Review of Fully Charged 2012
Hosted and Managed by ESB ecars

Held in the Convention Centre Dublin, Ireland
11th July 2012

Organised by ESB ecars on behalf of the Green eMotion EU Project
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Executive Summary

This first Green eMotion international conference hosted by ESB ecars was held in the Convention Centre, Dublin, Ireland on July 11th 2012. It brought together a panel of high profile speakers from China, Japan, Europe and the U.S. to give over 260 delegates an insight into the latest developments in Electric Vehicles and provided a platform to communicate the successes and strides being made across the electric vehicle spectrum.

An exhibition zone gave leading organisations a chance to display their products and services for the electric vehicle industry. To demonstrate the range of electric vehicles available there were nine electric car models on show. To further maximise public awareness a test drive day was held where people were able to try one of six electric vehicles on a 5km route through the streets of Dublin.

A number of other events were organised around Fully Charged 2012 these included the Green eMotion Regional and Technical Board Meetings as well as an ENEVATE meeting. There was also a dinner organised for speakers the night before the event and a separate networking night for Green eMotion members.

The summit itself was the opening event of the Euroscience Open Forum (ESOF) which is the largest science related conference in Europe that takes place bi-annually with over 4500 delegates. ESOF opened directly after the Fully Charged 2012 summit closed.

This report reviews the event covering aspects such as attendance, feedback and coverage as a means of gauging its success. The results make a case for “Fully Charged 2013” as means of showcasing the successes of the Green eMotion project in forming an integrated European approach to electromobility, for helping to build communication with other electric vehicle projects globally and promote electric vehicles to the general public.
Speakers

The International speakers at Fully Charged 2012 came from 12 different countries and spanned a variety of industries

Pat Rabbitte T.D.  Minister for Communications, Energy and Natural Resources
Maria van der Hoeven  International Energy Agency
Laure Chapuis  European Commission

Pat O’Doherty  ESB
Olivier Patturet  Nissan
Ryuichi Hasuo  Mitsubishi

Emmanuel Bouvier  Renault
Allan Schurr  IBM
Dr. Heike Barlag  Siemens

Prof C.C. Chan – University of Hong Kong
Robert Stussi – Urban Mobility Consultant
Paul Mulvaney – ESB ecars
Paola Petroni – Enel
Jarmo Tuisk - Kredex

James E Francfort – Idaho National Laboratory
Andre Postma – Enexis
Dr. Colin Herron – Zero Carbon Futures
Exhibition

The Exhibition zone at Fully Charged 2012 had a wide range of electric vehicles on display along with 14 organisations exhibiting the very latest electric vehicle products.

As well as the 3 electric cars on display below there were 6 others: Opel Ampera, Nissan Leaf, Renault Fluence, Mitsubishi Imiev, Volvo C30 and Toyota Plug in Prius.

Electric Cars on Display

Tesla Roadster  Renault Twizy  Volkswagen Golf blu e-motion

Exhibition Zone at Fully Charged 2012
Delegates

- 260 delegates from 23 countries
- Over 160 different organisations from a diverse range of areas such as utility, automotive, media, technology, transport, government, infrastructure, university and research institutes.
- Companies that were represented included IBM, RWE, Intel, Qualcomm, Siemens, AA Ireland, Hertz, Chademo, and Verbund AG.

Public Test Drives

- 50 members of the public were chosen from over 900 entries to test drive an electric car on a 5 km route through the streets of Dublin
- There were 6 different electric cars on display including the Citroen C-Zero, Toyota Plug in Prius, Nissan Leaf, Renault Fluence Z.E. Opel Ampera and Volkswagen Golf blue e-motion
Online Content and Results

- Dedicated Fully Charged 2012 website updated weekly with photos and news
- Images and Presentations from the summit available to view and download
- **25,000 unique visitors** to the website over a five month period
- Website viewed in over **90 countries**
- **30+ international websites** with Fully Charged 2012 content
- Coverage and video clip on Scientific America
- **70+ mentions** on social media channels
- Twitter the most popular with **42%** of on-line mentions
- **Green eMotion** mentioned in **26% of Fully Charged Social Media Conversations**
- 13 different mentions on various blogs and message boards
- Google advertisements on electric vehicle key words for 4 months prior to Fully Charged 2012
- 4 x electronic direct mails sent to over **5000 people** with updates on the latest speakers and news about the summit.

EC Transport Commissioner Siim Kallas’s tweet  
AVERE tweet from Fully Charged 2012

Facebook entry from Citroen Ireland  
Scientific America coverage of Fully Charged
Print and Broadcast Media

- 4 press releases issued in the lead up to Fully Charged 2012
- Over 26 media attended covering print, television, radio and on-line
- Coverage on Irish National Television station.
- National Radio Station coverage on RTE One and 2FM
- 5 regional radio stations at the event
- Coverage on 9 national and over 60 local print publications

Ireland is first to trial a European platform for latest electric vehicle IT

‘Fully Charged 2012’ in Dublin hears of the plans

Speakers and delegates from all over the world gathered in Dublin to attend Fully Charged 2012, an international electric vehicle platform organised by 150 experts on behalf of the Green Alliance EU project. For Natural 10, Monitor for Communications, former and current industry officials and leading automotive manufacturers, it marked the beginning of a new chapter in the development of the electric vehicle. The event was held at the Electric Ireland Arena in Dublin.

Electric vehicle summit

Speakers and delegates from all over the world gathered in Dublin to attend Fully Charged 2012, an international electric vehicle platform organised by 150 experts on behalf of the Green Alliance EU project. For Natural 10, Monitor for Communications, former and current industry officials and leading automotive manufacturers, it marked the beginning of a new chapter in the development of the electric vehicle.
Meetings Surrounding Fully Charged 2012

10th July

- Green eMotion Regional Board Meeting
- Green eMotion Technical Board Meeting
- ENEVATE Meeting
- Speaker Dinner
- Green eMotion and ENEVATE Networking Event in the Science Gallery

12th July

- Latvia delegation meeting
- TEDAS (Turkey Electricity Distribution AS) Meeting
- Norway Delegation Meeting
- Electricite de France (EDF) Meeting
- Idaho National Laboratory, Catalonia Institute for Energy Research (IREC) and ESB Networks

Delegation from Turkey
Survey Results

Overall Satisfaction

More than 85% rated the conference as excellent or very good

![Overall Conference Satisfaction Chart]

Conference programme

More than 95% rated the programme as excellent or very good

![Overall Satisfaction With Conference Programme Chart]
Survey Results

Conference Organisation

100% of delegates rated the conference as excellent, very good or good

Networking Opportunities

85% of delegates thought that the networking opportunities at Fully Charged 2012 were either excellent or very good
Comments from Attendees/Speakers

• “The conference was one the best this year: Very well attended, addressing all the current issues, and I have to say the venue was spectacular”
  Olivier Paturet - Nissan

• “I very much enjoyed the conference and seeing the ESB team again. I thought the event was very well run and the facilitator did a magnificent job of keeping the flow and delegate attention”. Allan Schurr – IBM

• “It was extremely well organised and I found it very informative. From Zurich's perspective it was a success for us because as well as the general interest that we received from people coming up to us at the stand, we were also able to make a couple of really important contacts as part of our ongoing initiative to roll-out e-car insurance products in other countries. So we were really happy with it”
  Mark O' Leary – Zurich Insurance

• “Overall a fantastic opportunity to exhibit and network with industry powerhouses. excellently run and organised. A very beneficial experience.”
  Garry Martin M2C Wireless Machine Ltd
Main Outcomes

- Increased awareness globally of the Green eMotion project and the European Union’s integrated approach to electromobility

- Increased awareness with the public of the strides being made towards electromobility worldwide and the array of Electric Vehicles available

- Increased knowledge among key stakeholders of what is happening in the EV space and in Green eMotion

- Agreement to increase communications and data sharing between U.S. Dept. of Energy/Idaho National Laboratory and Green eMotion members

- Potential business opportunities for ESB ecars in Norway, Latvia and Turkey

- Increased communication and networking opportunity between Green eMotion members and external organisations
Sources of on-line content

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<td>Irish Daily STAR</td>
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