



**FULLY
CHARGED**
— **CITIES** **2020**

NOMINATION PACK

FULLY CHARGED CITIES

INTRODUCTION

Leading cities around the globe have been working to reduce their carbon emissions for many years, and the urgency of this mission will only increase in a post-COVID world.

Fully Charged CITIES is designed to shine a spotlight on those that are excelling in their deployment of clean energy and electric vehicles of all shapes and sizes, so that they can eradicate air pollution and create a smarter and more habitable city. It is also designed to inspire other cities to follow their lead, encouraging more proactive change and a **Fully Charged** future!



FULLY CHARGED CITIES

WHY ENTER?

All cities that participate will:

- Be featured in one combined episode on the **Fully Charged** YouTube channel;
- Be featured in a digital **Fully Charged CITIES** brochure;
- Be featured for a minimum of 12 months on the **Fully Charged** website under **FC CITIES**;
- Receive online coverage via the **Fully Charged** social media channels;
- Receive a speaker invitation to **Fully Charged LIVE North America, UK or Europe**;
- Receive media assets to promote that they are a **Fully Charged City**.

The winning city will:

- Have an exclusive episode produced for the **Fully Charged** YouTube channel;
- Be featured in an episode on the **Fully Charged** YouTube channel;
- Be featured as the winning City in a digital **Fully Charged CITIES** brochure;
- Be featured as the **Fully Charged CITIES** winner 2020 for a minimum of 12 months on the **Fully Charged** website under **FC CITIES**;
- Receive media assets to promote that they are the **Fully Charged CITIES** Winner for 2020;
- Receive a priority speaker invitation to **Fully Charged LIVE North America, UK or Europe**;
- Be inducted into the **Fully Charged CITIES** Hall of Fame and invited onto the judging panel for **Fully Charged CITIES 2021**;
- Play host to a **Fully Charged** studio event which will be broadcast on the **Fully Charged PLUS** channel.

Additional benefits:

- Opportunity to review business goals and record past successes;
- Raise City profile by receiving public recognition of achievements;
- Benchmark against industry competitors.



“ Our work with Fully Charged has had the largest global reach of all the things we’ve done over the last eight years.

The filming and podcast opened doors to places around the world without a doubt. There are very few shows and media outlets that are able to do that as it is such a niche market still.

We had so many enquiries come through from around the world the minute the episode went out. We now have contacts in Calgary and Quebec to name a few. The Malaysian Government sent a delegation over to look at our infrastructure. All as a result of them seeing the episode.

It was a great way to showcase what had been achieved to our major funders including Government Scotland, Transport Scotland (who attended the filming) and Westminster and thank them for their contribution. It reinforced what we did with the funding and is useful when we go back for more. The visitation it stimulated has been really valuable too.

From an internal perspective it gave us a lot more traction within the City, reinforcing what we’re doing as a council to our leaders. Councillor’s thought it was absolutely brilliant, it helped inform them along with staff of what had been going on. We’re still being asked for the footage now to promote the City to companies coming in.

I admit when we started out, I didn’t realise the impact of the event until I saw it. Seeing hundreds of people queuing hours before the event at the V&A was when I realised the impact it was going to make. Very few outlets have that. It’s a medium people know and is getting a much, much, bigger reach.

FRASER CRICHTON | DUNDEE CITY COUNCIL



YouTube

FULLY CHARGED
YOUTUBE AUDIENCE OF
**2.2+ MILLION
WORLDWIDE**



FULLY CHARGED
LIVE EVENTS
**30,000+
GLOBAL AUDIENCE**

FULLY CHARGED CITIES

JUDGING PROCESS

Fully Charged will make one episode about all of the shortlisted cities and will make one further episode on the winning city that the judges select to go into the **Fully Charged CITIES 'hall of fame'**.

THE JUDGING PANEL INCLUDES



CRISTINA BU
SECRETARY GENERAL

Christina is Secretary General of the Norwegian EV Association, a role she has had for the last six years. As an expert on electric mobility Christina is frequently meeting with OEMs and advising politicians and governmental bodies from different countries. With an EV market share close to 50 % Norway is leading the way.



HELEN CZERSKI
UNIVERSITY COLLEGE LONDON

Helen is a physicist, oceanographer, writer and television presenter. She cares deeply about exploring the ideas and challenges in the physical world around us and her own research focuses on the physics of the ocean surface. Having lived and worked all over the world Helen is now based academically at the Department of Mechanical Engineering at University College London.



KETAN JOSHI
AUTHOR

Ketan is a prolific writer, analyst and science communicator focusing on clean energy and climate change. He previously worked in climate and energy for private companies and government agencies, and now writes journalism and commentary from the front lines of climate and energy battles around the world.



MICHAEL LIEBREICH
LIEBREICH ASSOCIATES

Michael Liebreich is Chairman and CEO of Liebreich Associates, through which he provides advisory and speaking services, and an experienced angel investor. He is the Founder and Senior Contributor to Bloomberg New Energy Finance, and sits on numerous clean energy, transport and sustainable development advisory bodies.



ROBERT LLEWELLYN
FULLY CHARGED

Robert is a British actor, presenter and writer. In 2010, after being blown away by early Electric Cars, Robert launched Fully Charged, a YouTube channel focussing on the future of electric vehicles and clean energy. Fully Charged has exceeded 55 million views around the world. Robert has been acknowledged as 'Tech Legend' at the T3 Awards.



LUKAS NECKERMANN
AUTHOR, THE MOBILITY REVOLUTION

Lukas is Managing Director of Neckermann Strategic Advisors. He has 20 years of leadership experience in the automotive, media, and financial services industries. He is the author of The Mobility Revolution, Corporate Mobility Breakthrough 2020, and Smart Cities, Smart Mobility. Lukas serves as Chief Strategist at Splyt and is a smart cities and smart mobility advisor to many organizations.



EMMA PINCHBECK
ENERGY UK

Emma is an expert in whole-economy decarbonisation and the energy transition. She is the incoming Chief Executive of Energy UK having previously held the role of Deputy CEO at RenewableUK. Emma holds several board advisory positions, including with Imperial College and Innovate-UK, and is a regular commentator on climate change and renewables in the media.



DAN CAESAR
JUDGING PANEL CHAIR

Clean Energy promoter since 2005, Electric Car driver since 2015, Dan has 25 years' experience in digital, events & media. He's worked with, or on: Accelerating Clean Technologies, Ceres Power, CORGI, Department of Energy & Climate Change, Solar Media; Renewables Roadshow/Awards, Renewable Heat Incentive Roadshow, Energy Storage Alliance, Energy Saving Home, House of the Future & Green Installer Magazine.

FULLY CHARGED CITIES

ENTRY INFORMATION

Process

Entrants must complete the registration form enclosed in this pack to confirm their participation in **Fully Charged CITIES**.

The application pack will be emailed to you upon registration. All completed applications must be submitted via email to cities@fullycharged.show before 5pm GMT Friday 30 April 2021.

All images must be sent with your application form. Up to five additional attachments may be submitted to support your application including but not limited to project plans, video footage and press releases.

Criteria, evidence & weighting

(further detail on following page)

CRITERIA	EVIDENCE	WEIGHTING
1 Clean Energy	<ul style="list-style-type: none"> • Deployment of clean energy technologies • Sourcing of clean (renewable) energy • Projects or efforts toward energy use reduction • Measurable outcomes and benefits to date 	30%
2 Transportation	<ul style="list-style-type: none"> • Efforts to reduce emissions of transportation • Planning or deployment of multimodal transportation • Projects or efforts to promote alternative transport • Measurable outcomes and benefits to date 	30%
3 Community Engagement & Education	<ul style="list-style-type: none"> • Community engagement strategies and incentives • Education strategies and initiatives • Measurable outcomes and benefits to date 	30%
4 Commitments & Vision	<ul style="list-style-type: none"> • Commitments made (e.g. to UNSDG or carbon-neutrality) • Design 	10%



FULLY CHARGED CITIES

DETAILED CRITERIA



1 Clean Energy 30%

Written submission of 1,000 – 2,000 words

Detail the planning, design, deployment and statistics of the below technologies and also provide details of any purchased clean energy:

- Hydropower
- Solar PV
- Solar Thermal
- Onshore and Offshore Wind
- Energy Storage and Batteries
- Tidal and Wave
- Geothermal
- Heat Pumps (Ground Source and Air Source)
- Renewable Hydrogen
- Other Heat Electrification
- Energy Efficiency

We recommend including a chart or graph of your energy sources.

2 Transportation 30%

Written submission of 1,000 – 2,000 words

Detail the planning, design, deployment and statistics of:

- Public electric transport (bikes, buses, boats, trains, tubes, trams)
- Private electric transport (scooters, skateboards, bikes, mopeds, motorbikes, cars, trucks, vans, planes)
- Non-electric transport (walking and bikes)

We recommend including chart/s to support figures.

Please note Hybrid Technologies (PHEV's and HEV's) are not included.

3 Community Engagement & Education 30%

Written submission of 1,000 – 2,000 words

Detail the cities strategies and incentives around community engagement and education relating to the city's clean energy and zero emission transport initiatives.

We recommend including examples of media clippings and press releases.

4 Commitments & Vision 10%

Written submission of 500 – 1,000 words

Detail the cities five-year vision, plans and targets to continue its clean energy and zero emission transport initiatives going forward.



FULLY CHARGED CITIES

ADDITIONAL INFORMATION

Key Dates

1ST JULY 2020	Entries open
30TH APRIL 2021	Entries close
7TH MAY 2021	Judging opens
21ST MAY 2021	Judging closes
JUNE 2021	Roundup episode announcing shortlisted cities
JUNE 2021	Winner announced at Fully Charged
TBC 2021	Winner episode broadcast on YouTube & live event takes place in winning city

Entry Fee

The entry fee for **Fully Charged CITIES** is £5,000 exc VAT which can be paid by the city or a partner, contractor or service provider.

Entry fees are payable to lock in your participation in **Fully Charged CITIES**.

Upon registration an invoice will be raised and issued.

Conditions of Entry

The entrant must be either:

- a representative of the city to which the entry relates.
- Or
- a partner, contractor or service provider to the city the entry relates with the express permission of the project owner to nominate.

Submitted information needs to be factually correct at the point of 31st August 2020.

Late submissions and payments will not be accepted.

Fully Charged Show Ltd reserve the right to withdraw applications if they do not comply with these conditions of entry.



FULLY CHARGED CITIES

ADDITIONAL INFORMATION

Word Count

Please ensure applications comply with the allocated word count. It is the responsibility of the entrant to ensure their application does not exceed the maximum word count.

Words within a table are included in the submission word count.

Images

Applications can include up to 25 images with captions.

Images can include infographics, charts, graphs and photos.

Images will be used as supporting evidence, they must not form part of the written response to a question.

The following images must be submitted with your online application and do not count towards the 25 image allowance.

These images will be used to showcase the city for marketing and promotional purposes of **Fully Charged CITIES**.

- Maximum of 5 cityscapes
- Maximum of 5 photos of the project

Please ensure all images supplied are high-resolution JPEG or PNG formats (minimum of 1Mb in size).



City introduction

A 100 word description of the nominated city is required with your application. This will be used for marketing and promotional purposes on the **Fully Charged** website.

Video

As a video channel we'd love to see footage of your city included with your application. Particularly drone footage and overhead imagery. Videos will be used to showcase the city for marketing and promotional purposes and may be used in future episodes.



FULLY CHARGED

FOCUS TECHNOLOGIES

Here is a guide to the technologies that fall within the **Fully Charged** remit.



HYDROPOWER THE ELECTRIC MOUNTAIN



WIND MORE MASSIVE WIND



ENERGY STORAGE WMG FUTURE BATTERIES



TIDAL & WAVE EMEC TIDAL POWER

Solar – there are lots of episodes on solar in the Fully Charged archive, but we will be looking to bring the story up to date soon with the progress being made by companies like Oxford PV

Geothermal – we are looking to tackle this topic with Dandelion Energy later this year

Heat Pumps – we want to get into the subject of heat in a big way this year, with Air Source and Ground Source Heat Pumps

Other Heat Electrification – what has been framed as ‘Boilers vs Heat Pumps’, we believe will actually be ‘Gas vs Electric’, and there is an array of other electrification of heat technologies we want to talk about

Electric Vehicles of all shapes & sizes – we cover battery electric vehicles, including scooters, bikes, motorbikes, cars, trucks, vans, buses, boats, trains and even planes, as well as fuel cell electric vehicles powered by renewable hydrogen

Energy Efficiency – often termed as the 5th fuel, we will be tackling the oft-overlooked subject of energy efficiency and reducing our consumption in our forthcoming ‘Maddie’s Electric Home’ series

Decarbonisation – we also like to produce thought-provoking episodes on decarbonisation, such as showing how what we eat (meatless products, food miles) and how we live (working from home, reduced consumption) can have a positive impact

Nuclear – it’s the power source that provokes the strongest reaction, but it is lower carbon than fossil fuels. Keeping the current fleet of power stations in operation, but not committing to more nuclear at huge expense, while keeping an open mind about better, cheaper nuclear technologies is in our opinion the sensible position to take

Renewable Hydrogen – this is where Hydrogen comes into its own, but it will take time to deploy sufficient renewable capacity and to scale this sector meaningfully

FULLY CHARGED CITIES

REGISTRATION FORM 2020

Please complete the following registration form to confirm your participation in **Fully Charged CITIES 2020**.

Following this registration you will receive an application pack via email. All completed applications must be submitted to **cities@fullycharged.show** before 5pm GMT Friday 30 April 2021.

The entry fee of £5,000 (exc. VAT) is payable upon completion of this registration to confirm your participation. An invoice will be raised and issued in accordance with the details provided below.

Entry fees can be paid by the city or a partner, contractor or service provider.

Please refer to the **Fully Charged CITIES** nomination pack for full details on the application process.

CITY DETAILS

City:			
Contact:		Position:	
Email address:			
Telephone number (inc. country code):			
Mobile number (inc. country code):			
Address:			
	Website:		

BILLING DETAILS (if different to above)

Contact:		Position:	
Email address:			
Telephone number (inc. country code):			
Address:			
VAT number:		Purchase order number:	

PLEASE SELECT FROM THE FOLLOWING:

I am a representative of the city to which the entry relates.	<i>Signed on behalf of the City</i>
OR	Signature: <input type="text"/>
I am a partner, contractor or service provider to the city the entry relates and have the express permission of the project owner to nominate.	Name: <input type="text"/>
	Position: <input type="text"/>
	Date: <input type="text"/>

FULLY CHARGED CITIES



ENQUIRIES

If you have any questions please contact
cities@fullycharged.show



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Fully Charged Show, Bristol & Bath Science Park,
Dirac Crescent, Emersons Green, Bristol, BS16 7FR