



association of local energy officers

# **Robert Labinski**

## **Head of EV Business Solutions**

22<sup>nd</sup> May '19

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# I'm a New Dad - Joshua is born on the 11<sup>th</sup> November 2018 - 6 months last week

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# You and your children are “secret smokers” too



## Local Facts:

**You will have “smoked”  
about 1 cigarette by the end  
of the day today**

**WHO data on air quality at 1  
Victoria Street, London,  
SW1H 0ET**

- **Local people die on average 1  
year and 1 month earlier**

*WHO data on SW1H area*

- **Air Pollution is 60% Higher  
than the WHO guidelines for  
maximum particulate  
pollution**

- **1 in 10 Lung Cancer Cases in  
the UK are caused by exposure  
to “Outdoor Air Pollution”**

*Cancer Research UK*

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# How is it impacting our lives?



## > 40 UK Cities affected by it

Edinburgh, Newcastle Upon Tyne, Aberdeen, Glasgow, Narberth, Reading, Wrexham, Middlesbrough, Bristol, Bury, Chesterfield, Didcot, Plymouth, Rochester, Royal Leamington Spa, Saltash, Stockbridge, Warrington, Birmingham, Hull, Londonderry, Southampton, Storrington, York, Carlisle, Grays, Leeds, Nottingham, Scunthorpe, Belfast, Chepstow, Eastbourne, Eccles, Gillingham, Sandy, Swansea, Stanford-Le-Hope, Stoke-On-Trent, Leicester, London, Port Talbot, Blackpool, Bournemouth, Brighton, Speke, Barnstaple, Cardiff, Harlington, Newport, Preston, Sheffield, Stockton-On-Tees, Coventry, Erith, Manchester, Oxford, Portsmouth, Southend-On-Sea, Norwich, Stanmore and Wigan



## 90% of Global children breathing it

Globally nine out of 10 people breathe air containing high levels of pollutants.

According to the latest air quality database, 97% of cities in low- and middle- income countries with more than 100,000 inhabitants do not meet WHO air quality guidelines. However, in high-income countries, that percentage decreases to 49%.



## 4.2million deaths caused by it

Fine-particle air pollution is particularly bad for us, penetrating deep into the lungs and cardiovascular system, causing diseases including stroke, heart disease, lung cancer and respiratory infections, the WHO says.

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**100% of the people in the room can help change it**



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# MISSION STATEMENT

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**“To accelerate the adoption of electric vehicles worldwide, to reduce the impact of poor air quality on the health of our children, families and the environment”**

**Fiona Howarth – CEO Octopus Electric Vehicles**



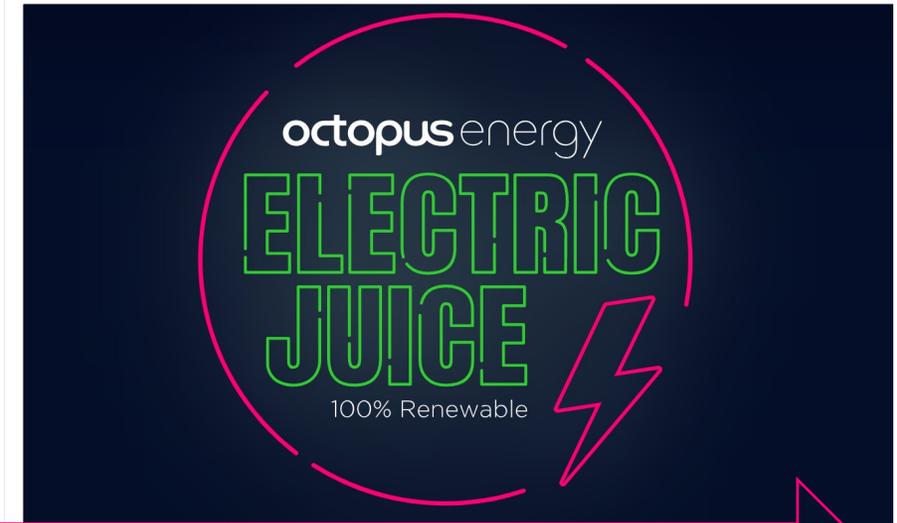
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# Octopus EV enable businesses to rapidly transition to electric transport with minimum impact on core business activity



## Charging

Octopus offer a complete end-to-end service provision, taking you from initial consultation and planning through to design, installation, and ongoing infrastructure maintenance and management. We even offer a CPO service and bespoke billing solutions



Transition from ICE to EV is complex, we simplify this transition through a proven structured process

## Vehicles

With comprehensive access to the best vehicles, Octopus provide as much advice as you may need to help you make the decision to electrify your fleet and evaluate the finer detail around whether going electric is a viable option for your business



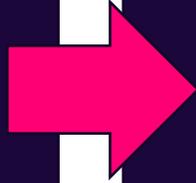
## Energy

Combining the best EV tariff options on the market to provide 100% renewable power for your business, fleets and chargers, Octopus build a custom energy plan for each business with outstanding customer service

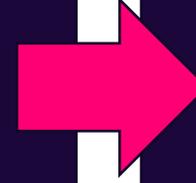
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# Octopus EV approach each client in 3 clear stages and provide a “roadmap for change”

Transition your Fleet



Transition your Staff



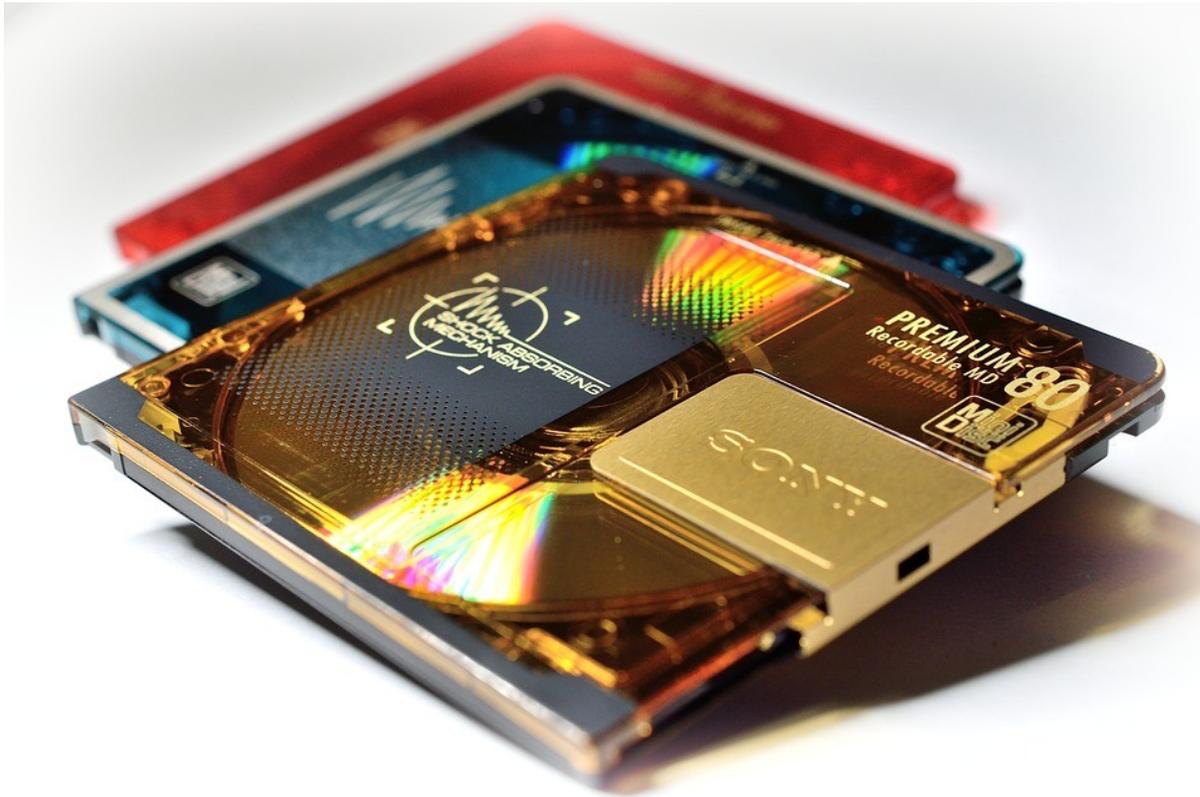
Green your Energy Supply



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# Many councils ask 2 questions internally

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- **Is what we are getting what we really need?**
- **How do we design a solution that benefits the council and the community?**
- **Is technology moving so fast that doing something now is a risk?**

# By looking at the opportunity holistically, you can create value where it would not be apparent otherwise

## Energy

Selection of innovative energy tariffs making charging sustainable and cost effective



9



## Funding

Funding models designed to optimise cashflow

7



## Charging at work

The right technology, chosen for the needs of the business

5



## Salary Sacrifice

Fully facilitated EV salary sacrifice schemes

3

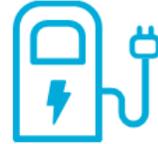


## Vehicles

Comprehensive selection of the best EVs

1

8



## Charging on the road

Access to multiple charging networks, reconciled on one bill



## Billing Solution

Complex billing environments, simplified and solved

10

6



## Service and Maintenance

Comprehensive service provision for peace of mind

4



## Charging at home

Installation and facilitation of staff home charging where required

2



## Government Incentives

Identification, application and award of government incentives

# Education is an increasingly important part of the journey

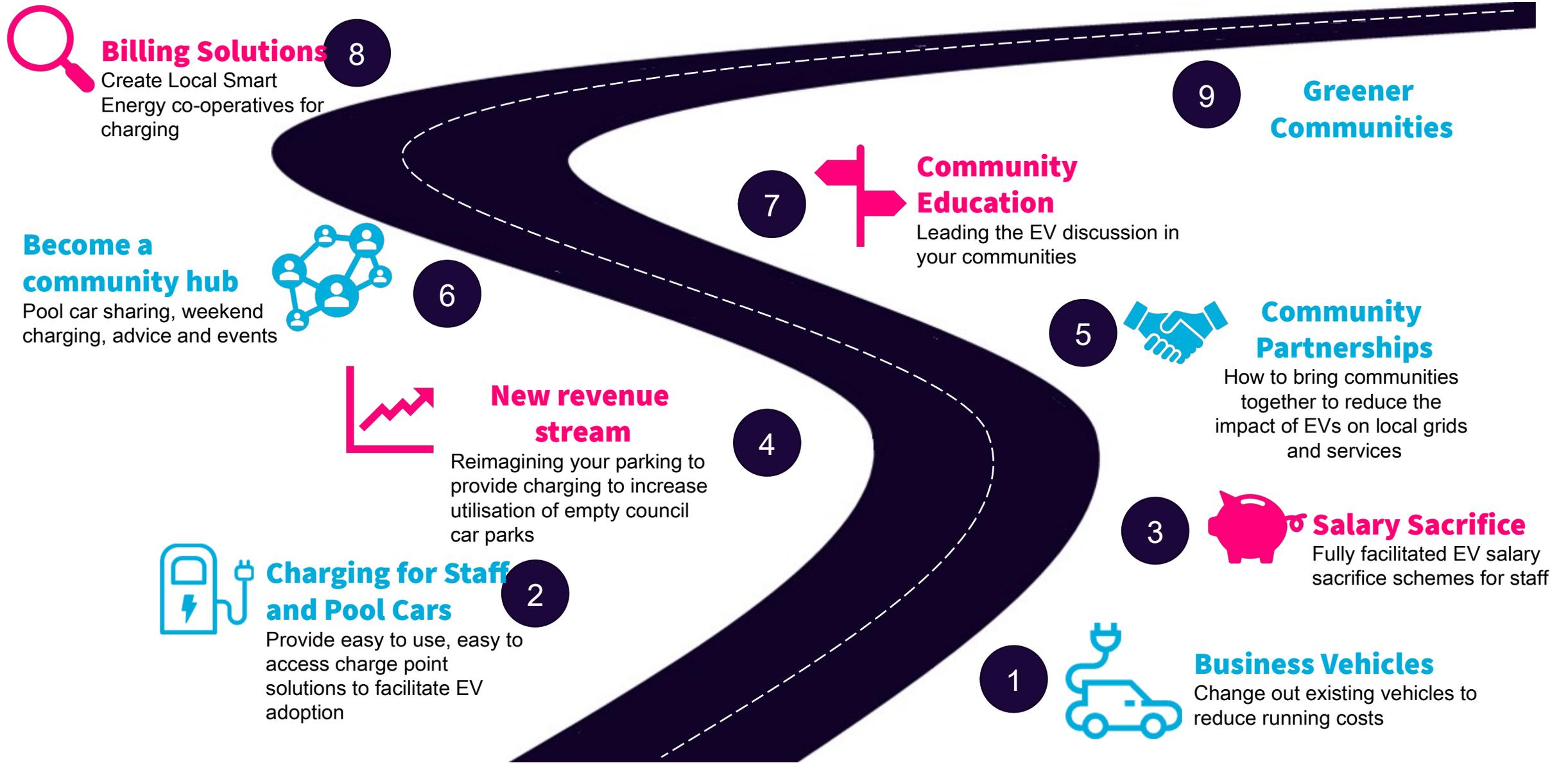


- Understand the needs of the driver/department
  - Long distance vs Local
- 150 miles meets most Local driver needs
  - Driving style will directly affect the range of the vehicle
  - Do we invest in more miles or training?
- Alternatives to driving
  - Incentivising car sharing, public transport, electric bikes and working from home
  - Reduce the need for every car parking space to have a charger

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# The roadmap for Local Authorities is slightly different



# A track record in market leading customer service, energy investments and billing solutions, makes us the partner of choice for EV solutions.

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## 5★ SERVICE

Exceptional, market leading customer service



## 100% RENEWABLE

100% green energy at affordable and sustainable rates



## CONSULTATIVE

Tailored EV solutions, suited to business needs



## TECHNOLOGY AGNOSTIC

We match EV solutions to business needs



## COST EFFECTIVE

Reduced cost through centralised procurement function



## COMPETITIVE

Leveraging cross functional in house capabilities to deliver market leading solutions



## INTERNATIONAL

Delivery capability in over 30 international locations



## REFERRAL SCHEMES

Standardised referral schemes to drive value to the customer

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