

Partnership Activities June - November

This paper provides an update on LowCVP activities since the last BWG meeting. It is provided for information only.

Summary

The following highlights are identified:

- Members to own LowCVP
- Successful 5th Annual Conference held alongside London Motor Show
- Chris Brown joins Secretariat as Stakeholder Manager for the Act on CO2 campaign - Jessica Chalmers to leave Secretariat
- Successful collaboration at Climate Clinic during party conferences
- European COMPRO project adopt LowCVP low carbon bus procurement specification
- 91% of new car dealers now display energy efficiency label
- Advertising survey shows shift in advertising to low carbon vehicles
- Director completed secondment to RFA to co-author Gallagher Review
- Move to new offices successfully completed
- Secretariat wins Greenfleet eco-driving challenge!

1 Members to own LowCVP

The LowCVP Board has approved the creation of LowCVP as a not for profit company to be owned by its members. The aim is to establish the new company early in 2009 and apply for charitable status. New operating arrangements will be fully implemented by April.

Membership of the new company will be open to any existing member or other organisation that meets the LowCVP's membership criteria and contributes by paying an annual membership fee or making an equivalent in-kind contribution (that offsets costs that would otherwise be incurred by LowCVP).

Members will own LowCVP enabling them to elect Directors to the Board, participate in a Council of Members (that will replace the Steering Group) and receive a series of other benefits. All current members will be expected to join LowCVP by April 2010 in order to continue to engage in the Partnership's activities.

Further information on the changes is available in a paper IWG-P-08-26 to be discussed at the working group meeting.

2 LowCVP hosts successful 5th Annual Conference

The LowCVP's 5th annual conference took place on 23 July, on 'VIP Day' of the London Motor Show at ExCel, London. 164 delegates attended the event, which was

followed by a reception in the Motor Show's 'Greener Driving Pavilion' (in which the LowCVP was a collaborator).

Delegate feedback following the event was excellent with over 90% describing the event as 'very good' or 'good.' Over 80% also described the event as 'very good' or 'good' value for money.

LowCVP generated a surplus from the conference of around £10k which will be used to support the work programme.

3 Changes within the Secretariat

The Low Carbon Vehicle Partnership has appointed Chris Brown as the Stakeholder Relations Manager to extend the reach of the Department for Transport's ACT ON CO₂ campaign.

Chris will work with organisations across the broad automotive sector including motoring and consumer groups to raise awareness of the campaign and develop and implement practical initiatives with stakeholders to encourage the purchase of low carbon vehicles and promote eco-driving. Organisations wishing to get involved with the transport elements of the ACT ON CO₂ campaign, should contact Chris Brown on 0203 178 4604 or email chris.brown@lowcvp.org.uk

Chris has worked as a communications consultant in various transport-related sectors, including major car manufacturers, a transport fuel trade association and the Institute of Advanced Motorists.

Jessica Chalmers will leave LowCVP after two years in mid-October. She is taking up a role with Winrock International where she will be working to encourage the sustainable development of bioenergy. Her position in the Secretariat will be taken by Roy Williamson in mid-November.

4 Successful collaboration at Climate Clinic during party conferences

The LowCVP collaborated with 21 other organisations to host the Climate Clinic; a dedicated space for fringe discussions on issues relating to climate change at each of the party conferences. The conferences took place during the second half of September.

The LowCVP co-hosted (with WWF and the Campaign for Better Transport) a fringe meeting at each of the conferences on the theme of transport in an oil and climate-constrained World. The event at the Labour Conference (chaired by Greg Archer) was particularly well attended and included the Transport Secretary on the speaker panel. Further details about the Climate Clinic and fringe meetings are available from the LowCVP Secretariat.

5 European COMPRO project adopt LowCVP low carbon bus procurement specification

The LowCVP in conjunction with bus operators, manufacturers and PTAs have developed an operational requirements specification for a low carbon bus as part of a feasibility study into forming a consortium to procure low carbon buses in the UK outside London. The Secretariat has been seeking to promote the use of this specification with European partners and in March we joined the Procurement Management Group of the COMPRO project, a consortium of Italian, French, German and Swedish cities intending to procure environmental buses.

The COMPRO project members, at their latest meeting in September, have voted to adopt the LowCVP specification as the basis for their procurement, which is now being developed into a full specification for the group. The Secretariat are now seeking to ensure UK bus manufacturers have full exposure to the project and are seeking to bring the project to the Euro Bus Expo in Birmingham in November.

6 Advertising survey shows shift in advertising to low carbon vehicles

A LowCVP survey of newspaper and television advertising has found that the motor industry has shifted advertising spending towards more fuel efficient cars.

During 2007, the proportion of advertising spending on the most efficient vehicles (in VED bands A, B and C) doubled from 20% to 40% of total spending. By contrast, advertising expenditure on larger and less efficient cars in VED bands E and F fell by half. Advertising spending on the most inefficient VED Band G vehicles remained around 20% of the total.

However, overall advertising spending continues to be biased in favour of higher emitting vehicles. In 2007, 52% of car advertising expenditure was focused on vehicles in VED Bands E, F and G, which represent just 37% of total registrations. The survey found a disproportionate advertising expenditure on 4x4 (multi-purpose) vehicles - 20% of total advertising spending - compared to the 7% of sales volume represented by this market segment. The survey is based upon analysis of data by Thompson Intermedia of all car adverts in the national press and TV throughout 2007.

The survey also found that 12% of advertising messages now relate to fuel consumption and/or the climate change impact of cars.

7 91% of new car dealers now display energy efficiency label

A LowCVP survey of car dealerships has found 82% of new cars on display are now correctly labelled, up from 65% in 2007. In total, 91% of car dealerships now use the label (86% in 2007).

A mystery shopping exercise has also found car dealers are now making better use of the label when discussing vehicle options with car buyers. Over 75% of dealers surveyed made use of the label in conversations with customers. 61% of dealerships

made reference to the financial savings illustrated by the label, while 33% introduced the issue of climate change.

8 Director completes secondment to Renewable Fuels Agency to co-author Gallagher Review

The Director has completed his work as a co-author of the Gallagher Review for the Renewable Fuels Agency (RFA). He was asked to support the review by the DfT following LowCVP's work in the development of biofuels sustainability and in his capacity as a member of the Board of the RFA.

The Review, requested by Ruth Kelly in February, examined the indirect effects of biofuels. It concluded that displaced land use change could eliminate any greenhouse gas benefits from biofuels that also contribute to rising prices for some food commodities. It recommended a slowdown in the introduction of biofuels until effective controls were established to address displacement effects.

In a Statement to Parliament in July, the Secretary of State confirmed the Government accepted the findings and recommendations and would be consulting on revisions to the RTFO. The Director has subsequently been involved in disseminating the findings of the Review, particularly in Europe where he has attended a series of meeting with the Commission and MEPs amongst others.

9 Move to new offices successfully completed

In May the Secretariat moved to new offices after the landlord (the French Chamber of Commerce in Great Britain) released the tenancy. The new premises in serviced offices at 83 Victoria Street, SW1H0HW have proved satisfactory. New contact details: Switchboard: 020 3178 7859 email: secretariat@lowcvp.org.uk

10 The LowCVP wins Greenfleet Eco-driving challenge

Greg Archer and Jonathan Murray have won the Greenfleet Eco-driving challenge as part of the Greenfleet Capital Arrive 'n Drive event held in July. Teams from the Institute of Advanced Motorists, Hillingdon Council, LowCVP and Fifth Gear presenter Jonny Smith each competed in identical Golf BlueMotion cars to drive as efficiently as possible on a pre-determined route. At the finish vehicles were transferred to Millbrook Laboratories for scrutiny.

Commenting on the sensation victory Greg Archer, LowCVP Director said "Beating the IAM is amongst LowCVP finest achievements. It was tough in the heat as we couldn't open the windows or use the air conditioning. Switching off the engine and getting Jon to push the car through the jam along Piccadilly proved to be crucial!"

11 LowCVP membership reaches 288 organisations

Membership of LowCVP has now reached 287 organisations. Recently approved requests for membership are:

- Allied Vehicles Ltd
- Axeon Plc

- Be Smart
- Venson Automotive Solutions Ltd
- Armstrong Nisbet Ltd
- TML Precision Engineering Ltd
- SAIC Motors UK Ltd

12 Other Communication activities

LowCVP representatives have spoken at the following events since June:

- 10/6 EEA workshop on GHG methodologies
- 16/6 North West Biofuels User Group
- 8/7 Energy Institute Conference
- 23/7 The LowCVP Annual conference
- 16/9 DfT Stakeholder workshop
- 25/9 Cleantech – future for transportation panel
- 25/9 Greenfleet Conference
- 1/10 RFA Board
- 17/10 DfT Act on CO2 workshop
- 4/11 Altermobile Europe 08
- 6/11 Euro Bus Expo – low carbon bus seminar

The Secretariat was a partner in the establishment of the Greener Driving Pavilion at the London Motor Show – the first dedicated environmentally-themed section to appear at the Show.

The Secretariat continues to respond to a wide variety of requests from national, trade and regional media and there are frequent requests for information from Partnership members and other stakeholders. The monthly e-newsletter issued by the LowCVP has risen to over 1700 subscribers. The LowCVP website is undergoing a number of updates and design improvements. The site has received an average of around 8,000 visitors a week during the last three months.

9 Other Activities

The Secretariat has participated in a range of other member / government-led activities including:

- 5/6 EC stakeholder meeting – labelling
- 9/6 BP Biofuels dinner
- 11/6 Meeting SMMT
- 12/6 ASA green claims workshop
- 12/6 VIPER meeting
- 16/6 Meeting Carbon Trust
- 23/6 Dinner Jamie Borwick
- 23/6 DfT van workshop
- 30/6 FTA meeting
- 1/7 Government liaison meeting

- 10/7 Lunch Australian High Commission
- 24/7 Foresight Vehicle technology road-mapping workshop
- 30/7 Lunch RAC Foundation
- 30/7 Meeting Alistair Keddie
- 31/7 TfL Arrive and Drive
- 5/8 Meeting RFA
- 14/8 Meeting BP
- 15/8 Member briefing on incorporation
- 20/8 Member briefing on incorporation
- 27/8 Meeting slower speeds initiative
- 29/8 Meeting Ensus
- 2/9 Meeting DfT - LCVPP
- 4/9 Cenex Board
- 10/9 Launch of Toyota plug-in hybrid trials
- 12/9 Intelligent Speed Adaptation steering group
- 15/9 Malaysian Government palm oil conference
- 16/9 DfT Biofuels Workshop
- 17/9 COMPRO seminar – low carbon buses
- 18/9 COMPRO Procurement Management Group meeting
- 23/9 National Non-Food Crops Centre project launch – advanced biofuels
- 25/9 Greenfleet awards dinner
- 26/9 Meeting Mercedes
- 30/9 IPEICA Biofuel sustainability workshop
- 30/9 Van CO2 study Steering Group meeting
- 2/10 RFA and Better Sugarcane Initiative workshop
- 2/10 Meeting with SMMT on labelling and car advertising
- 7/10 Meeting with Elsbett – high blend biofuels
- 8/10 Brazilian Embassy meeting on biofuels
- 8/10 Launch of the Ninth SMMT Sustainability Report
- 9/10 Meeting with Wrap
- 15/10 Meeting with RMIF on labelling nearly new cars
- 16/10 DfT meeting on research relating to Act on CO2
- 21/10 Interim report on Engaging with investors study
- 22/10 Meeting with DfT regarding BSOG review
- 23/10 Ricardo launch event
- 27/10 International Experts Group on EVs
- 28/10 UK National Low Carbon Event

10 Board and Steering Group Activities

Issues addressed during the most recent meeting are detailed below.

10.1 Board

The Board met on the 11th September. The meeting discussed:

- Update on activity including, work programme, finance and other Partnership activity

- Feedback on the LowCVP conference
- LowCVP Incorporation
- Communications Strategy 2008-10
- Report on car buyer attitudes and behaviour

An item on stimulating the market for low carbon buses was postponed until the next meeting. The next meeting will be held on the 25th November 2008.

10.2 Steering Group

The Steering Group met on the 22nd October. The meeting discussed:

- LowCVP Incorporation and membership fees
- Update on the work programme focusing on;
 - Proposed work on Act on CO2
 - Report on carbon linkage study
 - Electrification of Transport
- Proposal for revision to the car fuel economy label
- Proposed work programme for 2009/10

It was proposed that the next meeting be held on the 6th January 2009 (tbc).

11 Working Group Activities

Issues addressed during the most recent meeting are detailed below.

11.1 Bus Working Group

The Bus Working Group met on the 21st May. The meeting discussed:

- Bus Subsidy Consultation
- Low Carbon Bus Procurement Feasibility Study final report
- Low Carbon Vehicle Procurement Programme
- Level of interest from bus operators in low carbon buses

The next meeting will be held on the 19th November 2008.

11.2 Passenger Car Working Group

The Working Group met on 15th October and focussed upon:

- Incorporation and membership fees
- Introduction of the Act on CO2 Stakeholder Relationship Manager
- Electrification of road transport
- Workplan 2009/10
- Labelling directive and Act on CO2 update
- Car advertising and labelling
- Van CO2 study update

The next meeting is scheduled for the 11th February 2009 (tbc).

11.3 Innovation Working Group

The Working Group met on the 12th November. The meeting focussed upon:

- Update on incorporation and membership fees.
- Update on the New Automotive Innovation Growth Team.
- ARUP/Cenex report on Electrification of Transport.
- Presentation of background research into engaging with investors
- Presentation on developing an IP strategy.

The next meeting of the IWG will be held on 14th January 2008 (tbc).

11.4 Fuels Working Group

The FWG met on 16th October. The meetings discussed a range of issues including:

- Renewable Fuels Agency Q1 Report (pre-meeting briefing)
- Incorporation and membership fees
- Cross working-group project on high blend liquid & gaseous biofuels
- Update from RTFO Carbon Linkage sub-group
- Update on Renewable Energy and Fuel Quality Directives.
- 2009/10 Work programme

The next meeting of the FWG will be held on 22 January 2009 (tbc).

12 Future LowCVP meetings

Dates for LowCVP meetings in the remainder of 2007 and throughout 2008 are detailed in the table overleaf.

	Board	SG	BWG	CVWG	FWG	PCWG	IWG
Sep	11						
Oct		22			16	15	
Nov	25		19				12
Dec							

2009

	Board	SG	BWG	CVWG	FWG	PCWG	IWG
Jan		6 th			22 nd		14 th
Feb	5 th					11 th	
March			4 th				
April		21 st			23 rd		1 st
May	19 th		6 th				
June						17 th	24 th
July		22 nd	8 th		16 th		
Aug							
Sept	15 th					9 th	
Oct		22 nd			29 th		14 th
Nov	24 th		4 th			18 th	
Dec							