



3rd E-MOBILITY STAKEHOLDER FORUM

CONFERENCE PROGRAMME

25-26 February 2015

THON HOTEL BRUSSELS CITY CENTRE

Avenue du Boulevard 17, 1210 BRUSSELS



@eMobilityForum

The 3rd e-mobility stakeholder forum twitter hashtag is [#eMSF2015](#)



WEDNESDAY 25 FEBRUARY			
13.00 – 13.30	Registration and Welcome Coffee		
13.30 – 13.40	Welcome words		
13.40 – 14.00	Keynote speech Magda Kopczynska – head of Directorate on Innovative & Sustainable Mobility in the European Commission DG MOVE		
14.00 – 14.30	FREVUE, Green eMotion & ZeEUS: Project’s achievements and results Heike Barlag, Green eMotion Matthew Noon, FREVUE Umberto Guida, ZeEUS		
14.30 – 15.30	The Stakeholders’ Vision Roundtable Discussion <i>Speakers TBC</i>		
15.30 – 16.00	Coffee Break		
Parallel Workshops – Session 1*			
16.00 – 17.30	Business Models: Making the case <i>The integration of EVs into the business environment. Making the business case fit the reality of today</i>	Selling the (new) Reality <i>What is the role of both public and private sectors with regards to promoting e-mobility? Market segmentation – how EVs can ‘tick’ all boxes for all sectors?</i>	Making the connection <i>From grid management to the vehicle on the street, how do we cater for widespread EV uptake? What are the strategies for making this work?</i>
17.30 – 18.30	Cocktail Reception Including day round-up and conclusions		

*The parallel workshop sessions are split into three strands: **Operational**, **Policy** and **Technical**. You may choose to attend all three sessions in one strand or mix and match between the threads.

THURSDAY 26 FEBRUARY			
8.30 – 9.00	Registration and Welcome Coffee		
9.00 – 10.30	<p align="center">Plenary Session: Green eMotion <i>Moderator: Heike Barlag – Green eMotion Coordinator, Siemens</i> Cristina Corchero – IREC Volker Fricke – IBM Fillipo Colzi – RSE Koen Straver – ECN Jaime Briaies - City of Malaga</p>		
10.30 – 11.00	Coffee Break		
Parallel Workshops – Session 2*			
11.00 – 12.30	<p align="center">Integrating Urban Modality</p> <p align="center"><i>Real world implementation of e-mobility in the urban environment</i></p>	<p align="center">Fact from fiction</p> <p align="center"><i>How EVs will solve the pressing environmental challenge – from the courts to the streets</i></p>	<p align="center">More than just charging a battery</p> <p align="center"><i>How smart technology is complimenting EV opportunities</i></p>
12.30 – 13.30	Lunch		
Parallel Workshops – Session 3*			
13.30 – 15.00	<p align="center">The path to 2030</p> <p align="center"><i>By 2030, our cities should be well on the way to being fossil-fuel free. What is the view of the OEM's to achieving this?</i></p>	<p align="center">How to reach the goal?</p> <p align="center"><i>Public policy has us on a trajectory to zero emission by 2050 – is that fast enough? What more should we be doing?</i></p>	<p align="center">More than a connector</p> <p align="center"><i>While the EU Directives have confirmed the connectors, are there more standards required to make the new system work?</i></p>
15.00 – 15.30	Coffee Break		
15.30 – 16.30	<p align="center">Final Roundtable Discussion - Questions and Answers <i>Moderator: Robert Stussi</i> Hugues Van Honacker – DG MOVE Heike Barlag – Green eMotion Matthew Noon – FREVUE Umberto Guida – ZeEUS</p>		
16.30 – 17.00	Conclusions & Wrap-up		



Parallel workshops – Session 1

Wednesday 25 February – 16.00-17.30

Operational 1

BUSINESS MODELS: MAKING THE CASE

The integration of EVs into the business environment. Making the business case fit the reality of today. Examples of best practice.

Moderator	<i>Thomas Gereke – Senior Consultant, Siemens</i>
Speakers	Sam Clarke – Director, Gnewt Cargo Stefan Baguette – Market Analysis Manager, SOLARIS (TBC) Eduardo Zabala – Tecnalia

Policy 1

SELLING THE (NEW) REALITY

What is the role of both public and private sectors with regards to promoting e-mobility? Market segmentation – how EVs can ‘tick’ all boxes for all sectors?

Moderator	<i>Philip Stein – Mobility Consultant</i>
Speakers	Francisco Gonzalez-Balmas – Bus Technical Director, TMB (TBC) Margaret O’Mahony – TCD Celine Cluzel – Senior Consultant, Element Energy Marilena Di Stasi – DG SANCO

Technical 1

MAKING THE CONNECTION

From grid management to the vehicle on the street, how do we cater for widespread EV uptake? What are the strategies for making this work?

Moderator	<i>Senan McGrath – CTO, ESB ecars</i>
Speakers	Gert Miedema – ABB (TBC) Marko Aunedi – Imperial College London Robin Haycock – Route Monkey Manuel Sanchez Jimenez – DG ENER (TBC)



Parallel workshops – Session 2

Thursday 26 February – 11.00-12.30

Operational 2

INTEGRATING URBAN MODALITY	
Real world implementation of e-mobility in the urban environment.	
Moderator	<i>Gabriela Barrera – Senior Manager, Polis</i>
Speakers	TBC – Transport for London (TfL) Vincent Leiner – DG Regio (TBC) Stephan Trommer - DLR

Policy 2

FACT FROM FICTION	
How EVs will solve the pressing environmental challenge – from the courts to the streets.	
Moderator	<i>Matthew Noon – FREVUE Coordinator, Cross River Partnership</i>
Speakers	Prof. Antonio Musso – La Sapienza (TBC) Luis de Prada – Cidaut Jan Cortvriend – DG ENV (TBC) TBC – FREVUE speaker

Technical 2

MORE THAN JUST CHARGING A BATTERY	
How smart technology is complimenting EV opportunities.	
Moderator	<i>TBC</i>
Speakers	Juhani Laurikko – Principal Scientist, Technical Research Centre of Finland (TBC) Thomas Gereke – Senior Consultant, Siemens Tobi Babalola, UK Power Networks (TBC) Maurizio Maggiore – DG RTD (TBC)



Parallel workshops – Session 3

Thursday 26 February – 13.30-15.00

Operational 3

THE PATH TO 2030

By 2030, our cities should be well on the way to being fossil-fuel free. What is the view of the OEM's to achieving this?

Moderator	<i>Lars Overgaard – DTI</i>
Speakers	Jessica Sandström – Senior Vice President, VOLVO (TBC) Bart Benders – FKA Olivier Paturet – General Manager Zero Emission Strategy, Nissan (TBC)

Policy 3

HOW TO REACH THE GOAL?

Public policy has us on a trajectory to zero emission by 2050 – is that fast enough? What more should we be doing?

Moderator	<i>TBC</i>
Speakers	Hilke Rosler – ECN TBC – Greater London Authority (GLA) TBC – ZeEUS speaker

Technical 3

MORE THAN A CONNECTOR

While the EU Directives have confirmed the connectors, are there more standards required to make the new system work?

Moderator	<i>TBC</i>
Speakers	Peter Cremers – Cooperate Purchase Director , Manager Technology and Innovation, VDL (TBC) Silvio Weeren – IBM (eMI3) Colette Maloney – DG CONNECT (TBC)



Green eMotion plenary session

Thursday 26 February – 09.00-10.30

GREEN EMOTION PLENARY SESSION

With the Green eMotion project reaching completion, this plenary session will include an overview of the main results and conclusions of the project.

Moderator *Heike Barlag – Green eMotion Coordinator, Siemens*

Speakers **European analysis on emobility performance**

Cristina Corchero – IREC

Interoperable electromobility systems - what's still open

Volker Fricke – IBM

Roadmap for electromobility standards

Fillipo Colzi – RSE

Electromobility best practice policy development

Koen Straver – ECN

City experience

Jaime Briales - City of Malaga