

Getting the Green Light!

Training Day and Motor Show



**A day for all decision-makers interested in the implementation of
Alternative Fuels and Vehicles**

Thursday, October 26th

Advantage West Midlands,
Faraday Wharf,
Aston Science Park,
Birmingham B7 4BJ

Introduction

Transport is the fastest growing user of energy, already accounting for around 30% of energy consumption, and the trend will continue unless action is taken now. Transport is, however, the most technically difficult sector in which to reduce carbon emissions and also the most politically difficult. Integration of sustainable transport solutions into energy strategy, policy and actions is therefore vital in order to realise meaningful reductions in energy consumption and CO2 emissions.

Marches Energy Agency (MEA) invites you to attend a **free** training day funded by the European Commission, Energy West Midlands and our sponsors. The Green Light Motor Show will be running over lunchtime.

The days training aims to:

1. To enable energy managers and professionals to gain a good insight into the pros and cons of the Alternative Fuel and Vehicle options, and the means of their implementation. Attendance is also very much encouraged amongst air quality managers with interest in local emissions & health impacts and to sustainability managers looking at global impacts.
2. To equip attendees to be able to deal more effectively with fleet managers, contracted fleet operators and other key actors, to reduce energy use in transport within their region.
3. To provide opportunities to meet with other organisations and network. Sustainable energy organisations and businesses can take the opportunity to discuss their work with the key energy decision-makers.



The Green Light Motor Show

Thanks to the support of our sponsors, GreenFleet and Modec, we are able to put on the Green Light Motor Show, running parallel to the training for a few hours over lunchtime.

GreenFleet are the leading magazine for all developments in Alternative Fuels and Vehicles in the UK. They also run the now, renowned GreenFleet conference and awards. Modec are a West Midlands based firm using pioneering battery technology. The Modec range offers a great leap forward in commercial vehicles and a real high-performance alternative for fleets. Please visit their respective websites by clicking on the logos!



The Green Light Motor Show will be demonstrating an array of Electric passenger and utility vehicles, Biofuelled-vehicles, Hybrid vehicles and attendees will be able to test-drive display vehicles around Aston Business Park area. Exhibitors have been invited and there will be more than enough to entertain attendees during the lunch break of the training day, and also for guests, visiting solely to experience the vehicles on display.

Agenda:

09.15-09.30 Coffee & Welcome 09.30-10.00 Introduction - Focus on Carbon

Welcome by the Chair, followed by an introduction to the concept of Carbon Footprinting and on how to integrate the role that Transport plays into Energy decision-making.

*Andy Stevenson (Chair) – Energy West Midlands
Richard Davies- Marches Energy Agency*

10:00-11:45 Alternative Fuels & Vehicles - State of Play

All the current alternatives to conventional petrol and diesel vehicles will be explained: Road fuel gases (LPG, CNG); Biofuels; Hybrids; Electric & Fuel Cells.

*Malcolm Noyle- Noyle Fleet Solutions
Tristan Haynes – Marches Energy Agency
Matt Bulba – Pure Plant Oil Association
Gareth Brown – Imperial College (BEST project)
Kris McGowan – Marches Energy Agency
Trevor Power – Modec*

11:45-12.15 Pros and Cons - The decision-making process

Crucial to the implementation of any new fuel or vehicles is the practicality of its introduction. Any decision-maker must be aware of the implications. This section will be looking at: Logistics of Implementation, Fitness for Purpose, Local & Global Emissions performance, & Warranties.

Larry Parker – Marches Energy Agency

12.00-3.00 The Green Light Motor Show & lunch (runs parallel with training)

Experience electric, hybrids, and biofuel powered vehicles! Vehicles will be displayed in the car park, and attendees can be taken for a test-drive around a short circuit.

2.00-4.00 Case Study Workshops

A. Biofuel workshop: BEST, Pure Plant Oil trials etc
B. Hybrids & Electrics workshop: Comparisons in practice

4.00 - Discussion and Networking

An opportunity to meet and discuss with key actors and decision-makers from across the West Midlands.

NB: There will be times for questions at the end of the morning sessions

How to Find us:



Location:
**Advantage West Midlands,
Faraday Wharf,
Aston Science Park,
Birmingham B7 4BJ**

TO RESERVE A PLACE:

E-mail: larry@mea.org.uk

stating your:

- Name
- Organisation
- Type of Work
- Any dietary requirements

Marches Energy Agency
23 Swan Hill
Shrewsbury
Shropshire SY1 1NN
Tel: 01743 246007
<http://www.mea.org.uk>