



Conference Programme and Speakers

ELECTRIC VEHICLES AND ECO CARS: SOLUTIONS FOR GREEN GROWTH

London Metropolitan University ▪ Graduate Centre ▪ Holloway Road ▪ London ▪ N7 8DB
11th April 2014 ▪ 9 am – 5pm

Register for free: <http://e-mobility-nsr.eu/final-conference-registration/>

KEYNOTE SPEAKERS

SESSION 1

TfL hybrid 'new Routemaster' buses (Room: GC-108)

Leon Daniels, MD Surface Transport, Transport for London, UK



Leon Daniels joined TfL in April 2011 as MD, Surface Transport. He is responsible for the safe and efficient delivery of London's bus services, its taxis, river services, street management, congestion charging and the Barclays Cycle Hire scheme, as well as the requirements in those areas for the Olympic Games. He came from FirstGroup plc where he had been a Director of the UK Bus Board since 2000. For several years Leon owned and ran his own bus company which grew to be the largest private sector bus company in London prior to the privatisation of London Buses. He sold the company to FirstGroup in July 1998.

SESSION 2

Metropolitan perspectives: insights from Hamburg (Room: GC-108)

Peter Lindlahr, MD hySolutions GmbH, Hamburg, Germany







Peter Lindlahr joined the hySOLUTIONS board of directors at the beginning of 2010. The company was founded in 2005 as a public private partnership in order to coordinate hydrogen and fuel cell projects in Hamburg. Since 2009, Hamburg is electric mobility pilot region and hySOLUTIONS is responsible for the coordination of the entire development and management of all related activities in Hamburg. Peter has served for more than fifteen years in leadership positions for the state government of the Free and Hanseatic City of Hamburg, Germany. Since March 2007 he has been heading the newly established Coordination Center for Climate Issues.

SESSION 1: SHOWCASE UK CONTRIBUTIONS TO ELECTRIC MOBILITY



<p>9:30-10:00</p>	<p>Welcome and short introduction by Dr Stephen Shaw (Chair); Professor Malcolm Gillies (London Met Vice Chancellor); and Christian Byrith (Head NSR Programme)</p>
<p>10:00-10:25</p>	<p>Keynote Leon Daniels, MD Surface Transport, Transport for London, UK</p>
<p>10:25 – 10:45</p>	<p>Ultra Personal Rapid Transit: a million autonomous electric miles and counting (Room: GC-108) Fraser Brown, MD Ultra Global PRT, UK (EU)</p> <div data-bbox="240 439 395 591">  </div> <p>Fraser Brown was appointed MD of Ultra in April 2011. His remit is to continue the successful development of Ultra through growth via partnerships in Brazil, India, Malaysia and Taiwan. For UK stakeholders, Fraser’s focus is to identify opportunities within the UK where Personal Rapid Transit (PRT) can help with last mile connectivity and drive positive economic and social outcomes. He was previously Head of Travel Services for BAA at Heathrow and was responsible for all non-terminal retail activity. Prior to this Fraser worked for Exxon Mobil for 10 years, before moving on to become Head of Commercial Transport at Gatwick</p>
<p>10:45 – 11:05</p> <p>Coffee Break: 11:05 – 11:25</p>	<p>DHL Supply Chain Europe goes green (Room: GC-108) Jim York, VP GoGreen DHL Supply Chain Europe, UK (EU)</p> <div data-bbox="240 757 395 909">  </div> <p>Jim is Vice President GoGreen DHL Supply Chain EMEA Region and has an extensive history of working in the logistics industry through the progression of NFC, Exel Logistics and DHL supply chain. A background in vehicle engineering management developing into fuel management, new vehicle technologies coupled with an active interest in environmental issues led to a move into the DHL GoGreen Environmental Improvement Programme when it commenced in 2008. Jim now heads up the GoGreen agenda for DHL Supply Chain EMEA region, covering transport, warehouses and offices across 26 countries.</p>
<p>11:20 – 11:40</p>	<p>New EV drivers: overcoming ‘range anxiety’ and other barriers (Room: GC-108) Dr Mark Burgess, Oxford Brookes Psychology Department, UK (EU)</p> <div data-bbox="240 1066 395 1218">  </div> <p>Dr Mark Burgess’ research into lowering carbon emissions has sought to elucidate the major obstacles and facilitators that drivers anticipate and experience in their transition from an internal combustion vehicle (ICE) to an electric vehicle (EV). Dr Burgess and his colleagues are currently conducting the most comprehensive psychological study of EV drivers in the largest multi-vehicle, multi-location trial in the world with significant knowledge transfer to the UK government, policy makers, car manufacturers, energy providers, and transport groups.</p>
<p>11:40 – 12:00</p>	<p>Significance of EV infrastructure for mainstream market acceptance (Room: GC-108) Dr Keith Bevis, EValu8, East of England Plugged-in Place, UK (EU)</p> <div data-bbox="240 1368 395 1520">  </div> <p>Dr Keith Bevis is the Managing Director of EValu8 Transport Innovations Limited, a company wholly owned by the University of Hertfordshire, set up to lead the EValu8 “Plugged in Places” project. The project combines the initial build up of the infrastructure for electric vehicles across the 7,500 square miles of the East of England together with the promotion of electric transport to the public and developing the innovation potential for companies in the region. EValu8 has launched the Source East Network for EV drivers to access recharging points.</p> <p>Russell Fenner, EValu8, East of England Plugged-in Place, UK (EU)</p> <div data-bbox="240 1637 395 1789">  </div> <p>Russell Fenner is the Business Development and Innovation Manager for EValu8 Transport Innovations. With over ten years of experience in marketing of innovative software and technology solutions, Russell is currently working with stakeholders across the East of England to support the growth of the Source East network, encourage EV take up and opportunities within the region and creating innovation partnerships to grow the wider sustainable transport market. Russell is a Chartered Marketer and holds an MSc in Strategic Marketing.</p>
<p>12:00 – 12:10</p> <p>Lunch Break: 12:10 – 13:00</p>	<p>Electric Mobility Information Centres: short introduction to demonstrations and exhibition (Room: GC-108) Steen Olesen, Hoje Taastrup, Denmark (EU)</p> <div data-bbox="240 1928 395 2080">  </div> <p>Steen Olesen is a climate consultant at Høje-Taastrup Kommune, which is a Conservative led municipally in eastern Denmark. It covers an area of 78 km² (30 mi²), and has a total population of 47,158 (2008). As part of the transnational E-Mobility NSR project, Steen and his colleagues at HTK have developed and are now disseminating the concept for EU-wide E-Mobility Information Centres (EMICs). The concept has recently been piloted in Denmark where HTK teamed up with Federation of Danish Motorists (FDM) to ensure the provision of high quality and unbiased information.</p>

SESSION 2: EXPERT WORKSHOPS

<p>13:00 – 13:25</p>	<p>Keynote Peter Lindjahr, MD hySolutions GmbH, Hamburg, Germany</p>
<p>13.30 – 14.30</p>	<p>A systemic policy mix to support electric mobility development and adoption (Room: GCG-10) Delft University of Technology, Netherlands (EU)</p> <p> The panel will provide a state of the art policy analysis and explain the systemic interdependency between various policies and levels of governance.</p>
<p>Coffee Break: 14:30 – 14:45</p>	<p>The role of EV consumer behaviour on smart grid solutions (Room: GCG-08) Ghent University, Belgium (EU)</p> <p> The panel will discuss innovations in EV consumer behaviour monitoring and the impact on smart grid solutions in the NSR region.</p>
<p>14:45 – 15:45</p>	<p>Electrifying urban freight transport for cleaner cities and efficient logistics (Room: GCG-08) FDT - Association of Danish Transport and Logistics Centres, Denmark (EU)</p> <p> The panel will assess progress towards the integration of urban freight logistics for improved accessibility and cleaner cities.</p>
<p>Coffee Break: 15:45 – 16:00</p>	<p>Creating cross-border routes for longer distance EV driving (Room: GCG-10) Lindholmen Science Park AB, Sweden (EU)</p> <p> The panel will offer new insights into current gaps in electric mobility infrastructure, and how these might be overcome.</p>

PLENARY ON THE ROAD AHEAD:

CONNECTIVITY, COMPLEMENTARY GREEN TECHNOLOGIES & BUSINESS SOLUTIONS

<p>16:00 – 17:00</p>	<p>Rapporteur's review of workshop sessions (Room: GC-108) Dr Peter Van Deventer, Program Director Coast to Coast E-Mobility, San Francisco Bay Area (U.S.)</p> <p> Dr Peter Van Deventer is responsible for the "Coast to Coast E-Mobility" Program, a public private partnership promoting knowledge and innovation exchange between US and Dutch governments, universities and private organizations, identifying new opportunities and assisting these organizations to connect within the respective E-mobility fields. He is also "E-mobility in the North Sea region" partner. The past 15 years Peter spent in various management positions, mainly in innovation and application of new technologies for public purposes.</p> <p>Special Guest (joining the discussion online) Paul Scott, Founding Member of Plug In America, Santa Monica (U.S.)</p> <p> Paul Scott, a lifelong environmental advocate, co-founded Plug In America (PIA) in 2005 to galvanize support and advocate for the manufacture of Electric Vehicles and plug-in hybrids. Paul works professionally for Nissan of Downtown LA as an EV Specialist selling the new LEAF EV. He also is a past President of the Electric Vehicle Assn. of Southern California. Paul is among the key figures featured in "Who Killed the Electric Car?" the 2006 documentary distributed by Sony Pictures Classics, and has been filmed and consulted for the follow up, "Revenge of the Electric Car" (currently in release).</p>
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YOUR HOSTS

Dr Stephen Shaw (Conference Chair), Faculty of Business and Law, London Metropolitan University, UK (EU)



Dr Stephen Shaw is Reader and Director of the Faculty's Creative Industries Research Centre. His work investigates the management of urban change through creative and profitable collaborations between businesses, communities and civil society. How can our historic cityscapes and transport systems be adapted to satisfy current and future needs? How can sustainable lifestyles and mobilities be made more attractive to more people? His current research focuses on the emerging industry producing ultra-low emission cars, motorcycles, vans and public transport vehicles: how can it overcome the barriers that still inhibit mainstream market acceptance?

Dr Louise Bunce (Conference Co-Chair), Faculty of Life Sciences and Computing, London Met, UK (EU)



Dr Louise Bunce researches the challenges of electric vehicle use for everyday mobility. As part of the E-Mobility NSR project she reports on the psychological aspects of driving electric cars, focusing on the changes in drivers' attitudes and behaviours after using an EV to fulfil their everyday mobility needs. Louise is also involved in the Ultra Low Carbon Vehicle Demonstration Program, funded by the UK government's Technology Strategy Board, which aims to assess the viability of EVs in daily life.

Sid Foster (Conference Co-Chair), Chartered Institute for Logistic and Transport, UK (EU)



Sid Foster BA FCILT, is the Chairman of the London Region of the Chartered Institute of Logistics and Transport (CILT). The Institute is the foremost professional membership organisation for individuals and organisations, working, teaching and studying in the fields of logistics, supply chain, and transport. CILT is an international organisation with a presence in 30 different countries. Sid served with the RAF before taking up a career with BOAC and then BEA; the forerunners of British Airways.

E-Mobility NSR in a Nutshell

Throughout Europe, city-regions are championing the development and use of electric vehicles (EVs) and other Ultra Low Emission Vehicles (ULEVs). London is a notable example. In tandem with the decarbonisation of power generation, anticipated benefits include significant reductions in CO2 emissions to mitigate climate change, energy security, and improved air quality. Further, electrification of road transport can stimulate much needed economic growth. As yet, however, such initiatives tend to lack synchronization and coordination. There seems to be considerable scope for further development and 'green growth' in this emerging industry across Europe and other world regions.

Running from October 2011 to September 2014, the E-Mobility NSR is helping to facilitate a more joined-up approach to electrification of road transport mobility that will improve accessibility and sustainable growth in the North Sea Region. The interdisciplinary project involves universities, national and local authorities and economic development agencies from seven countries (Belgium, Denmark, Germany, the Netherlands, Norway, Sweden and the United Kingdom) with the shared aim of developing common strategies and solutions. To follow the progress of E-mobility NSR please sign up for the project e-news at: www.e-mobility-nsr.eu.

The London conference reviews progress towards mainstream market acceptance of electric mobility. In particular, it foregrounds the 'bigger picture': the prospects for electrifying road transport across Europe and other world regions, and opportunities to develop complementary green technologies and business solutions for cleaner, quieter, healthier cities. Expert panels consider what needs to be improved, what works well, and what might be transferrable.

This conference is organised by E-mobility NSR in collaboration with the Chartered Institute of Logistics and Transport (CILT).

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