

# LowCVP Conference 2005

## Agenda

### Morning Session

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- 10.00 **Chairman's Introduction**  
*Graham Smith, Chair, LowCVP*
- 10.05 **Environment Perspective: the low carbon transport imperative**  
*Dr Peder Jensen, European Environment Agency*
- 10.25 **The Policy Challenge**  
*Tony Grayling, ippr*
- 10.45 **Coffee Break** (10.45 – 11.15)
- 11.15 **The Fuels Industry and the Carbon Challenge**  
*Philip New, BP*
- 11.35 **The Motor Industry and the Carbon Challenge**  
*Tod Evans, SMMT*
- 11.55 **International Perspective**  
*Bill Ford, Ford Motor Company*  
(Video message)
- 12.05 **Panel Session**  
*Questions and answers including all speakers*
- 12.30 **Lunch Break** (12.30 – 14.00)  
*Opportunity to view vehicle displays; test drives; official opening of 'Green by Design' exhibition; media briefing on new environment initiative.*

### Afternoon Session

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- 14.00 **Chairman's Introduction**  
*Graham Smith, Chair, LowCVP*
- 14.05 **The Government Perspective**  
*Keynote speech by Rt Hon Alistair Darling MP, Secretary of State, DfT*
- 14.20 **LowCVP Achievements in 2004**  
*Graham Smith, Chair, LowCVP*
- 14.35 **LowCVP Strategy and Vision**  
*Greg Archer, Director, LowCVP*
- 14.50 **Introduction to Workshop Sessions**  
*Feedback to the Government's Climate Change Programme consultation*
- 15.00 **Workshop Sessions**  
*See below for details of workshops*
- 16.15 **Final Plenary and Feedback**
- 16.40 **Chairman's Summing Up**
- 16.45 **Reception** (16.45 – 18.00)  
*Reception amongst vehicles and exhibits in 'Green by Design' Exhibition.*

### Workshop sessions (15.00 – 16.15)

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Workshop 1	Workshops 2 and 3	Workshop 4	Workshop 5	Workshop 6
<b>Inclusion of road transport within the EU Emissions Trading Scheme</b>	<b>Developing an effective fiscal framework for vehicles</b> (Workshop 1) <b>fuels</b> (Workshop 2)	<b>Marketing the low carbon vehicle: enthusing the consumer</b>	<b>Stimulating excellence in supply of low carbon automotive technologies</b>	<b>Solutions for traffic reduction; sustainable demand for road transport</b>
A series of short presentations followed by a panel discussion on options and issues associated with incorporating transport within the EU ETS.	Groups will be set up and rotated to discuss the most effective fiscal framework to incentivise low carbon vehicles or fuels. A prioritised list of ten initiatives will be developed on measures attendees would wish to see introduced or strengthened.	The workshop will focus on how to stimulate demand for low carbon vehicles by influencing consumer perceptions or attitudes. Issues include: consumer attitudes to vehicles and the environment; car-buyer priorities; reception of existing price signals and increasing the amenity value of low carbon vehicles.	The workshop will examine how to integrate the UK supply chain more effectively and support automotive component suppliers in developing capacity in emerging low carbon markets. It aims to identify key impediments to supply chain integration and development and appropriate support systems for low carbon developers and suppliers.	The session will examine how to encourage car users to make smarter transport choices and reduce the need for travel. It will consider how we can get more from our transport systems, make transport more attractive and reduce road freight.
<i>Speakers include: Nick Hartley (Oxera); Jos Dings (European Federation Transport and Environment); James Harries (Defra); Chair, Tony Grayling (ippr).</i>	<i>Facilitated by: Future Considerations.</i>	<i>Facilitated by: Dr Ben Lane (Open University).</i>	<i>Facilitated by: Geoff Callow (Launch Director, Centre of Excellence for Low Carbon and Fuel Cell Technology); and Future Considerations.</i>	<i>Facilitated by: Stephen Joseph (Transport 2000).</i>

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## Speaker Biographies

### CHAIRMAN'S BIOGRAPHY

#### **Graham Smith**

*Chair of Low Carbon Vehicle Partnership*

Graham Smith graduated from Trinity College, Cambridge, with a Masters Degree in Economics and subsequently gained a Diploma in Business Administration from Manchester Business School. His career in the motor industry began with Ford Motor Company where he held a number of senior sales and marketing positions. Graham joined Toyota (GB) PLC in 1993 as a Regional General Manager, was subsequently appointed Marketing Director in May 1994, and promoted to the position of Managing Director on the 1st January 1996. Born in Cumberland, Graham now lives with his wife Elaine near Horsham in West Sussex. His hobbies include sailing, cycling and classic cars.

### SPEAKER BIOGRAPHIES

#### **Tod Evans**

*President of the Society of Motor Manufacturers and Traders (SMMT)*

Tod Evans has worked in the motor industry since 1962. From 1962 to 1981 he worked for Ford Motor Company in a variety of positions involved with commercial activity. Since 1981 he has worked for the PSA Peugeot Citroen group notably as Managing Director for Peugeot Motor Company from June 1999 through to April 2003, and then as Chairman of Peugeot Citroen Automobiles UK Ltd, the Group Holding Company in the UK until the end of 2004. Over his time with the Peugeot brand it moved from 8th to 3rd position in the UK market. Tod Evans has been President of the SMMT since 2003.

#### **Dr Peder Jensen**

*European Environment Agency (EEA)*

Dr Peder Jensen is responsible for the Transport and Environment Reporting Mechanism (TERM) published annually by the European Environment Agency (EEA). Before joining EEA in 2003, he worked in the European Commission for 3 years primarily on transport fuels policy. He holds a PhD in transport economics from the Technical University of Denmark, where he also held an associate professorship in transport, before joining the Commission. Prior to the professorship he was a researcher in a Danish government research laboratory.

#### **Tony Grayling**

*Associate Director, ipp*

Tony Grayling is an associate director of and head of the sustainability team at the Institute for Public Policy Research (ipp), where his work mainly focuses on energy, transport and climate change. He was a special adviser to the Minister for Transport, Gavin Strang MP, 1997/98 during the development of the transport White Paper 'A new deal for transport'. He was previously a policy officer for the Labour Party from 1994-97 and before that a researcher successively to Labour MPs Ron Davies and Anne Campbell. Educated at Thorpe St Andrew School, Norwich and Fitzwilliam College, Cambridge University, he has a first class degree in natural sciences and a PhD in plant sciences.

#### **Philip New**

*Senior Vice-President, BP Fuels Management Group*

Philip New leads BP's Fuels Management Group. His remit covers the strategic management of BP's global fuels portfolio, including the development and marketing of fuels products and brands, and the design and delivery of BP's response to longer term challenges of providing products to society that are both environmentally and economically sustainable. His team is behind the very successful global introduction of BP's new range of Ultimate<sup>®</sup> Fuels. Philip joined BP from Oxford University in 1983 and since then he has worked in a range of General Management roles in Europe and Asia. He played a central role in the creation of BP's current portfolio of lubricant businesses – including the acquisition of Burmah-Castrol in 2000, and the extraction of activities from Mobil in Europe. Prior to his current role he managed BP's commercial marketing business in Europe and North America. Philip lives in Oxford with his wife and three children. His interests include history, international relations, opera, soccer and rugby.