

Data Analytics for Sustainability and Business with TotalEnergies

February / March 2022









3,500 stations in France, 25% market share



800 TOTALENERGIES

Flagships, motorways, cities, suburbs





700 ACCESS

Low prices network, in front of hypermarkets





2,000 ELAN and **TOTALENERGIES CONTACT**

In rural areas







We are currently transforming our network towards new energies.....

....But the market doesn't really exist yet.....



From fuel service stations

To multi-energies service stations (high power charge for EV, H2, LNG)

We have already converted some stations.....

Before





After

La Défense (92): from a 100% thermal station to a 100% EV station

9 HPC charging points >> 100 km loaded in 6 minutes



And want to move fast.....



Transformation of TotalEnergies network in France













To avoid that...



Chez Tesla...



The questions for you....

HOW MANY EV STATIONS NEEDED?

WHERE (MOST RELEVANT LOCATIONS)?

Thank you!







Agenda

- A. Presentation of Challenge #1: Penetration of EV in France and sizing of the network of EV charging
- B. Presentation of Challenge #2: Identification of the most relevant locations to implement Total Energies EV charging stations in two geographical areas
- C. Planning of the Challenge



France and the European Union have announced ambitious objectives to reduce CO₂ emissions of the transport sector by 2035 and 2050.



EU proposes effective ban for new fossil-fuel cars from 2035

- Commission proposes 55% cut in CO2 emissions from cars by 2030
- Proposals include 100% cut in CO2 emissions from cars by 2035
- Commission expects 16.3 million charging stations by 2050
- Plug-in hybrids will count as low-emission vehicles until 2030

14/072021

Le Monde

The Parliament definitively adopts the bill on energy transition, which declares a "climate emergency".

This text updates the objectives of France's energy policy, notably by setting as objective to reach "carbone neutrality" by 2050.

27/09/2021







In order to achieve these objectives, the French government has announced new local regulations, banning the circulation of polluting vehicles ("Low Emission Zones"), as well as incentives for the purchase of electric vehicles.

LesEchos

Pollution de l'air : les restrictions de circulation étendues à toutes les grandes villes en 2025

Barbara Pompili, la ministre de la Transition écologique, a annoncé ce mercredi l'extension du dispositif des zones à faible émission (ZFE) aux 35 agglomérations de plus de 150.000 habitants. La verbalisation des contrevenants aux restrictions de circulation pourrait être opérationnelle avant la fin du quinquennat dans les très grandes métropoles, dont Paris.

18/11/2020

- The French Government announced the extension of « Low Emission Zones » to all major cities by 2025.
- In France, all cars must be equipped with an air quality certificate sticker, called « Crit'air ». Theses certificates range from Crit'air 1 (for low emission vehicles) to Crit'air 5 (for high emission vehicles), « Electric » or « unclassified ».
- Cars with « Crit'air » 3, 4, 5 and « unclassified » will progressively be banned from circulation in cities of more than 150k inhabitants by 2025.



Les aides à l'achat de véhicules propres entrent en vigueur ce lundi

Un décret publié ce dimanche au Journal officiel acte notamment la hausse du bonus écologique pour l'achat d'un véhicule électrique neuf, qui passe de 6000 à 7000 euros pour un particulier.

1/05/2020

 To promote the usage of Electric Vehicles, French Government has offered subsidies of 7.000 € for the purchase of a new electric vehicle, and of 1.000 € for the purchase of second-hand electric vehicle.







Car manufacturers are also willing to increase their EV penetration targets in their sales.



Ford ups EV investments, targets 40% electric car sales by 2030 under latest turnaround plan

26/05/2021

euronews.

Italian car maker Fiat to go all electric by 2030

Published date: 04 June 2021

Italian automaker Fiat will transition to producing only electric vehicles (EVs) in 2025-30.

04/06/2021

Le Monde

Renault to exclusively sell electric cars in Europe by 2030

Renault will stop selling internal combustion-engined cars in Europe by 2030, according to boss Luca de Meo

17/02/2022







Challenge #1: Modeling of the evolution of the penetration of Electric Vehicles in France and sizing of the network of charging stations

Part 1: Build several scenarios of the number & geographical repartition of EV per departement in France depending on:

- Current penetration of EV vehicle
- Regulation and incentives to purchase EV
- Objective to reduce CO2 of the French government
- Announces of the major OEM concerning their shift towards EV
- Expected output: Description of your scenarios and strategic analysis (.ppt)

Part 2: Size the network of EV rapid charging stations of TotalEnergies per departement depending on:

- Number of EV
- Habits of users
- Potential level of competitive intensity
- Expected output: Model sizing the network of EV rapid charging stations and strategic outputs for TotalEnergies (.ppt)

Part 3: Define the deployment roadmap per department on a yearly basis

Expected output: Deployment plan of the network of EV rapid charging stations (.ppt)



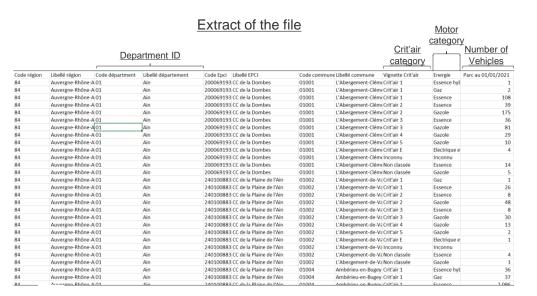




Input data: Number of vehicles registered per departement in France from 2012 to 2021

Link: here



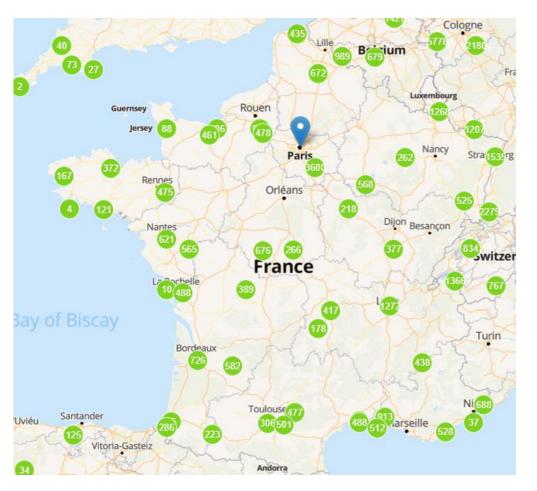


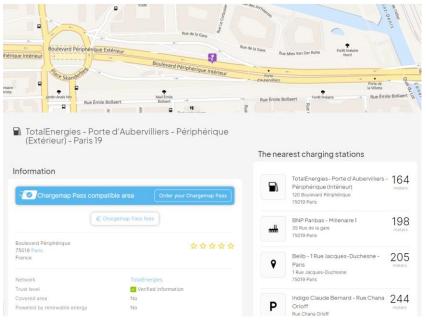






Input data: Location of charging points, number of sockets and power of charge

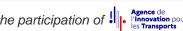




- Two datasets are available:
 - All charging stations available.
 - Rapid charging stations (output power over 43 kW).
- Data is available here







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- C. Planning of the challenges



Challenge #2: Identification of the most relevant locations to deploy TotalEnergies EV charging stations

Part 1: Identify the locations to deploy TotalEnergies EV charging stations in an urban area (use case : Bordeaux Métropole) taking into consideration:

- Road traffic
- Density of population
- Type of housing (individual vs collective, year of construction)
- Local regulation ("Zones à faibles émissions")
- Localization of existing TotalEnergies stations
- Presence of competitors
- Expected output: Coordinates of the locations and number of the stations per location and strategic analysis for TotalEnergies (Dataset + PPT presentation)

Part 2: Identify the locations to deploy EV charging stations in a rural area (use case: Vosges department) taking into consideration:

- Road traffic
- Local regulation ("Zones à faibles émissions")
- Localization of existing TotalEnergies stations
- Presence of competitors
- Expected output: Coordinates of the locations and number of the stations per location and strategic analysis for TotalEnergies (Dataset + PPT presentation)



VOSGES

le Département

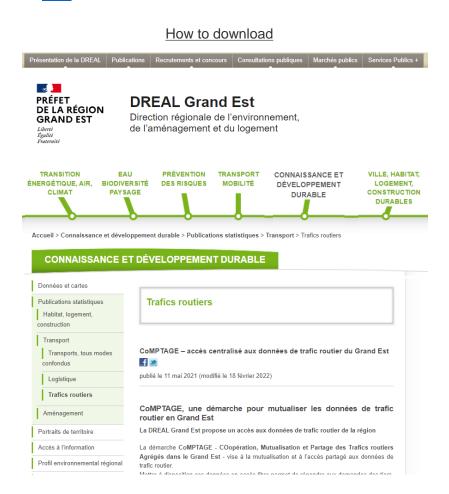






Input data: Traffic volume per road in Vosges Departement

Link: here



Extract of the file

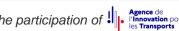
Data point geographical

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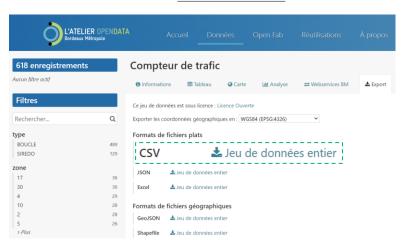




Input data: Traffic volume per location in Bordeaux metropolitan Area

Link: here

How to download



Extract of the file

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44.8797593,-	{"coordinate	258	Z22CT10	BOUCLE	22	14	2012-11-16T	2022-02-22T	Lormont	33249
44.8667967,-	{"coordinate	259	Z22CT13	BOUCLE	22	99	2012-11-16T	2022-02-22T	Cenon	33119
44.8674405,-	{"coordinate	262	Z22CT2	BOUCLE	22	30	2012-11-16T	2022-02-22T	Lormont	33249
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44.8398968,-	{"coordinate	268	Z4CT6	BOUCLE	4	22	2012-11-28T	2022-02-22T	Bordeaux	33063
44.8444615,-	{"coordinate	270	Z4CT4	BOUCLE	4		2012-11-28T	2012-11-28T	Bordeaux	33063
44.8608605,-	{"coordinate	272	Z13CT1	BOUCLE	13	51	2012-11-28T	2022-02-22T	Le Bouscat	33069
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Data point geographical

Input: TotalEnergies charging stations

Type of stations

Extract of the file

Charging stations geographical coordonates Number of charging stations

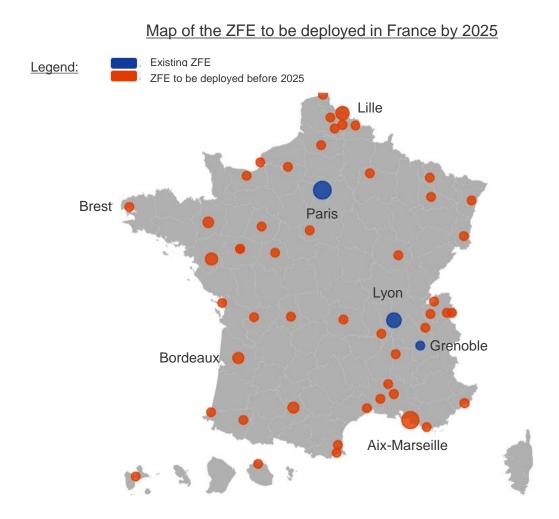
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AIRE DE KESKASTEL	78531 Multi-énergie		0	1	0	1 A4 - AIRE DE KESKASTEL EST	KESKASTEL	67260		7,0685	
AIRE DE RESSONS EST	58967 Multi-énergie			2	0	6 A1 - AIRE DE RESSONS EST	RESSONS SUR MATZ	60490		2,7224	
AIRE DE RESSONS OUEST	80294 Multi-énergie		•	1	0	1 A1 SENS LILLE/PARIS REPERE 80.	RESSONS SUR MATZ	60490		2,7196	
AIRE DES VOLCANS D AUVERGNE SAINT AGOULIN	70641 Multi-énergie		•	1	0	1 A71 - AIRE DES VOLCANS D AUVER	SAINT AGOULIN	63260		3,1146	
AIRE NARBONNE VINASSAN SUD	59472 Multi-énergie		•	1	0	1 A9 - AIRE DE NARBONNE VINASSAN S	SALLES D'AUDE	11110		3,0925	
LES TERRES DE GRAVES SUD	7451 Multi-énergie		•	1	0	1 A62-AIRE DES TERRES DE GRAVES SU	PODENSAC	33720		-0,4371	
LES TILLEULS	58742 Multi-énergie		-	1		1 133 AV DU MARECHAL FOCH	CHATOU	78400		2,1448	
LIMOURS JANVRY	80155 Multi-énergie			2		6 A10 AIRE DE LIMOURS JANVRY	JANVRY	91640		2,1481	
RELAIS CARQUEFOU	10132 Multi-énergie		•	1		2 ROUTE DE PARIS	CARQUEFOU	44470		-1,4894	
RELAIS AMIRAL MOUCHEZ	78171 Multi-énergie		_	1		2 174 BOULEVARD DE L'AMIRAL MOUCH	LE HAVRE	76600		0,1496	
RELAIS AUBERVILLIERS PERIPHERIQUE EXTERIEUR	78061 Multi-énergie		-	0	1	2 BLD DU PERIPHERIQUE EXTERIEUR	PARIS 19	75019		2,3748	
RELAIS AVELIN	80064 Multi-énergie		-	2		4 81 RUE DE SECLIN	AVELIN	59710		3,074	
RELAIS BARRE THOMAS	59786 Multi-énergie		_	1		2 202 ROUTE DE LORIENT	RENNES	35000		-1,726	
RELAIS BEAUNE MERCEUIL	80041 Multi-énergie	25	0	1	0	1 A6 - AIRE DE BEAUNE MERCEUIL	MERCEUIL	21190	21 46,9603	4,837	
RELAIS BEUZEVILLE NORD	78544 Multi-énergie	25	0	1	0	1 A13 - AIRE DE BEUZEVILLE	BEUZEVILLE	27210		0,3279	
RELAIS BOURG JASSERON	76523 Multi-énergie	25	1	1	0	2 A40 - AIRE DE BOURG JASSERON	CEYZERIAT	1250	1 46,2029	5,2963	
RELAIS CANAVER	59499 Multi-énergie	25	0	1	0	1 A8 - AIRE DE CANAVER	PUGET SUR ARGENS	83480	83 43,4668	6,672	
RELAIS CHAMP DU ROY LAON	80191 Multi-énergie	25	2	2	0	4 ZAC DU CHAMP DU ROY	LAON	2000	2 49,5714	3,6545	
RELAIS COURBEVOIE BINEAU	62001 Multi-énergie	25	0	1	0	1 14 BD DE VERDUN	COURBEVOIE	92400	92 48,8982	2,26318	
RELAIS COURBEVOIE VERDUN	62209 Multi-énergie	es .	1	1	0	2 43-47 BOULEVARD DE VERDUN	COURBEVOIE	92400	92 48,9001	2,2609	
RELAIS DE GERGOVIE	50499 Multi-énergie	es	1	1	0	2 10 AV. DU ROUSSILLON	AUBIERE	63170	63 45,7547	3,1296	
RELAIS DE L'ESTALOT	78546 Multi-énergie	25	4	2	0	6 A10-AIRE DE L'ESTALOT	ST ANDRE DE CUBZAC	33240	33 44,9783	-0,4322	
RELAIS DE LA COULINE	58931 Multi-énergie	25	1	1	0	2 A6 - AIRE DE LA COULINE	PRECY SUR VRIN	89116	89 47,9741	3,1995	
RELAIS DE LA DEFENSE	59983 Full EV		6	3	0	9 1 RUE DE STRASBOURG	COURBEVOIE	92400	92 48,8911	2,2479	
RELAIS DE LA MAULDRE	59614 Multi-énergie	25	1	1	0	2 ROUTE DE GARGENVILLE	EPONE	78680	78 48,9614	1,8124	
RELAIS DE LA PORTE D ITALIE	59511 Multi-énergie	25	0	1	0	1 27 AVENUE DE LA PORTE D'ITALIE	PARIS 13	75013	75 48,8171	2,3604	
RELAIS DE LA PORTE DE CHATILLON	80179 Multi-énergie	25	0	1	0	1 18 A 22 AV DE LA PTE DE CHATILLO	PARIS	75014	75 48,8236	2,3163	
RELAIS DE MARSANNAY LA COTE	59916 Multi-énergie		1	1	0	2 ROUTE DE BEAUNE	MARSANNAY LA COTE	21160	21 47,2806	5,0081	
RELAIS DE PORTET OUEST	1019 Multi-énergie	25	1	1	0	2 106 ROUTE D'ESPAGNE	PORTET SUR GARONNE	31120	31 43,5245	1,3986	
RELAIS DE SAINT MATHURIN ALLONES	80198 Multi-énergie		2	0	2	4 ZAC SAINT MATHURIN - RD 1001	ALLONNE	60000		2,1274	
RELAIS DELTA RUNGIS	7060 Multi-énergie		0	1	0	1 A106 - AIRE RUNGIS DELTA PONDO	RUNGIS	94150		2,3475	
RELAIS DES BRONDILLANTS BRON	78069 Multi-énergie		1	1	0	2 BD LAURENT BONNEVAY	BRON	69500		4,9051	
RELAIS DIJON-BROGNON	80042 Multi-énergie		0	2	0	2 A31 - AIRE DE DIJON BROGNON	BROGNON	21490	21 47,4229	5,1693	
RELAIS DU CAYLAR	78230 Multi-énergie		0	1		1 A75 - AIRE DU CAYLAR	LE CAYLAR	34520		3,3112	
RELAIS DU CROISILLON	59792 Multi-énergie		0	1		1 175 BOULEVARD DE PONTOISE	MONTIGNY LES CORMEILLES	95370		2,1815	







Bordeaux is part of the French cities where a ZFE is planned to be deployed by 2025.



Source: BFM TV







Other potential inputs to identify the best location to deploy TotalEnergies charging stations

- Penetration of electric véhicules (cf. challenge #1)
- Type of buildings (housing vs offices, etc.)
- Density of populationInsee.fr
- Proximity of transport hubs : Coordinates to be found using Google Maps.
- Presence of competitors charging stations (cf. challenge #1)





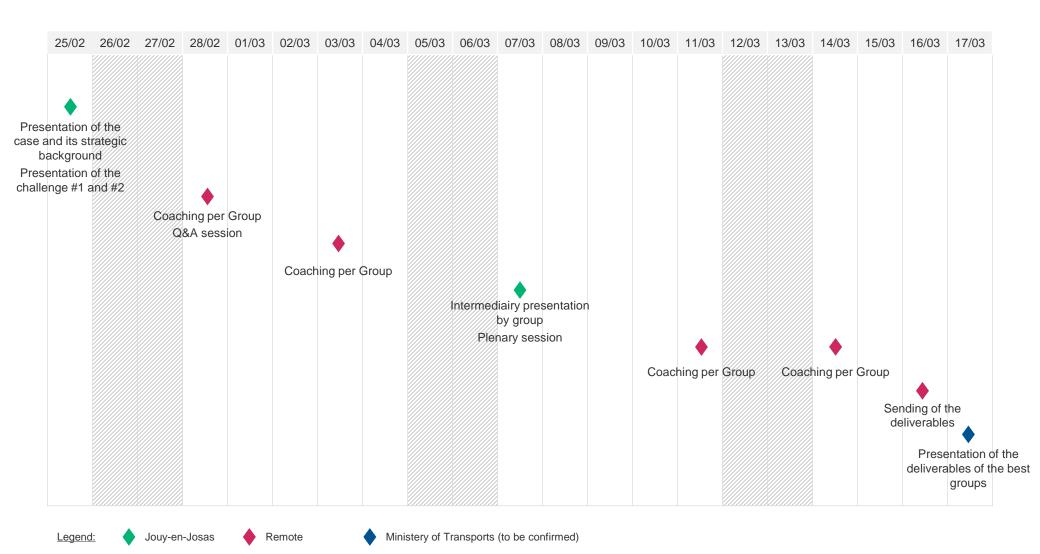


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Key steps of the challenge









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- Google Sheet Group repartition: https://docs.google.com/spreadsheets/d/16jnMSEl8MivPOAO7hUJkhokTGFzRDto My6ElOahPJE/edit?usp=sharing

