

About ESCP Europe's Energy Society

The ESCP Europe Energy Society is a student association based in the London Campus, open to all students, alumni and academic staff at the School.

The aim of the Energy Society is to engage ESCP Europe students in industry related events, maximise networking opportunities and help them develop professional skills through a range of activities:

- Panel discussions and debates led by top experts
- Promotion of energy related initiatives and latest developments in the industry
- Collect and share energy related articles and publications through social media to promote constructive discussion among its participants

Learn more: rcem.eu/energy-society

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BUSINESS SCHOOL

7 EUROPEAN COUNTRIES

4 ESCP EUROPE CAMPUSES

To travel Europe using clean and sustainable transport without compromising on comfort and performance.



ESCP EUROPE
Electric Vehicle Road Trip 2016



Electric Vehicle Tour of Europe with International Conferences on Energy Efficiency, Transport and Climate Change:

London, Berlin, Turin, Paris

OVERVIEW

In a bid to show that the means of tackling climate change through greener transport are accessible to the general public, ESCP Europe Business School's Energy Society are planning a high-profile electric vehicle tour of Europe. The trip will visit four of the School's six campuses - Berlin, London, Paris and Turin, crossing seven international borders in seven Tesla cars, over seven days, starting **13th March 2016**.



Each ESCP Europe campus visited will host a conference on the themes of Energy Efficiency, Sustainable Transport and Climate Change. En route, the teams will also visit Tesla's factory in the Netherlands and other sites relevant to their journey.

The trip, and conferences, will help fulfil ESCP Europe Energy Society's aims to understand, learn, experience, and promote sustainable transport and sustainable energy, with real experience to back up the claims. By driving electric cars around Europe they will gain first-hand experience and use it to change public perceptions about the suitability of EVs for long distance journeys for business or pleasure, rather than being restricted to short hops in city centres.

They hope initiatives like theirs will help to shape responsible decision-making by businesses and individuals.

SPONSORSHIP OPPORTUNITY

The high profile nature of this European EV Tour means that there are many opportunities for companies to help the teams cover the costs involved in achieving their aims, while gaining visibility for their brands and associating themselves as sponsors with an initiative designed to promote sustainability and energy efficiency.

Opportunities include:

- Sponsor car(s): visible logos on cars throughout the tour, including exclusive branding option per car
- Sponsor conference(s): branding at each conference with opportunity for sponsor to give a talk or join a panel and set up a stand with promotional material. Option to sponsor whole conference series with visibility in London, Berlin, Turin and Paris, or choose from the campus list
- Brand exposure on all promotional material for the tour (posters, flyers, website, social media, plus thanks expressed at each conference)
- Mentions in all ESCP Europe social media: Facebook, LinkedIn, Twitter etc
- Posts and links on ESCP Europe Alumni LinkedIn pages, reaching over 22,000 international professionals
- Photos on Flickr and video legacy – open access for use in future promotional material by business school and sponsor
- Access to 45,000 talented business school students and graduates in the ESCP Europe Community

We would very much appreciate the opportunity to meet with you or your colleagues to detail further what we are trying to achieve and what we could offer you in terms of promoting your organisation on our EV tour in return for financial or in-kind sponsorship.

Your partnership will help assure the success of the ESCP Europe EV Road Trip.

OUR GOALS

- To promote sustainable transport as a means to travel around the UK and Europe without compromising style, comfort or convenience
- To encourage students to explore innovative solutions and business opportunities to address climate change in a fun and inspiring way
- To illustrate the major paradigm shifts currently taking place in the energy sector
- To increase the visibility of ESCP Europe Business School and raise awareness of its full-time, one-year MSc in Energy Management and part-time Executive Master in Energy Management programmes
- Strengthening ties between students, alumni, and the business community, both during the tour and at various events designed to foster exchanges about the topics of energy, transport and sustainability

The tour will set off from London on 13th March 2016, directly following the joint Class of 2016 graduation ceremony for the MSc in Energy Management and Executive Master in Energy Management, the end of exams for current MSc in Energy Management students (Class of 2017), and the annual London Campus Gala. The start of the EV Tour will round off one of the most exciting weekends of the year.

TRIAL RUN SUCCESS

A preparatory tour of London in 2015 proved a great success and generated a lot of curiosity from the general public, as well as giving two teams of MSc in Energy Management students and alumni experience of handling, charging and monitoring the performance of EVs. Two teams travelled in Nissan Leaf electric cars and visited famous sights from Buckingham Palace to the Greenwich Observatory.