



Transport Energy Taskforce

Working Group 4: Customer Acceptability, Meeting 1

Friday 28th November 2014

MINUTES

Actions:

1. Secretariat to invite more vehicle manufacturers to join both WG4 and the high-level group.
2. Work to continue to develop further thinking on 'novel' fuels, e.g. gaseous fuels, and how to handle this issue.
3. Work to continue in order to consider where NRMM lies and how to handle this issue.
4. LowCVP to share a briefing note on E10, which has already been prepared.

Attending:

David Calderbank (interim Chair); *Dept. for Transport*

Will Bushby; *Anaerobic Digestion and Biogas Association*

Jennifer Hurley; *Dept. for Transport*

Claire Wenner; *Renewable Energy Association*

Michael Humphries; *Dept. for Transport*

Anja Hazebrook; *Vivergo*

Jonathan Murray; *LowCVP*

Teresa Sayers; *Downstream Fuel Association*

Grant Pearson; *Ensus*

Mark Rolph; *Downstream Fuel Association*

Hugh Tucker; *UKPIA*

Ian Bacon; *SMMT*

Richard Moore; *Jaguar Land Rover*

1 Outline of the purpose of the meeting

The Chair welcomed the attendees and outlined that the purpose of Working Group 4 is to provide guidance on identifying issues and proposing ways to address customer acceptability issues related to the fuels mix to 2020 and 2030

2 Working Group 4 Terms of Reference

The Terms of Reference for Working Group 4 were agreed.

3 High-level questions and issues for Working Group 4.

3.1 How to ensure the product is wanted/ accepted by consumers?

- It was highlighted that consumers 'wanting' the product is not the right way think about this issue – we should instead consider how to get consumers to 'join us' in accepting E10.
- Industry are ready to accept E10, so there will be no barrier to the roll-out there.
- Consumers and customers will want to see clear Government support for E10.
- Getting the support of NGOs will also be critical for a successful E10 roll-out.
- Lessons should be learned from the E10 roll-outs which have taken place in France, Germany and Finland: attention was drawn to the problems of introduction in France and Germany in particular, and the need for a comprehensive public information campaign emphasised.

3.2 How might E10 or E20 be rolled out in the UK?

- It was reminded that LowCVP have already done a substantial amount of work on E10 roll-out, so in the first instance this work should be updated so it can be used as the basis for any future discussions.
- In terms of E20, nothing is being precluded at this stage, but for E20 to be a success it will be important for the E20 standard to be done correctly.

3.3 How should B7 fuel quality & sustainability of feedstocks be controlled?

- It was felt that the time is not yet right to discuss B7+.

3.4 What needs to happen up to 2020, and what should/ could happen after 2020?

- There are only five years left before 2020 so big actions are going to be needed very soon in order to meet targets.
- Splitting out what needs to be done pre-2020 and post-2020 will be useful as it will avoid confusion and cross-messaging.

Action: Secretariat to invite more vehicle manufacturers to join WG4, and also the high-level group.

4 Discussion of specific issues

4.1 Who are the consumers?

- It was felt that 'customers' and 'consumers' should not be perceived as a single entity – broadly, 'consumers' are fuel suppliers, e.g. supermarkets, who buy fuel to sell to the wider public; i.e. the 'customers'.

4.2 What are the fuels?

- Petrol, diesel and NRMM exist at the moment, but fuels are changeable, e.g. methane and LPG are both increasing in use.

4.3 What are the main consumer issues?

- Fuel economy and value for money: customers getting less mileage from their fuel will be noticed so when E10 is rolled-out robust counter-messages will be needed to handle these concerns.
- Mis-fuelling: handling and messaging will also be needed for this instances.
- Availability: how to handle fuelling stations that have a limited number of pumps available for providing fuel to customers.
- Labelling: E10 will need to be clearly labelled so customers are informed what fuel they are purchasing.

Action: Work to continue to develop further thinking on ‘novel’ fuels, e.g. gaseous fuels, and how to handle this issue.

Action: Work to continue in order to consider where NRMM lies and how to handle this issue.

5 Next steps

It was highlighted that a clear timetable of actions and deadlines on E10 introduction would be very helpful.

At the next meeting of WG4 input would be welcomed from Working Group 2 (sustainability and policy objectives) on sustainability issues.

Vivergo offered to arrange an update presentation from French or Finnish colleagues concerning their E10 roll-out.

Action: LowCVP to share a briefing note on E10 which has already bene prepared.

6 Date of next meeting, and appointment of the Chair

Next meeting to take place in early January 2015.

Chair TBC.

7 AOB

Meeting minutes and documents from the other working groups in the Taskforce will shortly be available on the LowCVP website: <http://www.lowcvp.org.uk/projects/transport-energy-task-force.htm>