

Low Carbon Vehicle Partnership AFID & E10 Communication Group

Wednesday, 7th November 2017, 14:00 - 17:00
Institution of Mechanical Engineers, 3 Birdcage Walk, London SW1H 9JJ

DRAFT MINUTES

Attending

Aaron Berry - Department for Transport
Andy Eastlake - LowCVP
Barrie Salmon - Tank Storage Association
Ben Meech - Sainsbury's
Chris Hodder - Rowan Public Affairs Ltd
Chris Patience - Automobile Association
Clare Wenner - Vivergo
Callum Jones – Greenergy Fuels Ltd
Dave Luscombe - Rowan Public Affairs Ltd
Edward Woodall - Association of Convenience Stores
Gaynor Hartnell – REA
Grant Pearson - Ensus
James Eatwell - Phillips 66
Jonathan Murray - LowCVP
Kofo Obasanjo-Blackshire - Shell International Ltd
Mark Rolph - Downstream Fuel Association
Martin White - BP
Michael Goldsworthy - National Non-Food Crops Centre

Patrick Lynch - Greenergy Fuels Ltd
Phil Monger - Petrol Retailers Association
Rob Vierhout - Alcogroup
Sebastien de Lichtervelde - Alcogroup
Stuart Challenor - Tesco
Teresa Sayers - Downstream Fuel Association
Tim Simon - Department for Transport

Apologies

Alex Miles - Enerkem Limited
Andrew Quenet - Total LOR
Anna Lindt - Society of Motor Manufacturers and Traders Ltd
Eddie Jenkinson - Co-operative Energy
Izzy Hexter - Sainsbury's
John Davidson - Phillips 66
Marcus Sheldon - Shell International Ltd
Mark Chesworth - Vivergo Fuels
Miss Julie Byers - Association of Convenience Stores
Rob Elliott - Alcogroup

Actions

1. LowCVP to circulate UKPIA Compliance with Competition Law documentation as basis for governing future meetings.
2. LowCVP Secretariat to circulate the draft DFA AFID leaflets to members of the group for information. Any feedback to be provided within the next fortnight.
3. The group will consider the work on the label and E10 in parallel as separate sub-groups.
4. LowCVP with DfT to review the Scope, Terms of Reference and Membership of the Group based on comments provided during the workshop.
5. LowCVP to add Consumer Groups, Car Hire Companies and possibly Manufacturers to the list of target audiences.

6. Group to engage with communications experts early on, to find out what they need to know in order to deliver a successful communications campaign.
7. LowCVP and DfT to review how communication campaign is commissioned and managed.
8. LowCVP to approach stakeholders for contributions to cost of testing program to match DfT funding.
9. LowCVP to develop a revised timeline for the group's activity incorporating milestones.
10. Suggestions for Chairperson for the group (and possible sub-groups) to be submitted to the LowCVP Secretariat.
11. Suggestions of other stakeholders not at this meeting to be invited should be sent to LowCVP Secretariat.
12. Minutes of the meeting and slides to be circulated this week.
13. The Group will hold a further meeting of the stakeholder group before Christmas.

1. Welcome & Apologies

The meeting was chaired by Rob Wakely, DfT, who opened the meeting. There was a tour of the room to introduce attendees who stated name and affiliation.

2. Meeting Objectives

Comply with UKPIA Competition Guidance

The Chair stated that the Workshop would be run in line with UKPIA Competition Law Guidance. Members are reminded that commercial decisions must be taken independently by individual companies. All participants must be aware that exchange of commercially sensitive information or intimation of intended commercial decisions, directly or indirectly, can result in competition law infringement. If at any point during the meeting discussion appears to be breaching policy guidelines, the Chair or a participant should immediately raise their concern and close the discussion.

- LowCVP to circulate UKPIA Compliance with Competition Law documentation as basis for governing future meetings.

Meeting Objectives

The Chair set out the objectives of the meeting which were as follows.

In preparation for the introduction of labelling required by the Alternative Fuels Infrastructure Directive (AFID) and following the Government's response to the RTFO and GHG Regulation Consultations, DfT has asked LowCVP to host a workshop to review with stakeholders:

- How to manage the introduction of labelling for vehicle and refuelling points by October 2018
- How to prepare for the possible introduction of E10 fuel focusing on how best to communicate the implications to consumers.

The objective of the meeting will be to:

- Review of policy background & stakeholder recommendations to date

- Agree activity to be undertaken in preparation for a public information campaign
- Agree a timeline for successful delivery of the public information campaign
- Agree the formation of the stakeholder group to co-ordinate this activity

3. DfT overview of obligations and policy setting

Tim Simon, DfT, provided an overview of DfT's of the requirements needed to prepare consumers for E10 petrol and new fuel labelling and the role of the Group.

4. Review of stakeholder recommendations contained within;

Jonathan Murray, LowCVP, provided a review of the stakeholder engagement through the Transport Energy Task Force, and the E10 Group which published the report 'Successfully Deploying E10' which led to the formation of this Group.

5. European level progress on labelling

Teresa Sawyers, DFA, provided an overview of the activity being co-ordinated at a European level in preparation to the roll out of the AFID fuel and vehicle labelling. A draft information leaflet has been produced by the European group and comments are invited to go to Teresa Sawyers

- LowCVP Secretariat to circulate the draft DFA AFID leaflets to members of the group for information. Any feedback to be provided within the next fortnight.

6. Activity to be undertaken

JM introduced a discussion of the scope and potential activity of the group.

It was noted that the Alternative Fuel Infrastructure Directive (AFID) which requires vehicles and fuel pumps to be labelled and come into force by 12 October 2018. This labelling will require a significant public communication and many of the questions which will emerge are likely to related to biofuels and directly related to E10.

The introduction of E10 will also require a public information campaign ahead of its introduction, however it was made clear that the introduction of E10 is a commercial decision under the current regulatory framework.

DfT propose to treat these two objectives as one communication project. It was also noted that there are a number of other potential communications activities which DfT are likely to undertake in the coming year including the introduction of Clean Air Zones and Used Car Labelling.

Scope of Activity for Group

There was a discussion regarding the appropriateness of combining the two communications activities.

It was noted that all new cars have been compatible with E10 since 2011, so the introduction of AFID labelling will mean that E10 labels will appear on all new cars, but as they will be backward compatible with E5 they will also have an E5 label on them.

Labelling will also apply to all liquid fuels, gaseous and electric vehicles, although electric vehicle labelling will be introduced after 12 October 2018.

Labelling of fuel dispensers will apply to all operators of refuelling points on forecourts and depot based refuelling.

It was noted that the communications information requirements for E10 would be more demanding than for other fuels.

Therefore, liquid and gaseous fuels on all road vehicles, and retailed through forecourts and depot based fuelling would be in scope. However, the planning activity for AFID labelling and the detail relating to E10 should be run in parallel.

- The group will consider the work on the label and E10 in parallel as separate sub-groups.
- LowCVP with DfT to review the Scope, Terms of Reference and Membership of the Group based on comments provided during the workshop.

Public information campaign

The development of the key messages in preparation for the public information campaign was discussed.

There were calls for government leadership in the public information campaign as this was required due to changes in regulations and legal requirements.

LowCVP stated that their current resources and skill set would be stretched to co-ordinate a public information. DfT and LowCVP would review this ahead of the next meeting.

It was proposed that communications specialists should be involved at an early stage to ensure the group packages the work in a way that can be used easily disseminate the information to the wider public, as well as to provide guidance on the timing of the information campaign.

- LowCVP to add Consumer Groups, Car Hire Companies and possibly Manufacturers to the list of target audiences.
- Group to engage with communications experts early on, to find out what they need to know in order to deliver a successful communications campaign.
- LowCVP and DfT to review how communication campaign is commissioned and managed.

Vehicle Testing

Andy Eastlake, LowCVP, outlined a proposed E10 vehicle testing programme to provide evidence which is pertinent to the UK in the deployment of E10 and the impact on fuel

consumption and emissions. This was seen as vital due to historic hostility in the media to E10 introduction and to counter rumours with a robust evidence base.

DFA stated they had undertaken a vehicle E10 test programme using PEMs equipment which they are going to share with DfT fully.

The cost of a test programme would be of the order of c£250k. DfT are prepared to provide funding towards this if matched by industry partners.

It was commented that the test programme should be progressed with some urgency and funding contributions should be sort.

- LowCVP to approach stakeholders for contributions to cost of testing program to match DfT funding.

Vehicle manufactures information

SMMT were not able to attend the meeting due to prior commitments but are and have been fully engaged. JM will brief SMMT on the outcome of the workshop. SMMT are looking reviewing their ability to provide a vehicle compatibility tool for motorists to check their vehicle compatibility online.

7. Timeline in relation to preparation of technical & communication aspects

JM outlined a time line for activity of the group. Further information relating to the regulatory and legislative milestones should be added to the timeline.

- LowCVP to develop a revised timeline for the group's activity incorporating milestones.

8. Future Work Programme Management

A structure for the Group was outlined. It was proposed that there should be quarterly stakeholder group meetings which would engage the wider community. However, to ensure progress is made rapidly a smaller steering group should be formed involving DfT, LowCVP and key trade associations. There would also be a number of sub-groups focused on specific issues.

Rob Wakely, DfT, stated he would have been happy to chair the group but will be retiring in December.

- Suggestions for Chairperson for the group (and possible sub-groups) to be submitted to the LowCVP Secretariat.
- Suggestions of other stakeholders not at this meeting to be invited should be sent to LowCVP Secretariat.

9. Next steps & date of next meeting

It was agreed that progress needs to be made quickly.

- Minutes of the meeting and slides to be circulated this week.
- The Group will hold a further meeting of the stakeholder group before Christmas.