European Green Cars Initiative PPP
Progress in the implementation

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3 Public Private Partnerships implemented:
  • Factories of the Future
  • Energy-Efficient Buildings
  • European Green Cars Initiative
Ad Hoc Industrial Advisory Group

Role:
• integration of involved sectors and European Commission services
• strategic dialogue between the EC and the industry
• implementation of the Green Cars Initiative as a PPP

Members, from ETPs ERTRAC, EPoSS, SmartGrids, EIRAC:

- AVL
- Bosch
- Continental
- ECT
- FEV
- Fiat Research Center
- Iberdrola
- IFP
- KU Leuven
- Procter & Gamble
- PTV
- Renault
- Ricardo
- Schachinger
- Siemens
- Valeo
- VDI/VDE-IT
- Volkswagen
- Volvo
- DG RTD
- DG INFSO
- DG MOVE
- DG ENVI
- DG ENTR
- EIB
2009 - Electrification roadmap

Milestones

Drive Train Technologies
- Develop Low-Cost/Weight Motors & Electronics
- Develop Highly Integrated Motors & Controls
- Optimize Combustion Engines for Range Extenders
- Develop Highly Integrated Range Extender Systems

System Integration
- Optimize System Efficiency w Existing Components
- Find new Solutions for Heating, Venting, Cooling
- Design Electrical Architecture & Interconnects
- Create New Concepts for Space Usage
- Research Light-Weight Materials & Design

Technology Roadmaps
2009 - Electrification roadmap

- **Energy Storage Systems**
  (cost, performance, lifetime, safety)

- **Drive Train Technologies**
  (energy recovery, range extenders)

- **System Integration**
  (energy efficient interplay of components)

- **Grid Integration**
  (charging, metering, renewables, V2G)

- **Safety**
  (crashworthiness, HV, emergency)

- **Transport System Integration**
  (road infrastructures, intermodal use)
Addressing the diversity of mobility needs and preparing for the diversity of powertrains and vehicle designs.

3 EGCI priority areas:
- Electrification
- Long Distance Truck
- Logistics and Co-Modality

ERTRAC SRA system approach

2010 - Three pillars roadmap
3 EGCI priority areas:
- Electrification
- Long Distance Truck
- Logistics and Co-Modality

Multi-annual roadmap used by the Industrial Advisory Group to make recommendations for the Work Programmes.
**Disseminations activities**

**Project portfolio brochure**

**European Parliament public event**
Conclusions from the PPP implementation

Despite having been set up in urgency, the PPP scheme has proven to be a model of **efficiency** and **speed**.

- **Experts** from different industries have quickly formed the Industrial Advisory Group, using the technology platforms.
- **Roadmaps** have been prepared quickly, in a joint effort.
- **Priorities** are set up annually, in an open cooperative approach between the industry members and the EC.
- As an **horizontal** activity, the PPP is implemented together by several services of the European Commission.

**Flexibility** and **openness** are added values to preserve.
Conclusions from the PPP implementation

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.
Continue the Public Private Partnership:

• Transform the Ad-hoc Industrial Advisory Group into a **Governing Board** with clear Governance.

• Fund **priorities** identified in the ETP’s roadmaps.

• Improve the **speed** and decrease the administrative burden of the existing funding instruments.

• 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**
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 Green Cars, which are key as leverage effect towards mass market uptake.
- Anticipate new skills needed with actions on education.
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.