IEEE is the world’s largest professional association dedicated to advancing technological innovation and excellence for the benefit of humanity. IEEE and its members inspire a global community through IEEE's highly cited publications, conferences, technology standards, and professional and educational activities.

IEEE's core purpose is to foster technological innovation and excellence for the benefit of humanity.

To expedite the use of world changing technology, the IEEE has begun the development of Initiatives. The IEEE Transportation Electrification Initiative is one of these important Initiatives.
Our Mission, Purpose and Pitch

- Driving the transformation for clean, efficient, connected and safe vehicles
- Multi mode support for cars, trucks, equipment, trains, ships, airplanes and more
- A forum to build networks, foster relationships, and encourage participation among the Transportation Electrification community worldwide
- A platform to innovate, create and collaborate on all aspects of vehicle electrification
- Tell the world that the IEEE is a major player in the new transportation industry
Our Challenge - Energy Equivalency

Gas
1 Gallon
135 MJ of energy
2.7 kg

Batteries
21 Li-ion batteries
(Car battery size)
340 kg
54 gal
Our Goal – Build the perfect energy system

- High energy density (300 mile range per charge)
- Reliability
- Safety
- Cost comparable to liquid fuels
- Long life and a fast charge
- Batteries that recycle with low impact to environment
- Bi-directional energy flow
Transportation of the future must be clean, efficient, connected and safe
Only the IEEE can integrate the new world of transportation.
### 2013 TE Roadmap

<table>
<thead>
<tr>
<th>Q1</th>
<th>Q2</th>
<th>Q3</th>
<th>Q4</th>
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<tbody>
<tr>
<td><strong>Conferences</strong></td>
<td>• SAE World Congress 2013 4/16-4/18</td>
<td>• SAE AeroTech 2013 September 2013</td>
<td>• SAE Convergence 2013 October 2013</td>
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<td></td>
<td>• ISGT 2013 2/24-2/27</td>
<td>• VEC/IEVC 2013 November 2013</td>
<td>• ICCVE December 2013</td>
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<td>• ITEC 2013 6/16-6/19</td>
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<tr>
<td><strong>Outreach</strong></td>
<td>• Partner with SAE/EDTA Speaker/Panel Discussion (Ongoing MOUs)</td>
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<tr>
<td><strong>Portal &amp; Comm.</strong></td>
<td>• Continue Public Visibility Campaign, Branding and Promotion</td>
<td>• e-newsletter (TE Community Benefit)</td>
<td>• P1 Transactions</td>
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<td></td>
<td>• By Line Articles and Interviews</td>
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<td>• Develop the Brand</td>
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<tr>
<td><strong>Publications</strong></td>
<td>• EV Magazine (PES Lead S/C)</td>
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<tr>
<td><strong>Education</strong></td>
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<td>• Build Library e-learning, Video of Conference Talks, Section/Chapter Talks</td>
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<tr>
<td><strong>Standards</strong></td>
<td>• IEEE P2030.1 Draft Guide for Electric-Sourced Transportation Infrastructure promotion and support</td>
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<td>• Standards Vision Project Promotion and Support</td>
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<td>• Wireless Charging Working group</td>
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<tr>
<td><strong>Test Track</strong></td>
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<td>• Test Track Inaugural Event</td>
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</tbody>
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2013 Focus

Phase 1: Coordinate across IEEE OUs

Phase 2: Position as “One Face” to Customers

Phase 3: Position as “Thought Leader”

Ongoing Support

Incubator

- Web Portal
- Marketing / PR – Branding
- Social Media
- Outreach Program
- Conference IP
- OpEds Development

Coordinate internal IEEE OU collaboration, external, e.g. SAE, C2ES, EDTA, NIST

Establish IEEE as a resource: launch newsletter, conduct interviews, OpEds, increase in TE articles, public visibility, new video, conferences, EV test track collaboration

Integrate within IEEE infrastructure.
Community Building in 2013

- Web Portal  http://electricvehicle.ieee.org/
- Email  tei@ieee.org
- Social Media
  - Twitter  @ieeetei
  - Facebook  (IEEE Transportation Electrification)
  - LinkedIn  (IEEE Clean Transportation)
  - Flipboard  (IEEE Transportation Electrification)
- Industry Newsletter
- Conferences
- Publications
- Standards Development
- Relationship Building with Academia, Government, Industry, Industry Organizations and Media
- Build the industry’s biggest database of people / companies
- Economic Development
Communications is Important

IEEE Transportation Electrification
Driving the transformation for clean, efficient, connected and safe vehicles http://electricvehicle.ieee.org

By Lee Stogner
402 reads
34,010 page views
1,121 replies

Relax, Dad, it's a car made for children...

TELEGRAPH.CO.UK

Photo: telegraph.co.uk
Project Green is a joint economic development initiative between CU-ICAR and SCTAC with the purpose to redevelop a significant part of the airport property into a unique test bed for public and private stakeholders in the domain of sustainable mobility and vehicle to infrastructure connectivity.
Collaborative IEEE / Industry Partners

IEEE Communications Society
IEEE USA
IEEE PES
Power & Energy Society™
PELS
IEEE Systems Council
IEEE Instrumentation & Measurement Society
Product Safety Engineering Society
IEEE Best Practices Institute
IEEE Reliability Society
IEEE Society on Social Implications of Technology
IEEE EMC Society
IEEE Industry Applications Society
IEEE Electric Drive Transportation Association
IEEE Consumer Electronics Society
IEEE Future Directions
IEEE Standards Association
IEEE Components, Packaging, and Manufacturing Technology Society
IEEE CSS
IEEE IAS
IEEE SAE International
IEEE Advancing Technology for Humanity
Industry Scope
Future Plans

- Gap Analysis to determine where resources will be needed in 2014
- Continue to integrate the efforts of the 19 different IEEE Societies and Councils
- Invite more industry partners to participate
- Make the IEEE the “Go To” organization for electrified transportation
- Help the world reduce the transition time to electrified transportation