Executive Summary

Because of its valuable members, leaders and meaningful contributions, AVERE - The European Association for Electromobility was able to make significant progress on important goals that advance the association during 2019.

There were many noteworthy achievements - EVS32 in Lyon, launching a member survey, enhancing the member focus and developing a strategic plan to new statutes and much more.

This included an endowment on future trending models and business strategies for non profit organisations.

Who We Are

AVERE is the only European Association representing and advocating for electromobility on behalf of industry, academia, and EV users at both EU and national levels.

AVERE is a globally renowned association gathering expertise in electromobility. Its reputation, coupled with decades of activity, has allowed it to build a solid network of partnerships.

AVERE is a membership-based association and, as such, it aims to provides the best value to its members.

Founded in 1978, the association has 28 members present in 18 states. AVERE represents over 2400 direct & indirect industry members and over 100,000 EV users.

What We Do

AVERE is a recognised actor in the discussion and developments of EU policies related to electromobility.

AVERE has built a very broad scientific network of experts which enables its expertise on electromobility to be always relevant.

AVERE is renowned among the electromobility industry as a forum of ideas, experience and opinion.

This unique position brings together a strong network of expertise and knowledge that helps foster the best environment for innovation.

President’s Word

This is the final annual report for me in this 3-year term as AVERE president, after serving now since 2014 in our Bureau. During this time AVERE has been reinvented in all areas. Six years ago we essentially had zero cash, zero people, a diminishing reputation and low collaborative spirit between AVERE members. But our purpose, promoting electromobility supported by the best academic expertise for the good of people, planet and progressive industry, always remained important and relevant. If we did not do it, no-one would. So we did, and since then we have seen constant growth as a team. I am proud and happy about all the progress we have made together.

We are a unique association, and I am confident that the future success of AVERE is ensured if we can adapt and grow without sacrificing our uniqueness. Our expert opinions and advice to policymakers can not be ignored as long as we still put facts first and speak on behalf of the whole EV ecosystem. 2019 was a year in which we got more attention than ever, some of this can be seen in this report. The collaborative efforts of AVERE and its members is a great foundation for the further growth and streamlining of AVERE that is well under way for the 2020s.

Espen Hauge
**The AVERE Network Expands**

2019 was a key growth year for AVERE with five new members joining the Network! Our first partner members joined from Austria (Wien Energie), Italy (Motus-E), and Germany (e-Trofit). While our national association base also expanded to non-EU countries, including Turkey (AVERE Türkiye) and Ukraine (AVERE Ukraine). Our new members helped expand the AVERE brand into new markets, and together, we worked to expand and push the growth of the e-mobility sector overall!

The value is bigger for most active members, but even being less active assured that AVERE will spend our resources in your service in Brussels to promote and defend electromobility.

**Awards for AEC2018**

Reward: visit.brussels celebrates its Brussels Ambassadors, who promote Brussels as a unique destination for MICE events (Meetings, Incentives, Conferences, and Events). The gala event hosted 150 directors, scientists, academics, or doctors at Musée du Transport Urbain Bruxellois.

With our AEC2018 conference, AVERE was an award winner that contributed excellent results to attract big international events to Brussels.

**Press Conference EVS32**

We were very happy to bring this year’s edition of EVS to France together with our member AVERE France, represented by Joseph Beretta.

France is a key country of Commission Vice president Maros Sefkovic for an “airbus” battery industry alliance with a 700 million Euro commitment from the government, with a highly relevant and strong industry, and with continued ambitious national policies for electrification (1 million PEV by 2022 etc.).

The press release was presented with our three main sponsors for EVS32 - Renault, EDF and Enedis. They illustrated major parts of the new mobility ecosystem of the car manufacturers, utilities and grid operators as the 3 key industries that will increase collaboration, synergies and innovation in the future.

**Engagement with our members**

By consistently keeping members engaged, AVERE is leveraging to push through legislative wins, the ability to promote our advocacy agenda, and an increase in event attendance and other types of revenue.

Since every organization is different, there isn’t a magical “one size fits all” method to increase and maintain member engagement. As important is strong member engagement is to the success of our organization, developing an overall member engagement strategy has been set up in 2019.

The engagement strategy is an ongoing initiative. It takes consistent effort on the part of our organization to deliver ongoing value to our members while making continuous adjustments.

It goes in hand with a kick-off on the update of the statutes which has been initiated by the change of the Belgium bylaws.
EVS32

EVS32 marked the 50th anniversary of the Electric Vehicle Symposium, with the theme “A world of E-motion”. The event proved to be successful multiple parallel academic and industry sessions combined with an extensive exhibition grounds and poster sessions.

EVS started in 1969 as an academic forum, and over these 50 years, it expanded into the leading electromobility event for top global policymakers and high-level industry stakeholders.

With over 8500 participants, 380 presentations, 300 exhibitors, & 1500 Ride&Drive test, the 32nd EVS offered excellent insights into the future development of the European EV market.

The messages were clear from the experts, exhibitors and government officials at EVS32. The transition to cleaner transport with renewable sources of energy is not only a business opportunity, but an environmental necessity.

AEC2019

Organising the AVERE E-Mobility Conference in parallel with EVS32 was a major success and brought new life and a new demographic of attendees to a traditionally academic-focused EVS.

Not just new vehicle announcements and sales but ideas, standards, technologies, coalitions, trends and innovations were keytopics in the AEC2019 sessions.

Getting ahead and staying ahead is where AEC2019 had been appreciated in accelerating progress for the electrification of transport.

COP24

A conference on electromobility titled “Driving Change Together” took place at the World Conference Center in Bonn, Germany on June 26. The event, organized by the COP24 Presidency, in cooperation with AVERE, represented by its Secretary-General Philippe Vangeel, and its Polish Member the Polish Alternative Fuels Association (PSPA), showcased the importance of electromobility before this year’s UN Climate Summit COP25 in Chile.

Partnership for E-mobility established at last year’s COP24 in Katowice, supported by 43 countries on 5 continents, 1,500 cities and regions and 1,200 enterprises.

“Electromobility is a chance. Electromobility is a challenge. There is no turning back from electromobility since its development is a technological breakthrough that currently takes place on the market.”

Michał Kurtyka, COP24 President, Secretary of State in the Polish Ministry of Environment.
**IAA2019**

AVERE's president Espen Hauge spoke at the IAA 2019 on how the automotive industry can move towards a sustainable future.

His session immediately followed the keynote given by Chancellor Angela Merkel. He was joined by fellow industry players of the highest caliber, like Magnus Hall, President and CEO of Vattenfall, who exchanged views with him on the way forward to achieve fully sustainable transport.

Mr. Hauge emphasized the need to reach zero emission transport and how electromobility is the most effective way to achieve this: “I am pleased to see that the industry at IAA19 is now more than ever focused on sustainable technologies. This is great as what is at stake is our climate, our health and our jobs.”

He continued explaining how “electromobility is the best way to reduce emissions and energy use in transport and power production” and that “now it is up to policymakers at all levels to help increase awareness and support for companies and people investing in it.”

**UNIDO**

AVERE Joins UNIDO Expert Group on “Smart Mobility for Smart Cities”

UNIDO is the United Nations Industrial Development Organisation, its Division for Energy Systems & Infrastructure, together with the Finance Center for South-South Cooperation, hosted an expert group meeting on the future of mobility specifically detailing the potential of electric vehicles in the development of smart cities.

Electromobility clearly has a major role to play in this regard and contributes enormously to a zero-emission mobility system, and this is a truly reliable technology in our effort to stop the climate crisis. The expert group is working to assess the current trends in electromobility, not just in economic terms but also its technological and societal impacts. They also plan to work on ways to increase the impact and the reach of the technology so to maximize its presence in different parts of the world.

We are honoured our Secretary-General was invited to join the meeting and we are looking forward to seeing how we can further contribute to UNIDO’s work towards zero-emission transport globally.

**EAFO & SEEV4-City Projects**

In order to contribute to the development and competitiveness of the electromobility industry, AVERE ensures that innovative zero-emission technologies have access to financing across Europe.

With our involvement in the SEEV4-Project we visited the Johan Cruyff Arena in Amsterdam, with energy infrastructure installed onsite including a 3MW battery energy storage system allowing visitors to bidirectionally charge their car.

Meanwhile AVERE played a crucial role in the EAFO project, disseminating updates and new functionalities that were rolled out in 2019 including more granular detail on monthly EV registrations and other relevant alternative fuel data, such as EV infrastructure roll out. With a stand at EVS32 and presentations at many of our members conferences, AVERE successfully helped promote the EAFO portal as a easy to use and accessible tool to find data on all aspects related to e-mobility.

**AVERE’s Events participation**

AVERE was represented at eMove360 in Munich, first-time active participation with a booth to share our member’s existence and project insights. We proposed a framework that highlights the domains required to enhance the value of dissemination and implementation research. Consistent evaluation of and reporting on these issues with these approaches would enhance the value of research for practitioners and decision-makers.

The AVERE Secretariat also supported and spoke at many of our members conferences over the year including multiple day events in Poland, Hungary, Bulgaria, Spain and Romania.
Policy update 2019

2019 was a political transitional year in Brussels. The new batch of Members of the European Parliament started in May of 2019 and the Ursula von der Leyen-led Commission was approved in December 2019, who subsequently launched the European Green Deal which has since guided European policymaking into 2020.

In the first quarter of 2019, AVERE actively advocated and engaged with key policymakers in the Council and Parliament on the final negotiations on the so-called Clean Vehicles Directive. AVERE’s direct advocacy and effective leveraging of colleagues in the Platform for Electromobility resulted in higher overall targets and a cleaner definition within the final legislation. At the same time, AVERE actively participated in expert stakeholder groups, organised by the Commission, on battery related topics that analysed battery life-cycle analysis and other environmental performance indicators.

AVERE was also actively engaged with colleagues in DG MOVE of the European Commission during March & April 2019 via the response to the targeted public consultation and questionnaire on the revision of the Alternative Fuels Infrastructure Directive (AFID).

Over the Summer of 2019, AVERE provided intelligence and monitoring on the new MEPs that were elected as well as providing a specific briefing on the main takeaways from the elections.

In the Fall of 2019, AVERE engaged with the new MEPs. The introductory meetings were used to establish closer relationships with the new cohort as well as to position AVERE as a thought leader on e-mobility related topics. In total, AVERE met with close to twenty different MEPs from across three relevant committees; the Transport, Industry, and Environment Committees.

2019 was capped off by the launch of the European Green Deal in December. The communication from the newly-appointed Commission President Ursula von der Leyen set out the EU’s ambitious long term 2050 goals and set out to enshrine the goal of carbon neutrality by 2050 in EU legislation. The Green Deal has had profound impacts on the mobility sector and has necessitated the overhaul and revision of key environmental and transport legislation which is currently being debated in 2020.

Electrification Alliance

AVERE and its 8 fellow core Electrification Alliance members launched their Declaration for the electrification of Europe on November 6 in Brussels. AVERE was represented by its President Espen Hauge, who remarked the fundamental commitment of the Association to help Europe achieve zero-emission transport, a goal that requires the mass uptake of electromobility. This being a key part of a broader picture of European society and economy driven by clean renewable electricity.

The Alliance members were also delighted by the keynote speech of Ditte Juul-Jørgensen, Director-General at DG Energy of the European Commission, who emphasized that electrifying the energy sector must be done in a balanced, cost-effective manner that strengthens competitiveness, ensures a just transition and provides access to affordable energy.

Policy Engagements

Our event “Generation Z and Zero-Emission Transport”, that took place on December 5th at the Benelux House in Brussels, aimed to debate how we can reach a mass sustainable mobility model fit for the needs of younger generations.

The opening key note speech was provided by Clara de la Torre, Deputy Director-General of the Directorate-General for Climate Action (DG CLIMA) at the European Commission.

In her speech, she emphasized the many efforts of the European Commission to deliver on a climate-friendly agenda in all sectors, transports of course included: “Addressing climate is our priority. Our Green Deal for Europe is a reform of our society with so many new possibilities”.

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GA2019

In October the board started a process to elevate its strategic planning process so that AVERE will continue its high level of professional service to its members. Armed with the insights of a member survey, we set up the plan to establish updated statutes. This revision will keep in mind emerging opportunities for growth and enhancement, and continued feedback process from its members.

A revamped website

In 2019, AVERE also took the time to revamp and conduct a major overhaul of the AVERE website adding sections for events, news, and publications. The website which will be continually updated will also allow new members to learn more and potentially join the AVERE network. The much needed update took close to three months from start to finish and was endowed with several new features including an EV & infrastructure counter as well as the ability for website visitors to register to our external mailing list.

Vision

Europe is experiencing a substantial shift to electromobility. AVERE aims to help support this transition to electrification and establish the right policy frameworks throughout Europe to ensure that effective business models can take advantage of this development.

AVERE’s electromobility continued vision for Europe is:
- A strong electromobility industry
- Clean, quiet and healthy cities
- Energy efficient transport
- Independence of fossil fuels

Conclusion

As we look to the increasing climate change and environmental threats that Europe faces including the global warming, there is no doubt in my mind that global challenges require global solutions as e-mobility solutions. No country can do it alone. We need today multilateralism more than ever on climate change.

The truth is that many people around the world are not convinced of the power and purpose. We need to understand why – and act on that understanding. When we look at 2019, I am absolutely committed to making sure that AVERE is the platform for action to make e-mobility happening.

Philippe Vangeel - Secretary General AVERE
ZERO EMISSION mobility for all

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