



The world's most influential companies driving the transition to electro-mobility

Campaign overview | October, 2017

Introduction

The transport sector is the fastest-growing contributor to climate change. Currently accounting for 23% of global energy-related CO₂ emissions – and with levels expected to increase in emerging economies such as India and China - the sector threatens to undermine global progress in keeping temperature rises well below 2 degrees. Electro-mobility offers a major solution to this problem, as well as helping to curb transport related air and noise pollution.

Businesses can play a major role in driving the uptake of electric vehicles (EVs) and the roll-out of EV charging infrastructure – a potential that has not yet been fully leveraged. Increasingly, companies are looking into electro-mobility as part of their strategies to achieve climate targets. In doing so, they position themselves at the forefront of innovating business models, enhancing brand perception and increasing staff and customer satisfaction. They become part of the early group shaping the market and will be ahead of the curve when legislation such as zero emissions policies in cities comes into play.

EV100 is a global initiative bringing together companies committed to driving the transition to electro-mobility. It provides a platform for companies to showcase their EV leadership, reduce investment cost through best practice sharing, and engage in dialogue with governments and other stakeholders to collaboratively address the remaining barriers. By promoting viable business cases for EV uptake, EV100 leverages corporate leadership as a crucial catalyst for building market demand and to establish electro-mobility as a mainstream transport solution.

By joining EV100, companies will

- Unequivocally position themselves as frontrunners in the field by aligning their ambition with a recognized leadership program
- Participate in a peer group of global leaders that offers unique access to mutual learning and stakeholder dialogue opportunities to help further their ambition

- Benefit from profiling opportunities at The Climate Group's and its partners' high-level events, social media platforms and media work
- Be part of the early group of leaders that shape the EV policy and market landscape for the future
- Connect into a broader network of climate leadership initiatives for low-carbon mobility.

EV100 is part of a growing family of corporate leadership initiatives run by [The Climate Group](#) and its partners that address the key components of a 21st century low-carbon business model. This also includes [RE100](#) which focuses on driving demand for renewable energy, and [EP100](#), a global campaign to encourage business to double their energy productivity.

EV100 is also part of the [We Mean Business coalition](#)'s corporate leadership asks.

Leadership commitment

EV100 aims to catalyze ambitious corporate leadership on EV uptake and charging infrastructure roll-out, based on viable business cases.

Companies joining will be invited to make a public commitment by 2030 to:

- Transition their vehicle use to EVs, and/or
- Install appropriate charging infrastructure at their premises

wherever realistically feasible and relevant in their specific context¹.

Each company will develop an individual roadmap towards the chosen goal(s) within the first year of joining, which identifies strategic interim targets that reflect a strong but feasible level of ambition, and report annually to EV100 on its progress.

Stakeholder dialogue

In addition to the commitment itself and the related profiling, knowledge-development and best practice exchange between the companies involved, EV100 will be looking to actively develop engagement opportunities with related stakeholder groups. Amongst others, plans include the creation of:

- Structured dialogues with sub-national governments committed to supporting corporate EV uptake through their policy frameworks
- Opportunities for exchange with supply-side companies (automotive, utilities/charging infrastructure,...) on the available solutions to meet the specific needs of corporate customers.

How to join

For further information on current campaign members and latest activities, please visit our webpage: www.theclimategroup.org/ev100.

To request a joining form or arrange an in-person discussion, please contact: ev100@theclimategroup.org.

¹ See annex for further details.



ANNEX: Detailed commitment criteria

EV100 aims to bring together global corporate leaders committed to driving the transition to electrified road transport. It catalyzes ambitious leadership that is feasible within the given market context.

Companies joining make a public commitment to accelerate EV uptake in one or more of the following areas by 2030:

Transitioning vehicle use to EVs

- EV integration into directly controlled (owned/leased) fleets:
 - 100% of vehicles up to 3.5t to be EV
 - 50% of vehicles between 3.5t and 7.5t to be EV
 - (alternatively for logistics companies: all urban/last mile delivery to be EV)
- Requirement for EV in service contracts:
 - Daily rental
 - Contracted taxi providers
 - Car sharing

Installing adequate charging infrastructure

- Supporting EV uptake by staff:
 - Appropriate set of charging infrastructure installed at all relevant premises
 - Dedicated information and awareness program/ appropriate incentive schemes to promote EV usage and reduce the cost of switching to an electric vehicle
- Supporting EV uptake by customers:
 - Appropriate set of charging infrastructure installed at all relevant premises
 - Dedicated customer engagement program to promote EV usage.

Guiding principles:

- EV100 focuses on road transport. For the purpose of the commitment, EVs will be understood to include pure battery vehicles, plug-in hybrids, extended-range vehicles as well as fuel cells (min 30 miles/50km electric range²).
- Companies can choose one or more of the commitment areas outlined. It is expected that each company will choose those areas that are relevant and feasible in its specific context.

² for plug-in hybrids/extended range, appropriate policies should be put in place to ensure use of the electric range is maximized



- While the ambition of EV100 is global, we recognize that market development is currently uneven between geographies. Each company will analyze the market contexts in its areas of operation, and be expected to apply its commitment to all geographies where doing so is technically and economically feasible.
- Each company can develop its individual roadmap that sets out the detailed parameters and interim targets for the commitment in light of its mobility needs and the given market context (see above).
- Companies will review their roadmaps every five years as a minimum in light of the latest technological and market developments.
- EV100 focuses on catalyzing the shift to electrified road transport as a crucial building block within a broader 21st century low-carbon transport system. While the EV100 initiative is primarily framed around electro-mobility, in developing their roadmaps companies are welcome and encouraged to consider integrated mobility solutions with other low-carbon transport modes such as walking, cycling and public transport.

