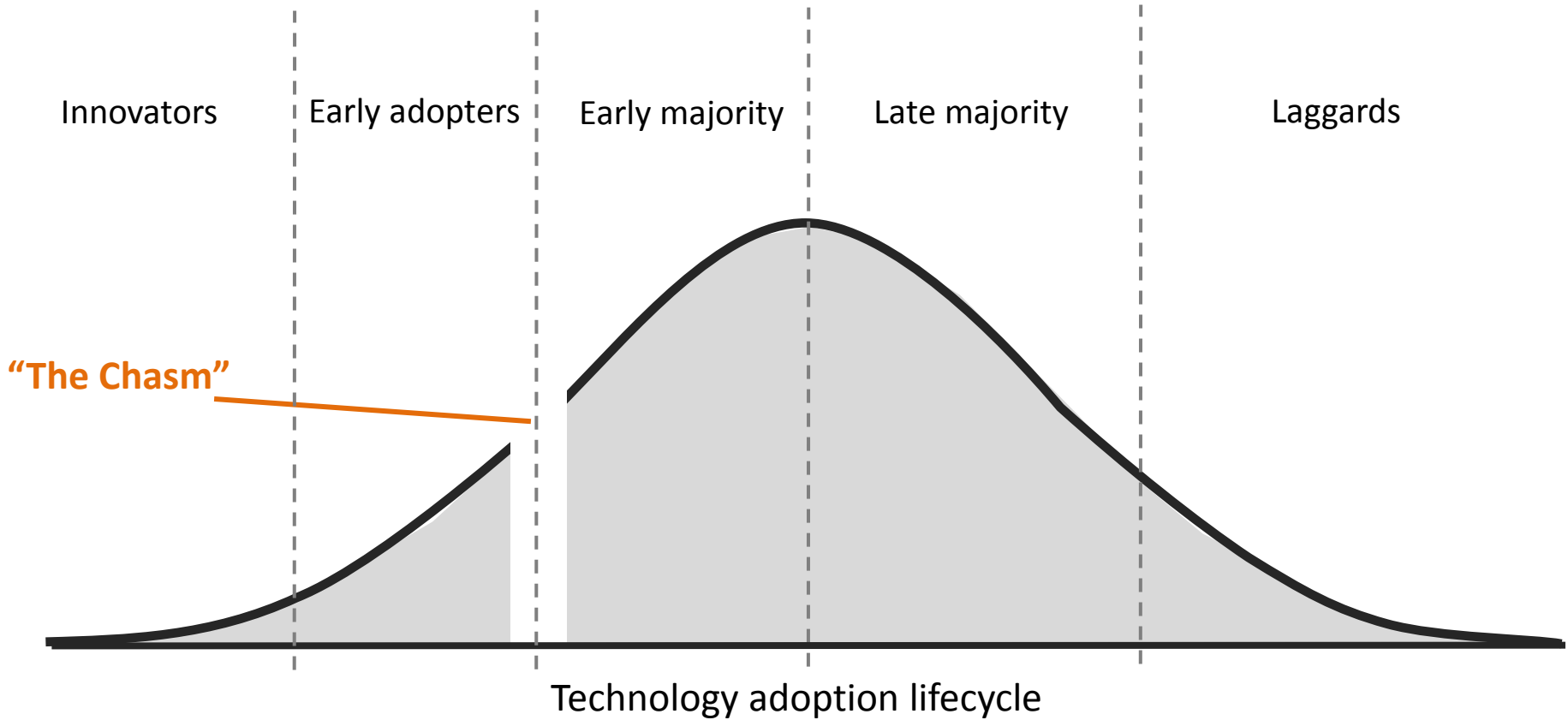


# 1. Future Business Models

## Changing Models of Demand-Supply

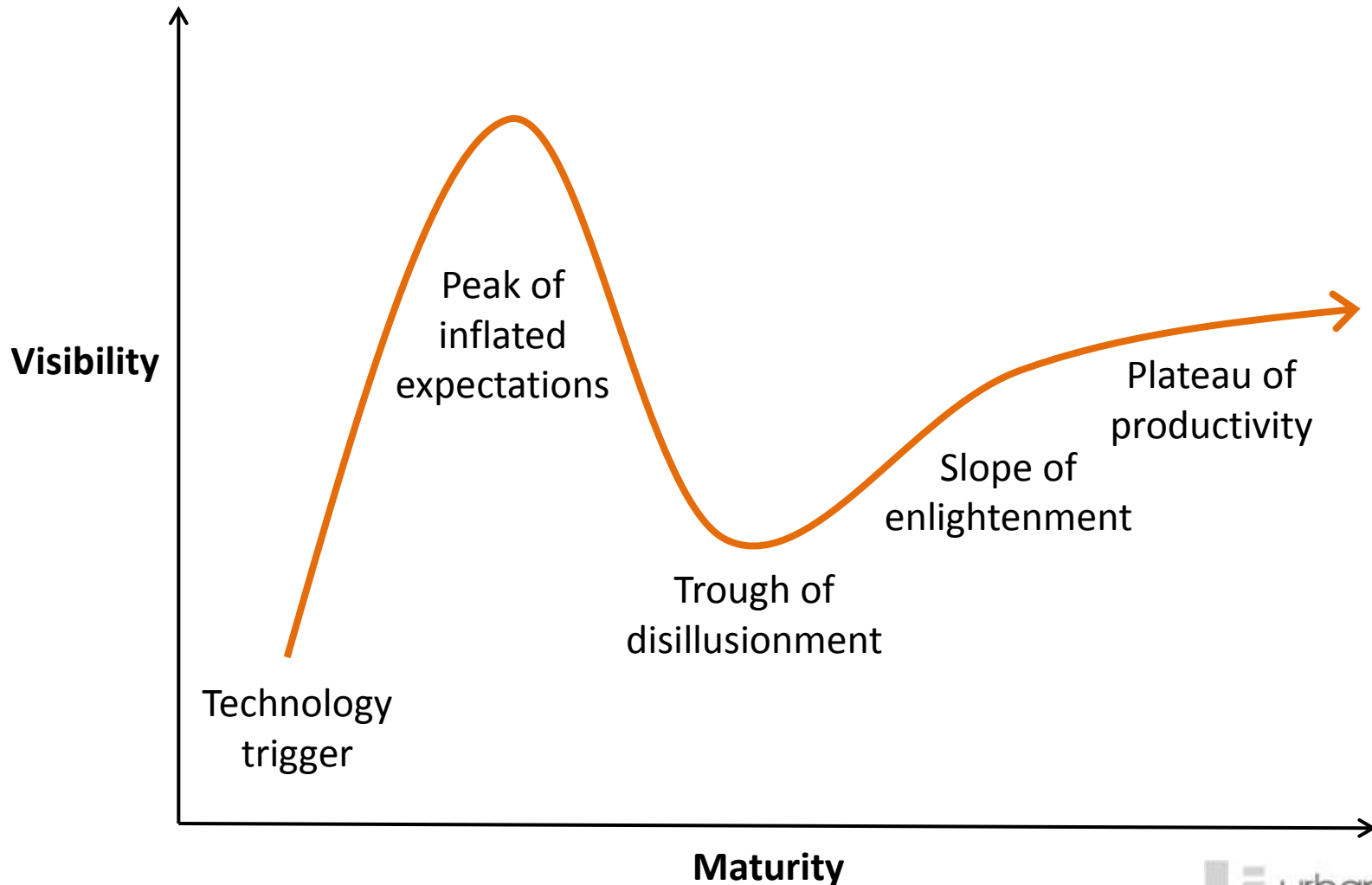


# 2. Markets and Behaviour Change



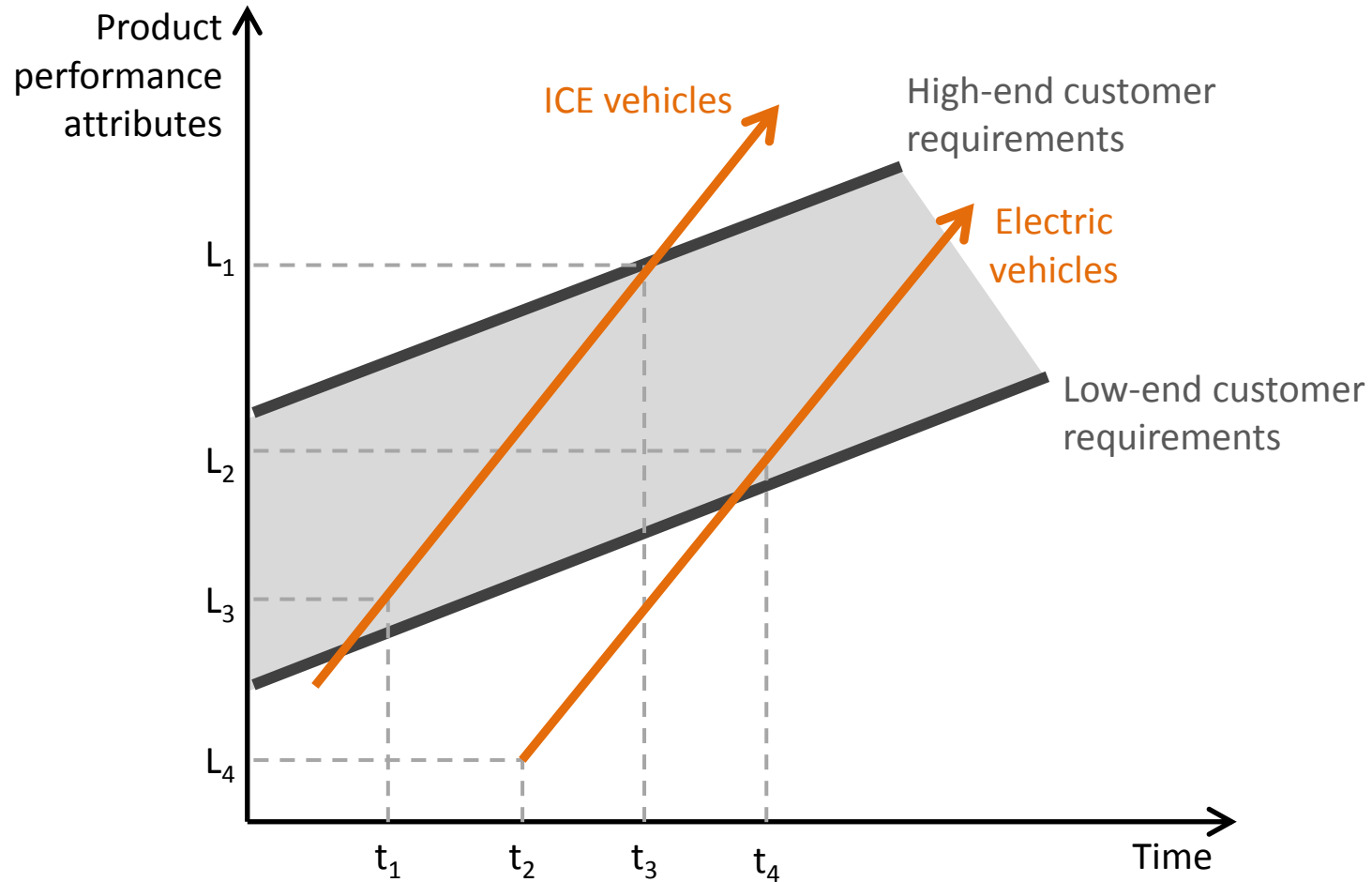
# 2. Markets and Behaviour Change

Gartner's Hype Cycle

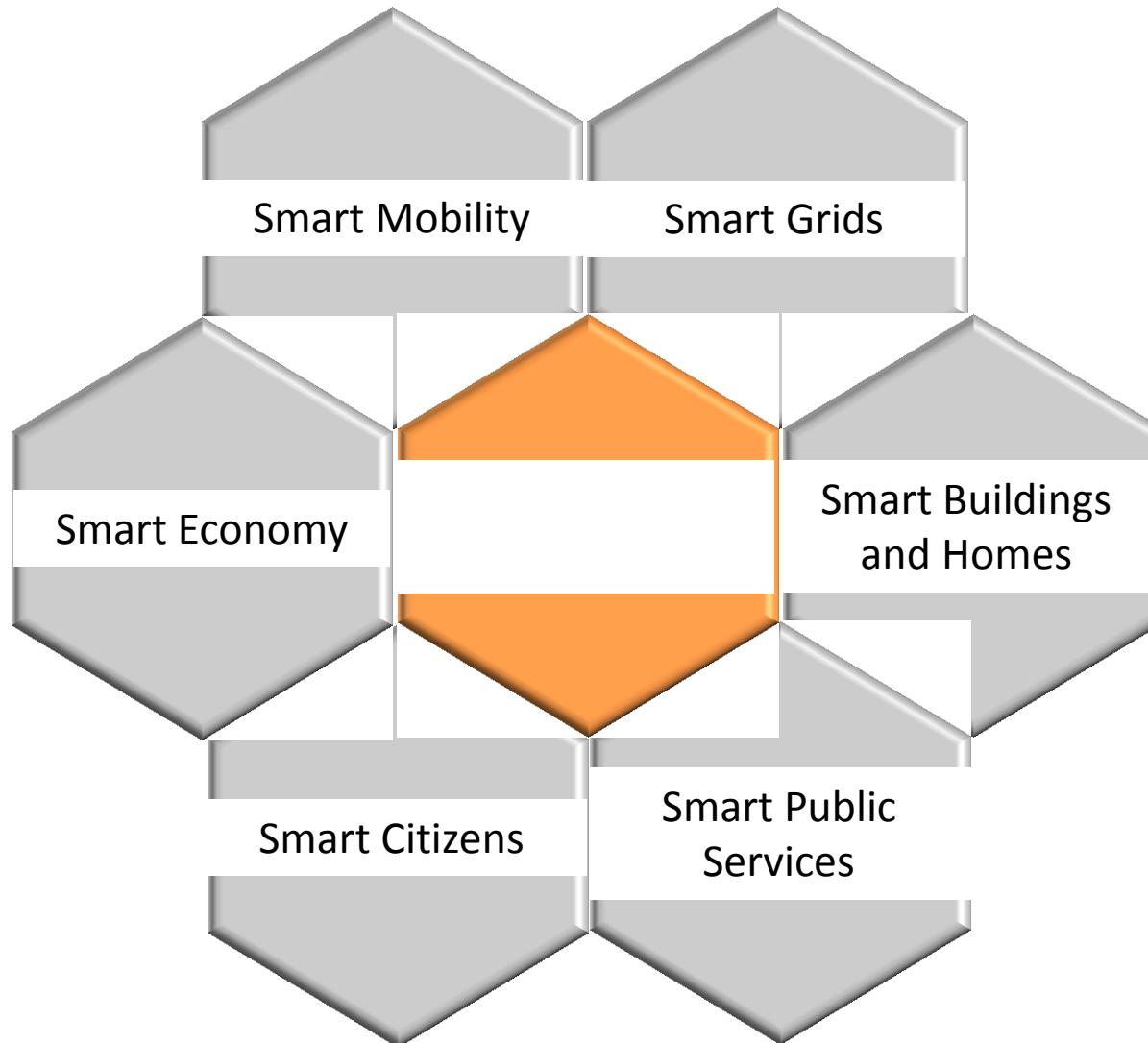




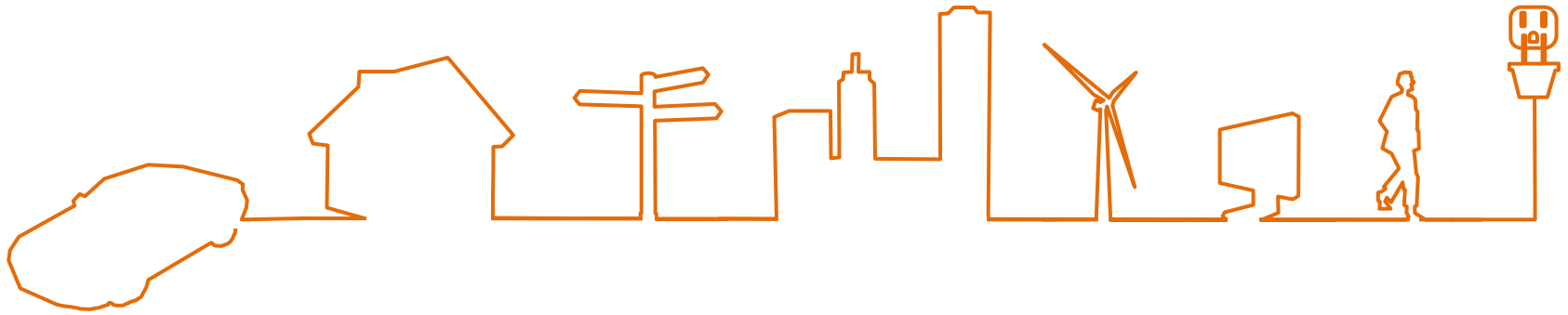
# 2. Markets and Behaviour Change



# 3. Need a Holistic Vision of EVs in Cities



# 3. Need a Holistic Vision of EVs in Cities



This is not <sup>just</sup> a car



# thank you

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strategy and  
solutions for  
smart cities