



European Green Cars Initiative

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European Green Cars Initiative “A perspective from industry”

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Public Private Partnership

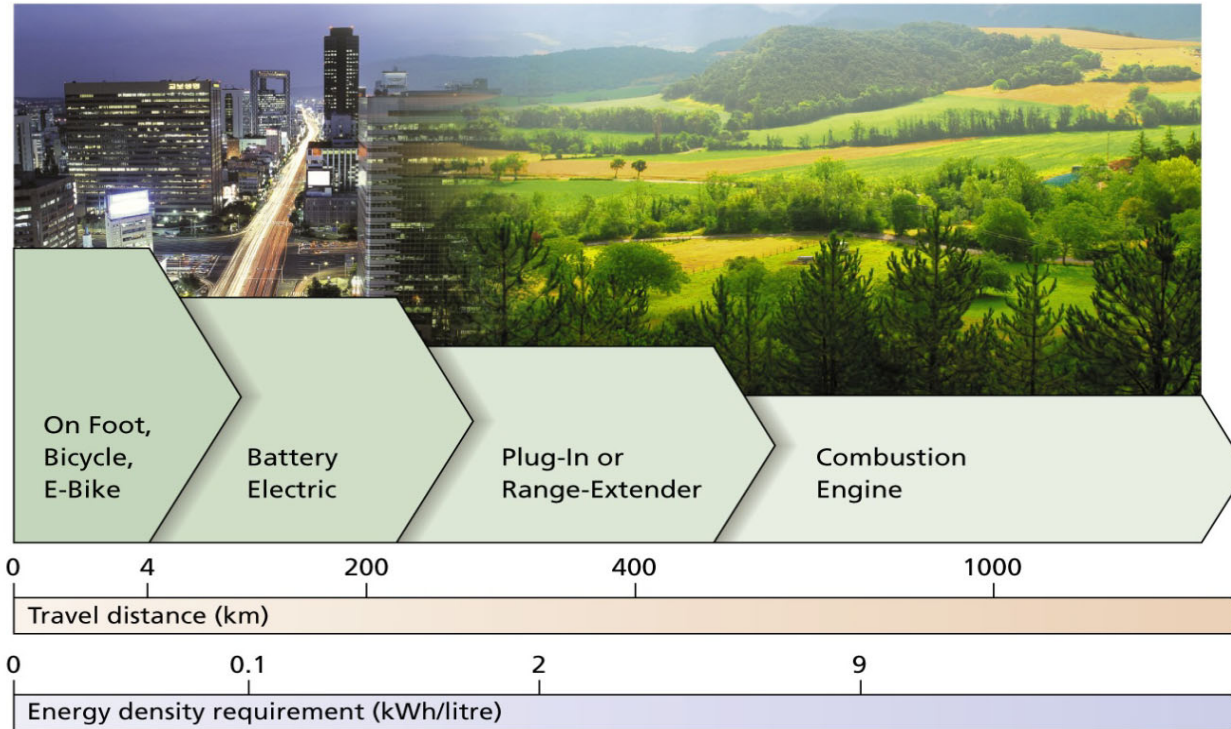
Importance of strategic dialogue between European Commission services and industry representatives



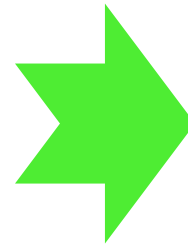
EGCI Ad-hoc Industrial Advisory Group composed of industry representatives from the technology platforms ERTRAC, EPoSS and Smartgrids + logistics experts.



Taking a System Approach; Responding to the Mobility Needs



Addressing the diversity of mobility needs and preparing for the diversity of powertrains and vehicle designs.



EGCI priority areas:

- **Electrification**
- **Long Distance Transport**
- **Logistics and Co-Modality**



Conclusions from Experience

The PPP is the right approach to ensure a quick common understanding of objectives and challenges by public authorities and industry.

- The **flexibility** of the instrument ensures its efficiency.
- Clear **priorities** are needed in order to target efforts.
- **Multi-sector** approach is needed for Transport System issues e.g. cooperation ERTRAC-EPoSS-SmartGrids for the electrification roadmap.

This work achieved by the PPP EGCI has been recognized by the last Competitiveness Council.



Perspectives for the Future (1/3)

Continue the Public Private Partnership:

- Improve the **speed** and decrease the administrative burden of the funding instruments - do not create a new instrument.
- Continue the Ad-hoc Industrial Advisory Group.
- Fund **priorities** identified in the roadmap.
- Provide sufficient funding for these priorities, in line with the critical societal challenges:
 - **Decarbonisation of transport**
 - **Ensuring mobility: reliable, safe and secure transport**
 - **Global competitiveness - growth & jobs**



Perspectives for the Future (2/3)

Coordinate EU & Member States actions:

- Stop multiplying EU-MS instruments but rather improve the coherence between them and create links.
- Respect the subsidiarity principle, but add a European dimension with EU-MS joint projects wherever possible:
 - Cross-borders and multi-cities demonstrations to be used as **lighthouse projects**.
 - **Reference centres** focusing on performance testing & impact assessment (e.g. KIC).
 - Use of **regional clusters**, with the objective of building European global competitiveness.



Perspectives for the Future (3/3)

Act for Innovation:

- Reflect the importance of the societal challenges at stake by adopting large scale and long-term policies covering the whole innovation chain, **from strategic technology R&D to manufacturing and deployment** topics.
- Special role of the EC for **regulatory** frameworks and **standardization**.
- Coordinate at EU level the MS **public procurement** programs and **demand side** measures for low CO2 cars, which are key as leverage effect towards mass market uptake.
- Anticipate new skills needed with actions on education.



Conclusions

The PPP EGCI was created in the context of the economic crisis.

It must be continued in the context of the global race for decarbonised transport.

The global competitiveness of Europe is at stake and needs strong commitments such as the Public Private Partnership.