

## **LOW CARBON VEHICLE PARTNERSHIP NEWS RELEASE**

**31 May 2006**

### **The LowCVP Conference to showcase innovative proposals to accelerate low carbon agenda; new research on car 'eco-label'**

The Low Carbon Vehicle Partnership Conference – **to be held on Thursday, June 15 in Central London** – will showcase the best proposals arising from the 'LowCVP Road Transport Challenge'; a year-long process aimed at eliciting the best and most innovative policy proposals from the UK's academic/'think-tank' and policy-advising communities designed to accelerate the shift to greener, low carbon cars. Delegates at the event will also be the first to hear the results of market research into the effectiveness of the colour-coded fuel economy label that was introduced by (then) Transport Secretary, Alistair Darling, at last year's LowCVP conference.

The LowCVP Challenge was launched in July 2005 and aimed to bring forward policy proposals and other initiatives which have now been assessed by representatives from the 200-member Partnership. Those considered the best proposals will be presented at the conference and these – plus an additional four finalists – are to be included in a publication that will be made available at the event.

The colour-coded fuel economy label has appeared in new car showrooms since the summer of 2005. New research carried out by the LowCVP focused on the coverage of the new label as well as on consumer awareness and attitudes; further research also surveyed the views of showroom staff. The results of all the new research will be presented at the LowCVP conference.

#### **Leading speakers:**

Malcolm Wicks MP, Minister of State for Energy, Department of Trade and Industry

(Note: Malcolm Wicks replaces Alun Michael, as previously billed)

Bill Stow, Director General, Environment, Department of Environment, Food and Rural Affairs

Prof Mike Hulme, Director, The Tyndall Centre for Climate Change Research

Graham Smith, Chair, The LowCVP (MD of Toyota GB Plc)

...Plus the LowCVP Challenge winning entrants

For more details on the LowCVP Conference:

[http://www.lowcvp.org.uk/documents/3rd\\_annual\\_conference.pdf](http://www.lowcvp.org.uk/documents/3rd_annual_conference.pdf)

**To book a media pass please contact LowCVP - as below**

Notes to Editors

1. Further details and information about the 'Low Carbon Transport Challenge' appear on the LowCVP web-site: <http://www.lowcvp.org.uk/challenge/>. The Challenge was carried out in collaboration with the Tyndall Centre for Climate Change Research.
2. The Low Carbon Vehicle Partnership was set up in January 2003 with funding from the DfT and the DTI and a mandate to accelerate the shift to low carbon vehicles and fuels. The establishment of a stakeholder partnership was one of the central actions arising out of the Government's 'Powering Future Vehicles' strategy that identified greenhouse gas emissions reduction as a priority of future transport policy. The Partnership already comprises over 200 members representing government, the motor and fuels industries, vehicle users, environmental groups, consumer representatives and others. The Partnership is coordinated by a secretariat based in central London.
3. The LowCVP annual conference in February 2005 took place at the Heritage Motor Centre, Gaydon, Warwicks, against the backdrop of the new 'Green by Design' Exhibition. The conference was attended by over 300 senior delegates from industry and other Partnership stakeholder groups. The keynote address was delivered by Secretary of State for Transport, Alistair Darling, who also launched the new car fuel economy label – an initiative 'brokered' by the LowCVP.
4. The main objective of the LowCVP is to contribute to the achievement of UK targets for carbon reduction from the road transport sector by:
  - Providing a framework of communications to encourage stakeholders to engage proactively in the move to low carbon fuels and vehicles.
  - Facilitating a forum in which stakeholders can work together to overcome market barriers.
  - Enabling partners to initiate new policy ideas or discuss the feasibility of those already on the agenda
  - To provide Government with independent feedback on the opportunities and obstacles in the move to new vehicles and fuels and on the progress and effectiveness of current Government programmes.

Through the partnership approach, UK vehicles, fuels and related industries should be better placed to seize market opportunities in a future in which environmental concerns are set to be a major priority.

**For further information and media passes:**

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