Decarbonising London’s Transport
Welcome to Everything EV, where our mission is to inspire change and create the knowledge and networks that will fast track the decarbonisation of global transport.

Everything EV Live is far more than just another event series - it is the fulcrum for those that are obsessed with delivering unique insights and creating dialogue and partnerships that don’t happen sitting behind a desk.

Your customers attend Everything EV Live to seek inspiration from and invest in solutions that will turn their EV visions into reality.

As new ecosystems emerge, only the strongest and most innovative players will succeed; now is the time to invest in marketing and business development solutions that put your brand and your people front and centre of the EV revolution.

To our commercial partners, we are committed to delivering ROI and optimising your time and budget; whether you want to fuel a sales team with new leads, build your brand in this emerging sector or launch new products - no one is better placed to help you than our team.

Thank you for taking the time to discuss our offering and we look forward to taking this exciting journey with you.

Matthew Wallhead  
Portfolio Director  
Everything EV

Liam Stoker  
UK Editor of Current± and  
Solar Power Portal

Electric vehicle markets the world over are set to grow exponentially in the years ahead. Driven by International decarbonisation targets and air quality ambitions, the adoption of EVs is rapidly becoming one of the global economy’s must-watch events.

This is brought home on a micro level when you look at the activities of certain leading cities. With the creation of the London EV Infrastructure Taskforce in 2018, Mayor Sadiq Khan set London on the course that has made it one of the 25 Ev Capitals of the world. Following this in June 2019 with the London EV Infrastructure Delivery Plan has set out concrete steps to a carbon free city in 2050.

But decarbonising a city requires more than just a focus group and delivery plan, certain areas have been highlighted that will be key drivers for this development:

- Policy and Regulation
- Charging Infrastructure
- Last Mile and Urban Logistics
- Fleet Electrification

London, it’s Mayor and resident companies and people have some serious challenges ahead:

- How will London address it’s issues around land use for charge point installation?
- What new last mile mobility and logistics solutions will emerge?
- Does London need a unified CPN to deliver a truly powerful user experience?
- How will this massive infrastructure roll out be financed and will it deliver the ROI needed?
- How will new vehicle ownership models affect electrification and charge point utilisation?

With London setting a more ambitious target than England and the Rest of the UK, of electrifying all new vehicles by 2030, the City is blazing a trail for the rest of the country. This means mobilising investment all the more quicker, while navigating challenges more prominent in the London market, such as a fragmented regulatory environment.

Everything EV Live: London will be the must-attend conference for the London EV market as the transport sector prepares itself for potentially its most significant revolution yet.
# Event at a glance

## Day One

### Keynotes
- How the Mayor’s London Electric Vehicle Infrastructure Delivery Plan will decarbonise the city
- Explore the impact London Clean Air Days have on curbing harmful emissions
- Hear how the CIIF is developing London’s infrastructure

### Policy and Regulation
- What lessons can be learned from London’s journey from congestion charging through LEZ and ULEZ and finally to ZEZ
- Explore the role taxi licensing stipulations, incentives and support play in electrifying fleets
- Learn how to navigate the challenges inherent in forming coherent policy with 32 boroughs

### Energy Storage Focus Day
- Learn how to deliver V2G and Smart Charging to minimise grid upgrades and enable renewable provision
- Understand the how to roll out stationary energy storage
- Explore the use cases for mobile charging/private wire networks and
- Discover the role of second life batteries in reducing energy storage costs

### Finance and Investment Focus Day
- Hear how to engage with EV infrastructure as an asset class
- Learn how to ensure ROI from charging infrastructure through innovative business models
- Understand how to best deploy limited public funds
- Address investment uncertainty around charging standards and obsolescence

## Day Two

### Charging Infrastructure
- Understand how to navigate land constraints and development rights to roll out infrastructure
- Assess demand and install the correct mix of chargers
- Explore how to support the roll out of fast charging hubs

### Energy Strategies
- Learn how to deliver end to end EV tariffs
- Explore how renewable provision will allow for true transport decarbonisation
- Discover best practise for time of use incentives and demand management

### Fleet Electrification
- Are the vehicles ready to fully electrify London’s black cabs, private hire and uber
- Explore how to decarbonise public transport
- Explore how to support the electrification of commercial fleet

### Urban Logistics & Last Mile
- Understand the role of eBikes, micro mobility in the urban environment
- Explore how electric vehicles will supercharge MAAS and multi modal transport solutions
- Are eDelivery vehicles now the only solution in London after the ULEZ?
Everything EV Live: London Focus Days

For the first time Everything EV Live will include two focus days uniquely developed for the London market.

**EV Energy Storage Focus Day**

12 November 2019

**EV Finance & Investment Focus Day**

12 November 2019
The Everything EV Eco-System
Strategy, solutions and partnerships

Who you will meet
- Government and Local Authority
- Fleet Owners and Transport Authorities
- Property Developers and Car Park Operators
- eCommerce
- Institutional Investors
- Retail and Hospitality

Who should sponsor
- Energy Solutions
  - DNO's
  - Utilities
  - Renewables
- Charging Infrastructure
  - CPN's
  - CPO's
  - Installers
- Fleet Management
  - Leasing
  - Finance
- OEM
  - Buses
  - Cars
  - Vans
  - Commercial Vehicles
- Battery Technology
  - Energy Storage
  - Grid-Edge
  - Technology
- Advisory Investment Banks
- Legal Consultants

Key Themes
- Energy Strategies
- Charging Infrastructure
- Last Mile and Urban Logistics
- Fleet Electrification
- Regulation and Policy
- Finance and Investment
- Battery Technology and Energy Storage
- Micromobility
London’s EV Market Aspirations

By 2030 60% of vehicles in London will be electric

310,000+ more EVs forecast in London by 2025

50,000+ more charge points needed in London by 2025
Every Everything EV Live:
London 2019 Attendee Breakdown

This event was extremely valuable; it brought together leading organisations and allowed time make new business connections in the comfortable and well-timed networking sessions.

Stirling Habbits, Triodos Bank NV

Everything EV was everything it stated on the tin. I thoroughly enjoyed the event, met some interesting contacts and will definitely be attending again in the future.

Keenan Gratrick, Aten Group Ltd.
Government and Local Authorities

Fleet Owners and Transport Authorities

eCommerce

BIG NAME ATTENDEES INCLUDE

Property Developers and Car Park Operators

Retail and Hospitality

Investors
Attendees Sample List

Key Industry Stakeholders and Policymakers
Business, Energy and Industrial Strategy Committee
Cenex
Ofgem
Innovate UK
IP/PA/HM Treasury
National Grid
National Grid Electricity Transmission
The Climate Group
Transport for London
UK Power Networks
Warwick Manufacturing Group

Technology, Services and Solutions
Aeris
Alfen
ARUP
BP Chargemaster
Cisco
Connected Kerb
Drax Group
Drivez
Enel X
Engenie
EY
Foot Anstey
Freeths LLP
Gemserv
Gridserve
Hogan Lovells
KPMG
Liberty Global
Linklaters LLP
Lloyds Bank
Nuove
Octopus Electric Vehicles
Ovo Energy
Raw Charging
Shakespeare Martineau LLP
Shell
Siemens
TLT LLP
Vattenfall
Volta

End User Investors of EV Technology Services and Solutions
Abundance Investment
Anesco
Anglian Water
Applegreen
Applegreen PLC
BBC
Birmingham City Council
Brighton & Hove City Council
Brighton Energy Co-op
Bristol City Council
Cambridge City Council
City of London Corporation
Cornwall Council
Devon County Council
Durham County Council
Ealing Council
eCar Club
ESB Group
Essex County Council
Global Action Plan
Gnewt
Gnewt Cargo
Greater London Authority
Green Frog Connect
Green Motor Sport
Hermes Parcelnet Limited
Hertfordshire LEP
IKEA
Infrastructure and Projects Authority
Intu
investec
Islington Council
Jaguar Land Rover
Landsec
London Borough of Hammersmith & Fulham
London Borough of Tower Hamlets
London Calling Arts Ltd
London Fire Brigade
Low Carbon Vehicle Partnership
Macquarie
National Grid Ventures
NCP
North Somerset Council
Nottingham City Council
Oxfordshire County Council
Richmond Council
Richmond/Wandsworth
Royal Borough of Greenwich
Savills
Southampton City Council
Southend-on-Sea Borough Council
Southwark Council
Suffolk County Council
Surrey County Council
Sustainable Development Capital LLC
Swindon Council
The AA
Transport for Greater Manchester
Triodos Bank
Triodos Bank NV
Wandsworth Council
Warrington Borough Council
Welcome Break
West Berkshire Council
Yorkshire Ambulance Service NHS Trust
ZeCargo Ltd
Zouk Capital
What our Attendees Say

It was such a fantastic event, I am still on a high from it and building on the connections made there!
North Somerset Council

Really enjoyed the day – the range and extent of the content was spot on.
Anglian Water

It was a great event and a good mix of funders, innovators, manufacturers, academics and public sector.
Transport for Greater Manchester

This conference was a ‘must attend’ for anyone involved in the transition to electric transport.
Suffolk County Council

“FANTASTIC” “COLLABORATIVE”
“ENERGETIC” “INSIGHTFUL”
“WORTHWHILE” “CATALYSING” “DEFINING”
MORE THAN JUST AN EVENT
Year round industry engagement and insights

34,000+
NEWSLETTER SUBSCRIBERS

4
NEWS PORTALS

3
PUBLICATIONS

60,000+
SOCIAL MEDIA FOLLOWERS

250,000
UNIQUE PAGE VIEWS PER MONTH FOR OUR BRAND SITES

WE OPERATE IN
5
CONTINENTS, PROVIDING THE WIDEST REACH IN THE SOLAR INDUSTRY

Year round industry engagement and insights

portfolio of market research reports

ev.solarenergyevents.com

Contact Commercial Team @ mwallhead@solarmedia.co.uk
GROW YOUR BUSINESS THROUGH SPONSORSHIP

BUSINESS DEVELOPMENT and LEAD GENERATION
To develop new business opportunities with key stakeholders across the EV ecosystem.

KEY ACCOUNT MANAGEMENT
To further ring fence existing prospects and clients while cementing your position as a leading partner in the EV space.

BUILD PIPELINE AND SHORTEN SALES CYCLES
To accelerate and shorten sales cycles by accessing senior decision makers and stakeholders from across the EV ecosystem.

BRAND BUILDING
To enhance your brand positioning within the EV space and ensure that you’re front of mind with decision makers and key industry stakeholders, as the EV sector moves into a period of accelerated growth and innovation.

THOUGHT LEADERSHIP
To ensure the market is fully cognisant of the unique benefits of your solutions and the advantages of partnering and investing with you.

INDUSTRY INNOVATION and LEADERSHIP
Demonstrate and amplify your commitment to driving forward the EV agenda and position yourself as a key enabler and partner of choice in making these aspirations a reality.

Contact Commercial Team @ mwallhead@solarmedia.co.uk

ev.solarenergyevents.com
## SPONSORSHIP PACKAGES AVAILABLE

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Meet the Team and Get Involved

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