

# FULLY CHARGED 2012

International Electric Vehicle Summit Dublin



## Review of Fully Charged 2012

Hosted and Managed by ESB ecars

Held in the Convention Centre Dublin, Ireland  
11<sup>th</sup> 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 11<sup>th</sup> 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 Paturet**  
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

**Edwin Owens** – U.S. Dept. Of Energy  
**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.



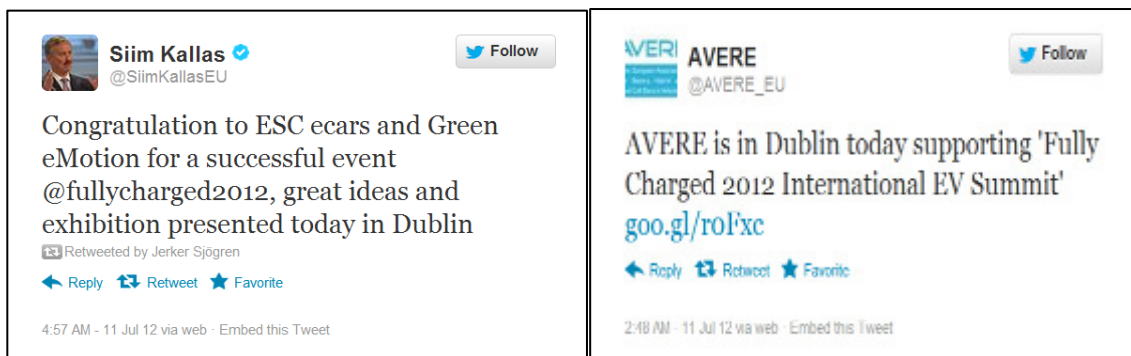
## Public Test Drives

- 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 summit organised by ESB e-cars on behalf of the Green eMotion EU project. Pat Rabbitte TD, Minister for Communications, Energy and

one of the leading countries in the roll-out of a smart charge point infrastructure, we are particularly pleased to be at the forefront of the development of the electric vehicle IT systems for Europe as well." Global predictions for electric vehicle volumes estimate that



## Electric vehicle summit

SPEAKERS AND DELEGATES from all over the world have gathered in Dublin to attend Fully Charged 2012, an international electric vehicle summit organised by ESB e-cars on behalf of the Green eMotion EU project. Pat Rabbitte TD, Minister for Communications, Energy & Natural Resources opened the conference and announced that Ireland would be the first country to trial an electric vehicle IT platform that will facilitate international roaming and seamless charging across Europe. International payments are settled via your home account much like with mobile phones.

As one of the ten demonstration regions within Green eMotion, Ireland has been selected as the first test region because of its advanced charge point network which already covers 82 per cent of the country's main towns and cities. This roll-out is based on, and supported by university conducted end-user and vehicle

she spoke about the need for battery cost reductions, infrastructure and supporting policies to achieve these targets. She also emphasized the potential future role of electric vehicles as part of a "smart grid" electricity system.



Minister for Communications and Energy Pat Rabbitte at the opening in Dublin of Fully Charged 2012, an international electric vehicle summit hosted by ESB e-cars on behalf of the Green eMotion EU project, with ESB chief executive Pat O'Doherty. Photograph: Shannon



## 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

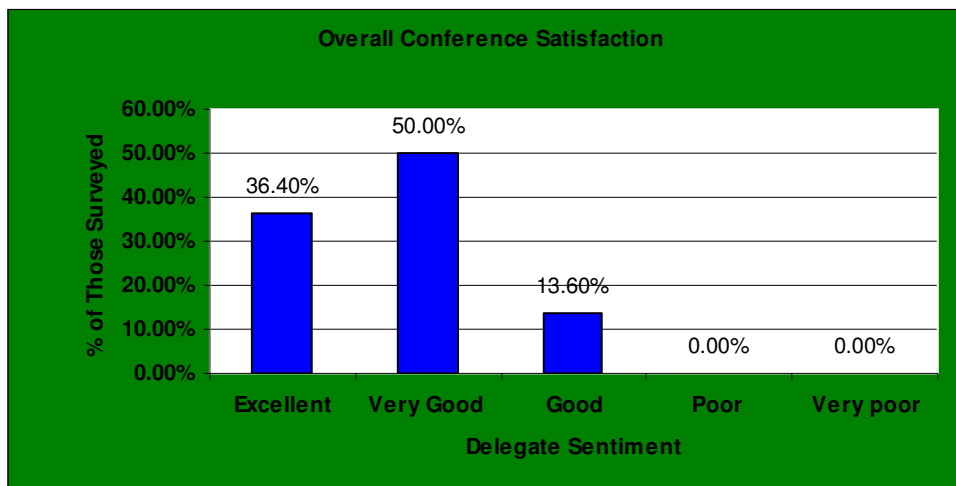


Delegation from Turkey

## Survey Results

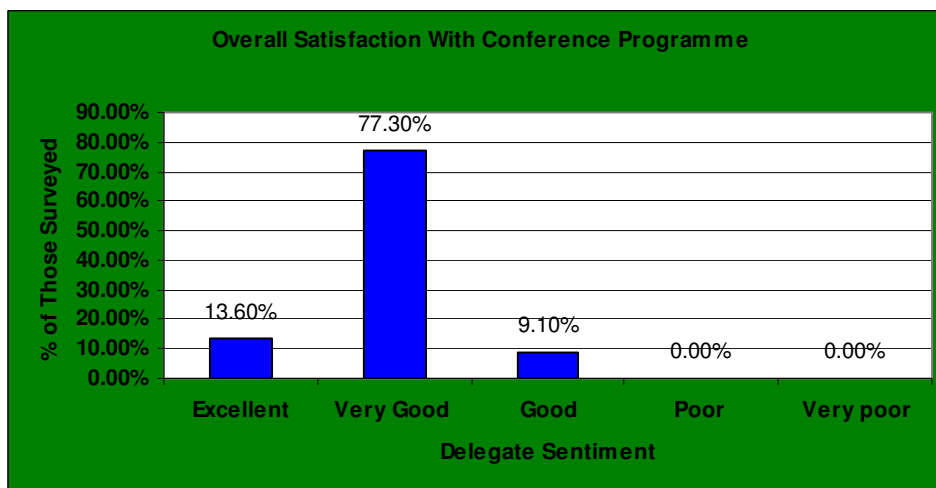
### Overall Satisfaction

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



### Conference programme

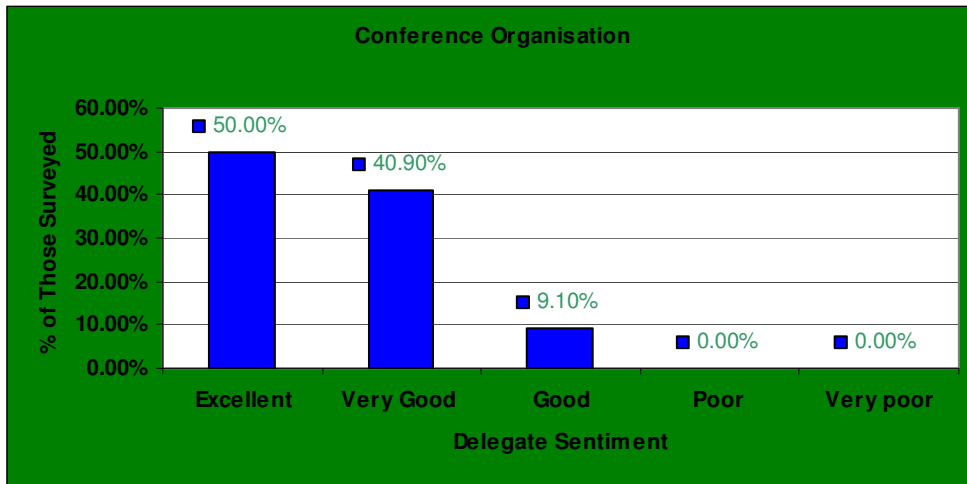
More than 95% rated the programme as excellent or very good



## Survey Results

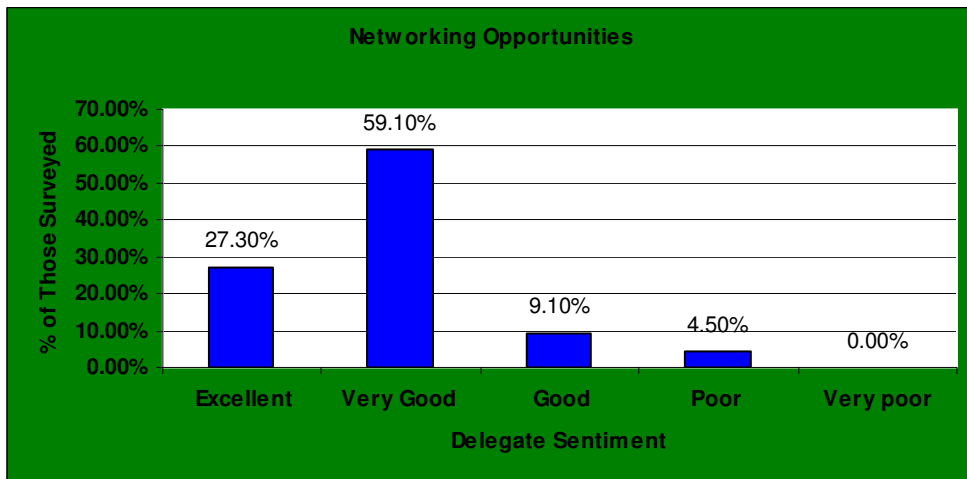
### Conference Organisation

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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Print publications	Date	Circulation
• Fleet Car	10 Sept 2012	05,600
• Galway Advertiser	09 Aug 2012	70,000
• Leitrim Observer	03 Aug 2012	07,487
• Westmeath Examiner	28 July 2012	06,183
• Gorey Echo	24 July 2012	18,400
• Enniscorthy Echo	24 July 2012	18,000
• Wexford Echo	24 July 2012	18,400
• New Ross Echo	24 July 2012	18,000
• Meath News and Sport	21 July 2012	10,500
• Dundalk Democrat County Edition	17 July 2012	06,288
• Dundalk Democrat	17 July 2012	05,539
• Laois Nationalist	17 July 2012	14,661
• Monaghan Democrat	17 July 2012	-
• Kildare Post	17 July 2012	30,000
• Nationalist – Carlow	17 July 2012	14,600
• Kildare Nationalist	17 July 2012	14,661
• Irish Times Business	16 July 2012	96,150
• Sunday Business Post	15 July 2012	44,529
• Sunday Independent	15 July 2012	250,641
• Irish Farmers Journal	14 July 2012	72,046
• Irish Examiner	12 July 2012	42,083
• Irish Times Business	12 July 2012	96,150
• Metro Herald	12 July 2012	58,012
• Irish Times Business	12 July 2012	96,150
• Galway Independent	11 July 2012	58,000
• Clare Champion	06 July 2012	16,691
• Irish Independent	04 July 2012	131,161
• Irish Daily Mirror	20 Jun 2012	-
• Irish Daily STAR	20 Jun 2012	76,650
• Irish Daily Star Northern Ireland	20 Jun 2012	106,066
• Evening Herald	18 Jun 2012	62,411
• Fleet Transport	07 Jun 2012	07,500
• East Cork Journal	31 May 2012	06,150
• Wexford People	16 May 2012	43,000
• Wicklow People	16 May 2012	43,000
• New Ross Standard	15 May 2012	42,010
• Gorey Guardian	15 May 2012	43,000
• Enniscorthy Guardian	15 May 2012	40,000
• Irish Farmers Journal Irish Country Living	21 Apr 2012	72,046

• Auto Trade Journal	17 Apr 2012	06,600
• Kildare Xtra	09 Apr 2012	-
• City Wide News North East	09 Apr 2012	90,000
• City Wide News North West	09 Apr 2012	90,000
• Lifetimes South East	09 Apr 2012	80,000
• Lifetimes South West	09 Apr 2012	80,000
• Meath Xtra	09 Apr 2012	-
• North County News	09 Apr 2012	-
• Southern Star	07 Apr 2012	13,750
• Meath News & Sport	07 Apr 2012	10,500
• Cork Independent	05 Apr 2012	70,374
• Dundrum Gazette	05 Apr 2012	50,000
• Lucan Gazette	05 Apr 2012	50,000
• Castleknock Gazette	05 Apr 2012	50,000
• Blanch Gazette	05 Apr 2012	30,000
• Malahide Gazette	05 Apr 2012	50,000
• Swords Gazette	05 Apr 2012	50,000
• Clondalkin Gazette	05 Apr 2012	50,000
• Galway Independent	04 Apr 2012	58,012
• Western People	03 Apr 2012	15,062
• Metro Herald	26 Mar 2012	61,016
• Irish Daily STAR	26 Mar 2012	76,650
• Irish Daily Star Northern Ireland	26 Mar 2012	106,066