



Schneider-Electric, energy management is key for emobility!

Schneider Electric entered the emobility field early on, in 2010, focusing at first on the European market before expanding to a number of countries around the globe.



3 questions to:



Mike Doucleff, who was appointed as head of emobility at Schneider Electric on 1 December 2017. Working for the company since 2005 in the US, France and the Nordics, Mike has held positions both on the commercial side, in sales and business development, as well as functional roles, including customer experience and IT.

You've been with the company for over a decade and chose to take up this challenge... What's your reading of the EV market in Europe today: Any surprises, disappointments?

For my part, there were no surprises in terms of the potential: The market for plug-in electric vehicles (PEV*) is growing in double digit figures in a number of European countries, with some 300 000 new registrations last year. That's the good news. What is disappointing, however, is the slow speed of charging infrastructure deployment. The COP 21, signed in Paris in December 2015, went into action late 2016, with the mandate to limit CO2 emissions to 2 degrees Celsius. Emobility is a key lever to deliver on this commitment. Two things need to happen to accelerate the adoption of EV. First, battery prices, which have declined significantly over the past years, need to continue to decline, and they are. However, we need to move much faster on infrastructure deployment. There must also be legislation on key issues such as ensuring that buildings (old and new) are EV ready. And of course, there is the question of incentives, both EU and national, which are essential for EV adoption. We have seen how strong incentives helped trigger growth in particular in Norway where the incentives have been in place for 10 years. It would be great to have more commitment, more consistency regarding legislation & incentives throughout European countries.

From a manufacturer's perspective, what do you make of all the buzz around high power chargers? Do you see a business model emerging?

It's not about the charger. No matter what the charger, AC, DC, slow, fast, etc, there will be an EV impact to the electrical grid. Schneider is an energy management company. Managing the grid impact of EVs is at the core of our business. We must be ready to manage the impact of EVs on our electric infrastructure, considering the vehicle as an active energy storage and distribution device.

Regarding the business model, these are early days and the technology is changing at a rapid pace, with new elements emerging every day. No matter what the speed or methodology of the charger, the key is going to be how we connect and how we manage the distribution of electricity and the ensuing data flow.

Why is it important for Schneider-Electric to be at the 7th EV Charge Point Symposium in Nice? You just had to be here?

This is the 5th year that Schneider has taken part in this event. It is a great venue for a pulse check of the emobility ecosystem. It brings together key players who are at the forefront in a range of areas and offers a unique opportunity to learn and exchange. And the Nice location is of course an added bonus!

As a global specialist in energy management and automation with operations in more than 100 countries, Schneider Electric offers integrated energy solutions across multiple market segments. <https://www.schneider-electric.com/en/en>

*PEV includes all-electric or battery electric vehicles (BEV)

