

## FULL PAPER

### **AVERE – European Association for Electric Vehicles**

The role of Non-Profit Making Associations in the promotion & implementation of a Sustainable Mobility at a Global Level.

The example of AVERE

Presented by Karine Sbirrazzuoli, SG AVERE

AVERE has been promoting Electric Vehicles for more than 30 years participating to R&D projects, organizing international events, networking, lobbying. Today its task seems more difficult than ever although the reality of E-Mobility is finally there.

Why?

With climate change issues, energy prices rising and economical crises, finding new way of transports became suddenly a political priority and the industry is now under pressure to produce cleaner vehicles.

E-mobility / Sustainability mobility suddenly becomes the subject number one.

Multiplication of events, initiatives, projects arise which sometimes lead to more confusion than answers.

Some people will take this opportunity to make profits, forgetting most of the time the essence of this “battle” which is at the end the survival of our planet and human being...

The results for organizations like AVERE which were most of the time first on the field, is that their task is even more difficult as they find it harder to stand out from this big “crowd”!

By analyzing the work that AVERE has achieved so far and looking at the new comers in the promotion of a Sustainable Mobility around the world, we can see why non-profit making organizations have more than ever a key role to play to promote E-Mobility globally.

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Non-profit organizations like AVERE in EUROPE, but also EDTA in Americas and EVAAP in Asia were pioneers in the promotion of Electric Road Transport in their regions, well ahead on the subject before OEMs , Politics and Consumers start to look at it as a future reality.

So far, the benefice of their **neutrality** was enough to convince that they were the ideal partner for different type of entities public, private and corporate.

Because they have been around as long as the first concepts of E-mobility, they were recognized a very **knowledgeable** on the subject and therefore were **well respected**.

Non-Profit making organizations had this **credibility** which allowed them to work closely with public entities such as Governments, Regions, European Institutions and other organizations, because they could guaranty their **independence**.

Today, those principles seem to have shifted quite a lot.

Sometimes **networking** seems more important than knowledge. And things move so fast that just keeping your knowledge up to date is a challenge in itself.

To be able to stand out or just keep up with other new comers, who would benefit most of the time from different revenue streams, non-profit organizations should be able to increase their membership base but also their activities, but as result of this “wild competition”, it can that the work load increases but the resources don’t always easily follow...

Non-profit making organizations need to find new alternatives to raise funds and need to have a real communication strategy, using for example Social Media to widen their network but also to keep their credibility.

They also need to identify new partners without compromising their credibility.

Collaboration between non-profit organizations will be the key of success for E-Mobility at an International, National, regional & local level.

AVERE, like other well established non-profit organizations are the only players that can afford to integrate in their actions all the different modes of transports: 2/3 wheels, 4 wheels, trains, boats and flights as well as the different stakeholders of the E-Mobility (politics, regulators, consumers) and therefore should remain the major actors to get to a real “Sustainable Mobility”.

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To understand the importance of the role of AVERE, we must look back at its origin and its history, very much link to the development of electric vehicles.

## **The History of AVERE:**

A.V.E.R.E, standing for “Association européenne des véhicules électriques routiers” (*European Electric Road Vehicle Association*) was founded in 1978 as a European network of industrial manufacturers and suppliers for electric vehicles. It was originally the initiative of the General Directorate 3 from the European Economical Community (ex. European Union) and was established as an international organisation for scientific purposes (see Figure a. & b.)

Countries involved at its creation were Belgium, Germany, France, the UK, the Netherlands and Italy.

Most of signatories of the statutes were coming from the Electricity sector, except for the UK where there was an Electric Vehicle Association of Great Britain.

The first Secretary General announced in its constitution was from the Netherlands: Tjeerd Gerrit Eeftink.

It is actually quite difficult today to find out details about AVERE’s relatively long history.

Here is the lists I could put together with the great help of AVERE’s Board members:

List of AVERE’s Presidents:

- Jacques Gallot : 1978 – 1979
- Lord Edmund Ironside : 1980 – 1981
- Ferdinand Dierkens (Europe): 1982 – 1983
- Giampiero Brusaglino: 1984 – 1987
- Hans Kahlen
- Jean Pierre Cornu
- Robert Payot
- Gaston Magetto President of AVERE: 1998
- Urban Karlström
- Pietro Menga : 2004 – 2006
- Robert Stüssi: 2007 - 2011
- Philippe Aussourd : 2011 – now

List of AVERE’s Secretary Generals who followed Tjeerd Gerrit Eeftink :

I couldn’t find any information between 1978 until 1990.

- Michel Delsaute: 1990 – 1997
- Ghislain Lestienne: 1995 – 1998
- Frédéric Vergels: 1998 – 2008
- Karine Sbirrazzuoli: 2011 – now...

N. 835

Association européenne des Véhicules électriques rouliers, en abrégé : « A.V.E.R.E. », association internationale à but scientifique

Place du Trône 1

Bruxelles

927

CONSTITUTION

*Statuts approuvés*

*par arrêté royal du 12 juin 1978*

L'an mil neuf cent soixante-dix-huit, le dix-sept avril.

Devant-nous, André Scheyven, notaire résidant à Bruxelles.

Ont comparu :

1. M. Ferdinand Dierkens, ingénieur civil, administrateur délégué d'Evelec, demeurant à Uccle (Belgique), avenue Winston Churchill 163.

2. Doctor ingenieur Hans Georg Müller, directeur technique de la Gesellschaft für Elektrischen Strassenverkehr, demeurant à Essen 16 (Werden). (République fédérale d'Allemagne), Forstmannstrasse 80.

3. M. Jacques Gallo, directeur adjoint à la direction générale d'Electricité de France, demeurant à Paris (France), avenue Buisson 25.

4. Lord Edmund Ironside, président de l'Electric Vehicle Association of Great Britain, demeurant à Broomwood Manor, Chignal Saint-James, Chelmsford (Essex, Grande-Bretagne).

5. M. Joseph Gérard Wurm, administrateur principal de la direction du marché intérieur et des affaires industrielles (III.A.1.) de la Commission des Communautés européennes, demeurant à Waterloo (Belgique), champ de Mai 29.

6. M. Tjeerd Gerrit Eefink, secrétaire de Groep Nederlandse Fabrieken van Elektrische Transportmiddelen en Onderdelen, secrétaire de A.V.E.R.E. Sektie Nederlanden, demeurant à Den Haag (Pays-Bas), Eikstraat 32.

7. M. Luigi Paris, directeur de la direction des Etudes et Recherches de l'Enel, demeurant à Rome (Italie), Via Verone 3.

(Figure a.)

Article un - Forme - Dénomination

Il est fondé entre les personnes physiques ou morales définies à l'article cinq qui adhèrent ou adhéreront aux présents statuts, dans le cadre de la Communauté Economique Européenne, une association ayant pour dénomination "Association Européenne des Véhicules Electriques Routiers", en abrégé "A.V.E.R.E.", désignée ci-après par "l'association".

Cette association est soumise à la législation belge et régie par la loi du vingt-cinq octobre mil neuf cent dix-neuf accordant la personnalité civile aux associations internationales poursuivant un but philanthropique, religieux, scientifique, artistique ou pédagogique.

Les dénominations complète et abrégée pourront être utilisées ensemble ou séparément.

Article deux - Objet

L'association est dénuée de tout esprit de lucre.

L'association a pour but de promouvoir une large utilisation des véhicules électriques ou hybrides destinés au trafic routier.

Son domaine d'activité comprend plus particulièrement :

- les véhicules électriques routiers, y compris les systèmes de propulsion électrique, les auxiliaires, et caetera ;
- les systèmes d'accumulation tels que batteries, volants, et caetera ;
- les infrastructures d'alimentation à partir des réseaux de distribution d'électricité ;
- tout ce qui, relativement aux véhicules électriques routiers, a trait à la sécurité, aux économies d'énergie, à l'environnement et à la réglementation.

Elle peut notamment :

- inciter aux perfectionnements techniques et technologiques pour optimiser les produits existants, afin de satisfaire les exigences du marché ;
- encourager l'introduction des techniques avancées susceptibles d'améliorer de manière significative les performances des véhicules et tendant à l'utilisation rationnelle des sources d'énergie ;

Article one - Form - Title

An association under the name of the "European Electric Road Vehicle Association", AVERE for short, hereinafter referred to as the "Association", is hereby formed, within the framework of the European Economic Community, by and between the organisations, groups or individuals defined in Article five, who subscribe or will subscribe to the present statutes.

The Association shall be subject to Belgian law and administered in accordance with the law of 23 October 1919 granting legal status to international associations with philanthropic, religious, scientific, artistic or educational aims.

The full names may be used together or separately abbreviated.

Article two - Object

The Association shall be non-profit making.

The object shall be to promote the widespread use of electric or hybrid vehicles for road traffic use.

Its field of activity shall comprise, in particular :

- electric road vehicles, including electric drive systems, auxiliaries, etc.;
- energy storage systems, such as batteries, flywheels, etc.;
- power supply systems based on the electricity distribution networks;
- everything with regard to electric road vehicles, which bears on safety, energy conservation, environment and regulatory requirements.

It shall, in particular, be capable of :

- instigating technical and technological improvements to optimise existing products with the aim of meeting market requirements;
- encouraging the introduction of advanced techniques likely to improve vehicle performance significantly and result in the rational utilization of energy sources;

(Figure b.)

AVERE became the European Association for Hybrid, Battery and Fuel Cell Electric Vehicles in 2003, when its statutes were changed.

AVERE was then representing 12 countries as well as 2 European Associations (Figure c.):

- Belgium
- Denmark
- France
- Germany
- Greece
- Italy
- Monaco
- Poland
- Norway
- Sweden
- Switzerland
- The Netherlands
- Citelec & Unipede



(Figure c.)

But 8 years before AVERE's creation, the International Electric Vehicles Symposiums & Expositions (EVS) had already started.

The initiative was American and supported by the US department of Energy. This is with no doubt linked to the incredible long history of EVs in the America and the activity of probably the

first EV association created in the World the “Electric Vehicle Association of America” (EVAA) in 1910.

The EVS series began in 1969 as an academic forum for global networking and the exchange of technical information. As electric drive technologies progressed from the classrooms and laboratories into the marketplace, EVS blossomed into an event which is both academic and business oriented.

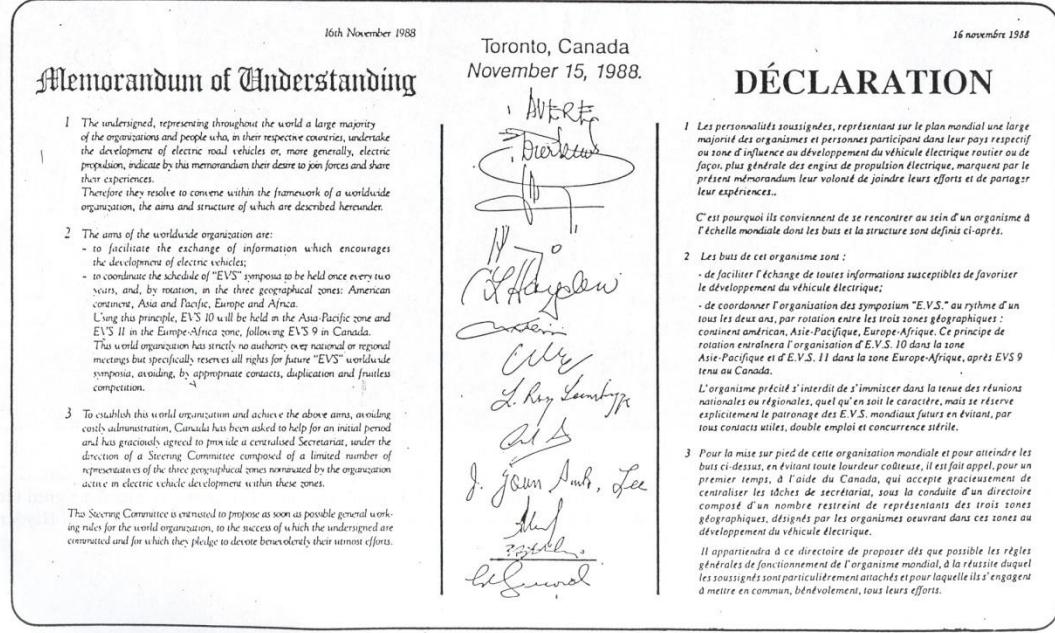
In 1988, during EVS 9 in Toronto, representatives from 13 countries (Figure e.) agreed to establish **WEVA**, the World Electric Vehicle Association:

- Canada (W.A. Adams & L. Secord)
- US (C.Hayden & M. Chiogioji)
- Poland (B.Fijalkowski)
- Bulgaria (R. Atanssov)
- France (H. Payot)
- **AVERE** (F. Dierkens)
- Australia (R. Leembruggen)
- China (Z. Feng)
- Hong Kong (C.C Chan)
- India (A. Ananthakrishna)
- Japan (T.Matsuo)
- Korea (J. Lea)

A memorandum of agreement (Figure d.) was signed the 15th November 1988.

# Historical Document Signed at EVS.9

## Committing Support to Formation of World Electric Vehicle Association



(Figure d.)

C. C. Chan (Asia), Cliff Hayden (US) and Ferdinand Dierkens (Europe) were appointed as steering committee to draft the WEVA Bylaw and to solve the related matters. They were called the 'three wise men' at that time.

The aims of the WEVA were and remain the same today (Figure g.):

- *"to facilitate the exchange of information which encourages the development of electric vehicles"*
- *"to coordinate the schedule of 'EVS', which be held by rotation in the three geographical zones: American Continent, Asia and Pacific, Europe and Africa" and hosted respectively by one of its three members: EDTA (initially called EVAA), EVAAP and AVERE.*

MEMORANDUM SIGNED FOR WORLD ELECTRIC VEHICLE ASSOCIATION



Participants from Top left: B. Fijalkowski (Poland), R. Atanassov (Bulgaria), H. Payot (France), C. Hayden (U.S.), Z. Feng (China), W.A. Adams (Canada), Bottom left: M. Chiogioji (US), R. Leembruggen (Australia), J. Lea (Korea), L. Secord (Canada), C.C. Chan (Hong Kong), F. Dierkens (A.V.E.R.E.), A. Ananthakrishna (India), T. Matsuo (Japan). The above gentlemen signed the memorandum of agreement for the formation of a World Electric Vehicle Association during EVS.9 last November. Cliff Hayden (US), Ferdinand Dierkens (Europe) and Dr. C. Chan (Asia) have been appointed a steering committee.

(Figure e.)

Prof. C.C. Chan declared the foundation of WEVA at EVS-10 in Hong Kong in December 1990.

(Figure f.)



From EVS-1 to EVS-13, EVS were held bi-annually, then from EVS-14 to EVS-20, EVS were held annually and from EVS-21 to EVS26, EVS are held in 18 months interval.

## DECLARATION

1 The undersigned, representing throughout the world a large majority of the organizations and people who, in their respective countries, undertake the development of electric road vehicles or, more generally, electric propulsion, indicate by this memorandum their desire to join forces and share their experiences.

Therefore they resolve to convene within the framework of a worldwide organization, the aims and structure of which are described hereunder.

2 The aims of the world wide organization are:

- to facilitate the exchange of information which encourages the development of electric vehicles;
- to coordinate the schedule of "EVS" symposia to be held once every two years, and, by rotation, in the three geographical zones: American continent, Asia and Pacific, Europe and Africa.

Using this principle, EVS 10 will be held in the Asia-Pacific zone and EVS 11 in the Europe-Africa zone, following EVS 9 in Canada.

This world organization has strictly no authority over national or regional meetings but specifically reserves all rights for future "EVS" worldwide symposia, avoiding, by appropriate contacts, duplication and fruitless competition.

3 To establish this world organization and achieve the above aims, avoiding costly administration, Canada has been asked to help for an initial period and has graciously agreed to provide a centralised Secretariat, under the direction of a Steering Committee composed of a limited number of representatives of the three geographical zones nominated by the organization active in electric vehicle development within these zones.

YANNICK	Mayot
President	Vice President
Chairman Europe	Chairman Asia
John Johnson USA	W. B. F. S. P.
Don Gomberg AETA	J. G. Green Jack Lee
INDIA	Bulgaria
Bojan Filković Belgrade	

This Steering Committee is entrusted to propose as soon as possible general working rules for the world organization, to the success of which the undersigned are committed and for which they pledge to devote benevolently their utmost efforts.

Toronto, Canada, 13 November 1988

(Figure g.)



**List of EVS from 1969 until 2014**

<b>EVS</b>	<b>Time</b>	<b>Location</b>
EVS 1	November 1969	Phoenix, Arizona
EVS 2	November 1971	Atlantic City, New Jersey
EVS 3	February 1974	Washington, D.C.
EVS 4	September 1976	Düsseldorf, Germany
EVS 5	October 1978	Philadelphia, Pennsylvania
EVS 6	October 1981	Baltimore, Maryland
EVS 7	June 1984	Versailles, France
EVS 8	October 1986	Washington, D.C.
EVS 9	November 1988	Toronto, Ontario
EVS 10	December 1990	Hong Kong
EVS 11	September 1992	Florence, Italy
EVS 12	December 1994	Anaheim, California
EVS 13	October 1996	Osaka, Japan
EVS 14	December 1997	Orlando, Florida
EVS 15	October 1998	Brussels, Belgium
EVS 16	October 1999	Beijing, China
EVS 17	October 2000	Montréal, Québec
EVS 18	October 2001	Berlin, Germany
EVS 19	October 2002	Busan, South Korea
EVS 20	November 2003	Long Beach, California
EVS 21	April 2005	Monaco
EVS 22	October 2006	Yokohama, Japan
EVS 23	December 2007	Anaheim, California
EVS 24	May 2009	Stavanger, Norway
EVS 25	November 2010	Shenzhen, China
EVS 26	May 2012	Los Angeles, California
EVS 27	November 2013	Madrid, Spain
EVS 28	October 2014	Korea

So Electric Vehicle Symposia have been covering over 40 years of Electric Mobility history.

AVERE has the chance to still have on its Board, Mr Giampiero Brusaglino (IT) who has attended to the 2<sup>nd</sup> EVS in 1971 and who will still be attending this year (2012) to the 26<sup>th</sup> edition in LA.

Looking back at the history of AVERE and Electric Vehicles, I realise how important it was to keep track of experiences and lessons learnt from the past.

Most people still see Electric Vehicles as part of a distant future, thinking it is some kind of new technology, ignoring or forgetting that Electric Vehicles have over than a century of history and that the concept of Electro Mobility is nothing than new...

AVERE has therefore the role to inform and educate people about Electric Vehicles and their long history of technology development, which today seems really at a pick, benefitting of economical and political factors.

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#### **AVERE, today:**

Today, AVERE believes more than ever in its role to promote EVs and has now the challenge to keep its leading role by putting into profit all its knowledge and experience from the past but also by being innovative and dynamic in order to keep with the new rules of the game and to finally guarantee a global adoption of Electric Vehicles for a more sustainable mobility.

There will always be some skeptical within the industry, the politics, the general public which need convincing at a European level but also at a national level.

The message needs to be spread top to bottom as well as bottom to top.

And AVERE's network is capable to do so through its "European" presence and its national sections.



(Figure h.)

AVERE represents 15 countries in Europe and 2 European Associations and is currently developing its collaboration with the UK, Ireland, the Netherlands, Luxembourg and Finland.

In Africa, AVERE has a historical strong relationship with Tunisia and hope that the collaboration with North Africa will also develop in the near future.

### **AVERE activities & collaborations:**

AVERE has developed a series of collaboration with various important actors of Electro mobility and decisions makers.

AVERE is still actively collaborating with the European Commission and intends to develop its contacts with the European Parliament.

AVERE is part of the stakeholder **Expert Group on Future Transport Fuels**, established by the European Commission in 2010. The objective of the Group is to provide advice to the European Commission on the development of political strategies and specific actions aiming towards the substitution of fossil oil as transport fuel in the long term, and decarbonising transport, while allowing for economic growth.

AVERE has contributed to the 2nd Report of the Expert Group on “Infrastructure for Alternative Fuels”, published in December 2011 but also regularly provides information to the European Commission on subject related to Electromobility. For example, recently AVERE replied to “Questionnaire on Electromobility” initiated by DG MOVE and provided information on “Public support for infrastructure for Electromobility” in Europe.

AVERE is also cooperating with various organisations involved in Electro Mobility such as :

- **IA-HEV** (Implement Agreement on Hybrid & Electric Vehicle of the International Energy Agency (IEA) : AVERE was the Operating Agent of the recently closed task on Electric Cycles.
- **EVUE** (Electric Vehicles in Urban Europe) which is a project funded by URBACT focusing on the development of integrated, sustainable strategies and dynamic leadership techniques for cities to promote the use of electric vehicles.
- AVERE has also recently joined the **Alliance for Electrification of Transport** initiated by the Union of the Electricity Industry (EURELECTRIC) and the Community of European Railway and Infrastructure Companies (CER). The first workshop was organized in February to encourage the collaboration the different actors of the electro mobility and to work towards a multi modal sustainable transportation of goods and people.

- **ETRA** (European Two Wheelers Association) which is working closely with the IMCO Committee of the European Parliament. AVERE has recently supported ETRA's position in December 2011 as the current regulation on the approval and market surveillance of 2 or 3-wheel vehicles & quadricycles, which was obstructing the development of electric cycles and light electric vehicles as originally designed for combustion engine mopeds and motorcycles.
- Planète Verte, partner of AVERE France, on a Global Inventory of EVs offering and a survey on Light Electric Quadricycle.

AVERE has been involved in the European Mobility Week which takes place every year (18-22 September) and will be this year participating to the Sustainable Energy Week (18-20 June) in collaboration with **HyER** (Hydrogen Fuel Cells and Electro-mobility in European Regions).

AVERE is a member of the advisory board for IAMF: the International Advanced Mobility Forum

Some of AVERE's activities are directly related to its membership of the **WEVA** (*The World Electric Vehicle Association*):

- the organisation of the **Electric Vehicle Symposium** which will take place in 2013 in Barcelona.
- the coordination of the **E-Visionary Awards** in Europe. With this award, the WEVA and its members recognizes leaders as "E-Visionaries" for their use of clean, efficient and sustainable modes of transportation, and for making electric drive a reality in the everyday lives of their citizens. E-Visionary award recipients are examples for communities around the world to emulate.

#### AVERE involvement in R&D projects:

AVERE has a long history of involvement in R&D European Projects.

Recently, AVERE was leading the task on Dissemination in the project MERGE: "Preparing Europe's Grid for EVs", funded by the FP7 programme and which ended in December 2011. Some recommendations based on the results of the project will be published and distributed at the EVS26.

AVERE is also the project coordinator of SAFEDRIVE which is a project also funded by the FP7 programme which focuses on the "Development of a Low Voltage Full Series Hybrid or Pure Electric Drivetrain". The project will last until July 2013.

AVERE participates and support events related to Electro Mobility.

This list of activities and collaborations is of course non exhaustive and today, AVERE's task is growing fast and it is sometimes very challenging to keep up with so many activities which are all essential for the success of Electro Mobility and for a future with Sustainable Transportation.

### **Conclusion:**

AVERE remains today and may be more than every before, an essential actor to guarantee the development of electro mobility in Europe and Africa.

As it was recently stated in a position paper of EURELECTRIC, "the lack of coordination endangers Electro Mobility". AVERE has definitely a crucial role to play a crucial role to encourage this coordination between some many stakeholders and to support the policy makers to choose the right framework.

As a conclusion, I would like to go back again in time with a quote from the famous "Electric Vehicle Creed", signed in 1915 which for me is still so true!

#### *"A CREED"*

##### *WE BELIEVE*

*In the electric vehicle.*

*That the electric vehicle is destined to supersede other forms of transportation, at least for city and suburban work.*

*That the electric vehicle merits the full and hearty recognition and co-operation of the central station and other electrical interests NOW, in order that the electric vehicle might come into its own with all possible speed.*

*That the future development of the electric vehicle presents highly profitable new business for the central station.*

*In the policy of central stations using wherever possible electric vehicles; likewise advocating and otherwise promoting their use.*

Source: The Electric Vehicles: Raising the Standard by Peter Van den Bossche, VUB –ETEC – April 2003.