

## EV30@30 Campaign

Beijing (China), 8 June 2017

### The opportunity

Electrification could help in facilitating the transition to a clean energy system. Electric vehicles could help diversify the energy needed to move people and goods thanks to their reliance on the wide mix of primary energy sources used in power generation, greatly improving energy security. Thanks to their storage capacity, they could help support the uptake of clean electricity, enabling greater use of variable renewables in electricity production.

If coupled with the decarbonisation of the power sector, electric vehicles would also provide major contributions to keep the world on track to meet its shared climate goals.

Electric mobility comes with zero or ultra-low tailpipe emissions of local air pollutants and much lower noise, and, by being one of the most innovative clusters for the automotive sector, can provide a major boost to the economic and industrial competitiveness, attracting investments, especially in countries with large potential for a significant market uptake.

### Aim

The EV30@30 Campaign aims to take advantage of these opportunities supporting the market for electric passenger cars, light commercial vans, buses, and trucks (including battery-electric, plug-in hybrid, and fuel cell vehicles), in accordance with each country's respective priorities and programs.

### Goal

The EV30@30 Campaign sets a collective aspirational goal to reach 30% sales share for electric vehicles by 2030.

This will also be the benchmark against which progress achieved in all members of the Electric Vehicle Initiative will be measured (e.g. total electric vehicle sales in all EVI countries / total vehicle sales in all EVI countries). It can be met through actions that differ across modes and jurisdictions.

Endorsing governments will show leadership by establishing policies to help this goal become a reality, and will direct their ministries to engage through EVI to report progress and share best practices.

### Implementing actions

The EV30@30 campaign includes several implementing actions:

- support the deployment of chargers and tracking its progress,
- galvanise public and private sector commitments for electric vehicle (EV) uptake in company and supplier fleets;
- scale up policy research and information exchanges;

- support governments in need of policy and technical assistance through training and capacity building; and
- establish the Global EV Pilot City Programme, aiming to achieve 100 EV-Friendly Cities over five years.

### *Support the deployment of chargers and tracking its progress*

**Commit to the deployment of a network of charging and fuelling infrastructure consistent with the ambition of the campaign and partner with The Climate Group's forthcoming EV100 initiative for its deployment in the private sector.**

The achievement of the EV30@30 deployment target will need to be accompanied by the deployment of publicly accessible charging and fuelling infrastructure. For example, the EVI [Global EV Outlook 2017](#), suggests that, for plug-in electric vehicles (including battery electric and plug-in hybrids), this is likely to require one or more publicly accessible slow charger for every 15 electric cars, and one or more fast charger for every 130 electric cars.

Widening the availability of chargers for plug-in electric vehicles along highways, at the workplace, and at leisure/commercial destinations (such as stores, restaurants and hotels) will strengthen incentives to support the EV30@30 target. The Climate Group's forthcoming corporate leadership initiative EV100 will provide a global platform for companies to make public commitments to the roll out of charging infrastructure. The EVI will collaborate closely with stakeholders in EV100 initiative to drive jointly this deployment. This will include sharing of knowledge and best practice examples and the use of the EVI and EV100 networks to enhance dialogue amongst public and private stakeholders, as well as the development of complementary monitoring actions to track progress. The EVI welcomes the engagement of other partners on this.

The EVI will keep monitoring the deployment of chargers and will continue to integrate results in annual reporting instruments, including the EVI's *Global EV Outlook* report.

### *Galvanise public and private sector commitments for EV uptake in company and supplier fleets*

**Galvanize public and private sector commitments for EV fleet procurement and deployment, strengthening the work started with the EVI Government Fleet Declaration for public fleets and partnering with The Climate Group's forthcoming EV100 initiative for private fleets.**

Through their leadership, fleet operators can make a major contribution towards achieving the EV30@30 target, both from the demand signals they can send to the market and their broader role as amplifiers in promoting and facilitating the uptake of electric vehicles by their staff and customers.

This dual initiative will bring the case of fleets to the forefront of efforts in road transport electrification. Commitments from the public sector to electrify public car, bus, and dedicated vehicle (e.g. service vehicle used by municipalities) fleets will be included in activities further developing the EVI Government Fleet Declaration. They will be complemented by the engagement mobilized by the forthcoming EV100 initiative of The Climate Group, aiming to provide a global platform for companies to make public pledges on the uptake of electric vehicles.

This joint action will include sharing of knowledge and best practice examples and offer opportunities for improved dialogue between public and private sector stakeholders.

Feedback on the progress achieved under this work will be integrated in existing annual reporting instruments used to monitor the deployment of electric vehicles and will feed into the information included in the annual EVI *Global EV Outlook*.

### *Expand policy research on emerging EV deployment topics*

EVI members currently support, through annual contributions (currently totalling EUR 225 thousand), research and analysis led by the EVI coordinator (the International Energy Agency) and supported by technical institutes in member countries.

As part of the campaign, national governments will provide additional financial or in-kind resources to expand the depth and scope of research activities to include but not limited to the following identified topics:

- **policy efficacy** to improve the understanding of market response to policy incentives;
- **consumer behaviour** and barriers to the adoption of electric vehicles, such as range anxiety and charging speeds;
- solutions to the financial, regulatory, and technical challenges of smart **integration of electric vehicles in the electricity grid**, and in particular opportunities allowing to enhance the positive relationship between grid modernization and the penetration of electric vehicles in the stock;
- identifying best practices and developing guidelines for **co-deployment of electric vehicles and renewable energy**;
- understanding the **impacts of electric mobility on energy diversification and GHG emission abatement**, including aspects imputable to technology characteristics (e.g. the power generation mix) and consumer behaviour (e.g. the time of charging); and
- analysing **synergies between connected, automated and shared mobility and electric vehicles** to design policies allowing to maximize opportunities for the uptake of electric vehicles from shared mobility, also considering the need to address congestion and trade-offs between electric car and ride sharing and public transport.

Research on emerging topics regarding the deployment of electric vehicles will also be accompanied by expanded stakeholder engagement with an emphasis on municipal governments, utilities, regulatory bodies, as well as other initiatives working on the electric vehicle uptake.

The EVI will support this task by developing and coordinating an annual program of work and hosting workshops to promote accelerated learning among the aforementioned stakeholder groups.

EVI will also seek additional funding from industry and/or non-governmental sources to meet this objective.

### *Enhance knowledge sharing and capacity building*

Insights from research activities, best practices and lessons learnt by policy makers will be disseminated among the EVI network and beyond through publications and actions specifically targeting the need to build capacity at the global scale on policy support for electric vehicles.

These actions will leverage on the engagement of the EVI coordinator, the representatives of EVI member governments and other initiatives aiming at the promotion of energy efficiency in

transport and the uptake of electric vehicles, such as the IEA Technology Collaboration Programmes on Hybrid and Electric Vehicles, Hydrogen and Advanced Fuel Cells. This will also benefit from partnerships with the Global Fuel Economy Initiative (GFEI), the Partnership on Sustainable Low Carbon Transport (SLoCaT), the United Nations Environment Programme (UN Environment), the United Nations Human Settlements Programme (UN Habitat) and the International Zero Emission Vehicle Alliance (ZEV Alliance) and other initiatives willing to support the Campaign. The actions will include:

- the development and provision of numerical and modelling tools helping to understand the market response induced by a set of policy support measures for electric vehicles ("Electric Vehicle Policy Implementation Toolkit");
- the engagement of the EVI coordinator, EVI representatives and individuals from other initiatives active on electric mobility in capacity building events, such as those developed during the IEA Energy Efficiency Training Weeks (EETW) , aiming at the build up of capacity for policy makers willing to implement policies supporting electric mobility in their jurisdictions.; and
- the provision of bilateral consultative policy support services to governments (including municipalities) and EV30@30 partners.

The EVI will also seek additional funding from industry and/or non-governmental sources to meet this objective.

### *Establish the Global EV Pilot City Programme*

The Global EV Pilot City Programme is a global cooperative initiative aiming to gather a network of 100 EV-Friendly Cities over five years, to facilitate the exchange of experiences and the replication of best practices for the promotion of electric vehicles in cities.

EVI will work with partner organizations to establish the Programme, supporting greater dialogue with and support to municipal governments on issues such as the benefits of and implementation challenges of EV. This includes **urban planning, infrastructure and charging technology, mass transit (including electric buses) and mobility as a service** (comprising car and ride sharing).

EVI will support this task leveraging on city networks – including C40 – for outreach, identifying good practices and facilitating their replication and improvement. This outreach effort will also be supported by EVI partners, including C40, SLoCaT, the UN Environment and the UN Habitat and the ZEV Alliance. EVI government representatives will also facilitate the identification and support the engagement of cities in the activities of the Global EV Pilot City Programme.

The Global EV Pilot City Programme will leverage on the annual **Pilot City Forum**, a major exchange event allowing to facilitate networking and communication across interested stakeholders, to be held alternatively in China and in another country, every year.

Reporting on the progress made under the Global EV Pilot City Programme will be incorporated into the annual edition of the *Global EV Outlook*.

## Supporting Governments

### *Canada*

Canada recognizes the importance of lowering emissions from the transportation sector as one key aspect of both our climate change and clean growth agenda. Electrification of transportation is an important component of our strategy to lower emissions from this pivotal sector. Canada is

therefore pleased to join the EV30@30 campaign, as many of the activities complement actions which our Government is taking. We are:

- developing a Zero Emission Vehicles Strategy to increase adoption of these vehicles;
- investing in electric charging and hydrogen refuelling infrastructure;
- developing enabling codes and standards;
- investing in research, development and demonstration of innovative technologies and providing consumers with information and tools to inform their purchasing decisions.

We will also lead by example and deploy greater numbers of zero emission vehicles in our government fleets.

## *China*

With a rapidly growing global vehicle population, countries are facing increasing pressure in energy, environment and security. China will remain committed to supporting the development of new energy vehicles (NEV)<sup>1</sup>, maintaining feasible NEV financial incentives and scaling up the network of publicly accessible chargers. We will support research and development of low-carbon, connected and intelligent automotive technologies to help meet the targets of EV30@30.

China welcomes representatives of governments, cities and private organizations to join the EV30@30 campaign. The electric vehicle Pilot City Forum will serve as a platform in facilitating cooperation and exchange among stakeholders of the EV industry chain at the national and city levels. It will also support the Global EV Pilot City Programme, fostering exchanges on topics such as urban infrastructure, EV sharing, public transport, and hydrogen fuel cells.

More and more NEVs are expected to be used as private cars, public vehicles, taxis and logistic vehicles. According to the Technology Roadmap of Key Technologies in Made in China 2025, the annual sales of NEVs in China are expected to account for 5% of the total automotive market demand by 2020, and to increase further to 20% by 2025. This trend will continue into 2030, with annual sales predicted to exceed 10 million units, considering the overall target of China's carbon emissions and needs for prime energy alternatives.

## *Finland*

Finland finds EV30@30 interesting and relevant, and is willing to commit to the CEM-EVI EV30@30 campaign for a number of reasons.

The Finnish energy and climate strategy for 2030, launched in November 2016, calls for a 50% in transport related greenhouse gas emissions by 2030 (reference year 2005). To achieve this goal, the strategy sets specific targets for fuels and vehicles in 2030:

- 250 000 electric vehicles;
- 30% biofuels (actual energy contribution);
- 50 000 gas fuelled vehicles.

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<sup>1</sup> New energy vehicles refer to vehicles running on new power systems, fully or mainly driven by new energy, including battery electric vehicles (BEVs), plug-in hybrid electric vehicles (PHEVs) and fuel cell vehicles (FCVs).

The current passenger car fleet in Finland is around 2.6 million units. To reach an EV population of 250 000 units in 2030, considering a rather slow uptake for some years to come, the share of EVs of new vehicle registrations has to be approximately 30% by 2030. Thus, the Finnish national ambitions fully congruent with the EV30@30 target.

Finland also finds very appropriate to promote electro mobility by supporting public charging infrastructure. Several charging operators are already active in Finland today, and Finnish companies also provide hardware for charging equipment.

Finland is aiming to have quickly 5 to 7 EV friendly cities, with a focus on electrifying bus services. Already now, the cities of Helsinki, Espoo, Tampere and Turku are running battery electric buses, and at the same time expanding fast charging systems for buses. Currently, the e-bus systems put in service in Finland are based on the concept of opportunity charging, meaning fast charging – approximately three minutes – at the terminal points.

## **France**

France welcomes the EV30@30 campaign. Since the adoption of the Energy Transition for the Green Growth Act in 2015, the French state's objective is to reach 7 million charging points for plug-in hybrid and electric vehicles by 2030.

To foster the deployment of charging infrastructures for electric vehicles, French local authorities benefit from the Investments for the Future programme (PIA), which was launched in 2009 by the French Government to boost strategic initiatives. More than 20 000 charging points for electric vehicles have already been funded by PIA, representing an investment of EUR 61 million.

France is committed to enhance the installation of charging points and offers different types of support. Since February 2016, the [ADVENIR](#) program (in the context of energy savings certificates) has been encouraging the installation of 12 000 charging stations on car parks (shops or businesses) and in collective habitats.

## **India**

India's rapid economic growth, accompanied with emergence of new urban centres and agglomerations, and travel demand, presents a challenge to India's energy security and sustainability. Electric mobility presents a viable alternative in addressing these challenges, when packaged with innovative pricing solutions, appropriate technology and support infrastructure. Electric mobility will also contribute to balancing energy demand, energy storage and environmental sustainability.

## **Japan**

In line with the goals of the Paris Agreement, the Japanese government is aiming to increase the share of electric vehicles and plug-in hybrid vehicles to between 20 and 30 percent and also the share of fuel cell vehicles up to 3 percent among total new passenger vehicle sales by 2030.

We are convinced that with this campaign we can contribute to achieve sustainable environment by accelerating dissemination of electric vehicles and reducing CO<sub>2</sub> emissions.

## **Mexico**

In its General Law on Climate Change of 2012, Mexico established a framework aiming to regulate greenhouse gas emissions to contribute to the stabilization of their concentration in the atmosphere to levels avoiding negative consequences on the climate system. In 2016, Mexico

also committed to meet the goals of the Paris Agreement, pledging for a 22% reduction of its greenhouse gas emissions by 2030.

In 2015 Mexico also approved its Energy Transition Law, aiming to promote the transformation to a sustainable energy and economic system towards, capable to maintain the competitiveness of the Mexican economy. Mexican cities, primarily Mexico City, are also committed to improve air quality.

The National Strategy for Energy Transition to promote the use of cleaner technologies and fuels, mandated by the Energy Transition law, defines the main policies and action areas configuring a clean energy system for Mexico. In transport, the strategies foresees:

- the adoption of regulatory policies promoting the use of efficient technologies, including EVs;
- measures accelerating the replacement of vehicles in the Mexican fleet;
- the definition of a roadmap for the substitution of fossil fuels with clean energy in cities;
- public procurement programs to adopt efficient vehicles – including EVs – in public transport fleets; and
- the development of norms for the deployment of charging infrastructure.

Recent actions aiming to stimulate the uptake of EVs include the adoption of tax exemptions for electric cars and the support of the deployment of charging infrastructure through the Energy Transition Fund. In Mexico, electric vehicles are exempt from restrictions to vehicle use aiming to limit emissions of local pollutants.

Given the strong relevance of the automotive industry in the Mexican economy, Mexico sees the transition to electric mobility as a major opportunity to foster innovation and strengthen the competitiveness of its industrial system. Other measures will therefore strengthen the actions already undertaken to promote EVs, demonstrating the Mexican commitment to contribute to the attainment of the EV30@30 objective.

### ***The Netherlands***

The government of the Netherlands has several policy frameworks to halt climate change and support the energy transition: the National Energy Agreement, the Sustainable Fuel Vision and the Energy Agenda.

The ambition for mobility is that in 2035 all new passenger vehicles sold will be zero-emission capable. This is laid down in the Green Deal Electric Transport 2016-2020, in which the government, companies, non-governmental organization (NGOs) and knowledge institutes together agree to stimulate e-mobility, working together in the public private platform The Formula E-Team. The government commits to actions on the uptake of zero emission vehicles (ZEVs) in the government fleet, the elimination of obstacles in legislation, an international agenda and the support of an R&D program. Participants in the Formula E-Team have committed to actions such as stimulating the uptake of second-hand lease cars for private customers, e.g. by developing an independent battery certificate or communication efforts to enlarge awareness for electric vehicles for consumers. Concrete ambitions stated in the Green Deal are that in 2020, 10% of new sold passenger cars will be zero-emission capable and in 2025, 50% - of which 30% (meaning 15% of the total sales) will be battery electric.

Charging infrastructure is important and the government supports the market, who is in the lead, by a partial financial contribution for putting up charging poles. It does so through the Green Deal on Public Charging Infrastructure, for which EUR 7.2 million was made available. The Green Deal also established the National Knowledge Platform on Charging Infrastructure with the goal to improve the business case for public chargers. E-roaming is easy in the Netherlands, with overall interoperability. The government supports cooperation with other countries to increase e-roaming and strongly supports open protocols for charging infrastructure. It also promotes the Netherlands as a nationwide Living Lab for Smart Charging.

## **Norway**

Norway has ratified the Paris Agreement on climate change and committed to 40 percent reduction of greenhouse gas emissions by 2030 compared with the 1990 level. Greenhouse gas emission reductions in the road transport sector will be important in order to fulfil the commitment.

By the end of 2016, Norway reached a record high electric car market share of 29% (the highest at the national level, globally), and had over 130 000 electric vehicles on the road, of which a vast majority are all electric. Today, Norway has the highest number of electric vehicles per capita in the world.

The high proportion of electric vehicles has been spurred by a number of economic and other incentives: for electric vehicles there is no purchase tax, no VAT, reduced annual fee and reduced benefit tax for electric cars used as company cars. In addition, electric vehicles have free passage on toll roads, access to public transport lanes and free passage on ferries connecting national roads.

## **Sweden**

The objective of the Swedish government is to reduce transport emissions by 70 per cent by 2030, compared with 2010. In the longer run Sweden intends to become one of the world's first fossil-free welfare nations which mean that our vehicle fleet should be fossil-free. If these objectives are to be met transports must become more efficient at the same time as the share of sustainable biofuels and electric vehicles must increase.

The Swedish government has proposed a broad set of policies in order to steer in this direction. One example is that purchases of vehicles that emit zero carbon dioxide will qualify for financial support at the same time as the vehicle tax is increased for vehicles that run on petrol or diesel. Another example is the public support for charging infrastructure. At the same time we are conducting research in this new technology and removing regulatory obstacles that could curb a positive development.

## **Supporting organizations**

### **C40**

[C40](#) supports the EV30@30 campaign, as an opportunity to shift the global vehicle market towards Low Emission Vehicles, accelerating the transition to cities that are sustainable, low carbon and enjoy clean air. We will continue to work with the 91 cities across the network to encourage the shift to electric vehicles, along with policies that incentivise citizens to choose public transport, walking and cycling.



C40 is a network of 91 of the world's leading cities committed to bold action on climate change. The C40 Low Emission Vehicle (LEV) Network supports cities to increase the uptake of LEVs, both in municipal fleets and private vehicles.

The C40 Clean Bus Declaration, an initiative of the LEV Network, has brought together 26 global cities in a shared commitment to reducing emissions and improving air quality by incorporating low- and zero-emission buses in their fleets.

C40 will support the EV30@30 campaign through outreach and collaboration in the Global EV Pilot City Programme and will engage in its development over time.

### ***FIA Foundation***

The [FIA Foundation](#) is committed to supporting and promoting all aspects of safe, clean, fair and green mobility, and sees electric vehicles – when supported by renewable and sustainable energy generation – as having a key role to play in that.

Indeed, the EV30@30 initiative fits well with other work which we are undertaking to improve vehicle efficiency, and clean up vehicle emissions. The FIA Foundation is therefore happy to support the work of the EV30@30 initiative in promoting electric mobility. With such an impressive range of supporters, EV30@30 has the potential to generate a step-change in the performance of this crucial sector.

### ***GFEI – Global Fuel Economy Initiative***

[GFEI](#) works to improve the efficiency of vehicles, ensuring the widest possible adoption of existing energy-saving technologies, and promoting the use of new ones. Electric vehicles are a core part of our analysis of future decarbonisation pathways.

Several of GFEI's partners are already engaged in the EV30@30 initiative, whose work looks set to offer real benefits to the development of this crucial technology, the improved market penetration of electric vehicles, and the policy support which the sector may need.

GFEI partners have also been engaging with the IEA on research, monitoring and tracking progress against GFEI targets, and capacity building activities to scale up the adoption of energy efficiency in transport. GFEI supported the development of IEA analysis on fuel economy developments across global markets, cooperated to strengthen the IEA outreach capacity, supported the development of training tools such as the Fuel Economy Policies Implementation Tool (FEPIT) and shared costs for training events. GFEI partners also contributed with training staff to capacity building activities. We look forward to strengthen our cooperation on these activities in the coming years.

### ***NRDC – Natural Resource Defence Council***

The [NRDC](#) is fighting climate change by tackling the climate crisis at its source: pollution from fossil fuels. NRDC is working to accelerate the shift to electric vehicles and integrating them with a clean power grid. NRDC is also working with cities in the United States, China and other countries and helping to provide clean energy solutions.

NRDC welcomes and applauds the EV30@30 Campaign and looks forward to collaborating with EVI in sharing policy research findings and best practices, promoting stakeholder dialogue and

information exchange on EV-grid integration and co-deployment of EVs with renewable energy, as well as by helping to promote the Global EV Pilot City Programme among our city partners.

### ***SLoCaT – Partnership on Sustainable, Low Carbon Transport***

[SLoCaT](#) promotes the integration of sustainable transport in global policies on sustainable development and climate change. It acknowledges the essential contribution of electric mobility towards the decarbonisation of the transport sector, including public transport, urban freight and personal vehicles.

Through the *Global Macro-Roadmap: An Actionable Vision of Transport Decarbonisation*, which SLoCaT is helping to develop in the context of the Paris Process on Mobility and Climate (PPMC), SLoCaT is actively working towards making electric mobility a key component of efforts to implement the Paris Agreement on Climate Change.

SLoCaT will contribute towards the implementation of the EV30@30 campaign by facilitating access and outreach for EVI to its membership of over 90 organizations representing United Nations, multilateral and bilateral development organizations, transport operators, business sector, civil society and academia.

SLoCaT will also support the EV30@30 campaign in the Marrakech Partnership on Global Climate Action<sup>2</sup> of the United Nations Framework Convention on Climate Change (UNFCCC), where SLoCaT operates as thematic coordinator for transport. SLoCaT is confident that this will raise the profile of electric mobility in the UNFCCC process.

SLoCaT has a special interest to contribute to the development of the Global EV Pilot City Programme. It will do so through its work with a wide range of global, regional and national city networks on sustainable transport, helping EVI in the identification of cities participating to the Global EV Pilot City Programme. SLoCaT will strengthen the EV30@30 campaign by using these networks to promote the development and implementation of enabling national and local policy, regulatory and financial frameworks based on lessons learned from, and best practices, including those emerging from the Global EV Pilot City Programme.

### ***The Climate Group***

[The Climate Group](#) is an international non-profit specializing in bold, catalytic and high-impact climate and energy initiative with the world's leading businesses and state and regional governments.

Our forthcoming corporate leadership initiative EV100 will provide a global platform for companies to publicly commit to EV uptake across their influence areas. Through their leadership, companies can make a major contribution towards achieving the goals set by the CEM EVI 30@30 commitment, both from the demand signals they can send to the market and their broader role as amplifiers in promoting and facilitating EV uptake by their staff and customers.

The EV100 initiative, to be launched later this year, will collaborate closely with the governments and other stakeholders involved in the 30@30 campaign to jointly drive corporate commitments to EV and link the corporate demand perspective into global conversations. This will include the sharing of knowledge and best practice examples around the business case for corporate EV

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<sup>2</sup> The Marrakech Partnership for Global Climate Action will strengthen collaboration between UNFCCC Parties and non-Party stakeholders to allow greater mitigation and adaptation actions to be implemented immediately.



engagement, as well as the creation of dialogue opportunities between EV100 campaign members and policy makers.

### ***UN Environment***

[UN Environment](#) is a strong supporter of a global transition to electric mobility to reduce urban air pollution and reduce greenhouse gas emissions. It welcomes the EV30@30 campaign of the EVI under the Clean Energy Ministerial.

UN Environment calls on the countries in the Clean Energy Ministerial and all countries worldwide to engage in the EV30@30 campaign. It commits to support its activities by sharing information with the EVI and enhancing its outreach capacity.

The UN Environment is supporting close to fifty countries and cities around the world with the introduction of electric cars, busses and motorbikes. It will partner with EVI to build capacity on the policymaking process, enabling the uptake and management of electric mobility. UN Environment will also share contacts and support EVI outreach activities to engage national and local administrations in the EV Global EV Pilot City Programme.

### ***UN-Habitat***

[UN-Habitat](#) launched the Urban Electric Mobility Initiative at the UN Climate Summit in September 2014. In the context of better urban planning and a transition to more efficient modes of transport and clean sources of energy, UEMI aims at travel by electric vehicles, by 2030, to make up 30% of all urban travel. Together with over 50 partner organisations, including industry representatives, under three EU supported project (SOLUTIONS, EMPOWER and FUTURE RADAR), UN-Habitat has been working with 40 cities from the Asia, Africa, Europe and the Latin America regions in promoting a transition towards sustainable mobility and assess the role electric mobility can play in this. The joint efforts of the partnerships has included reviews of policies, exchange of good practices, and capacity building, pilot project development and implementation support.

UN-Habitat looks forward to joining hands with the EVI under the Global EV Pilot City Programme in promoting the uptake of Electric Mobility, particularly in light of the New Urban Agenda adopted at Habitat III in Quito, Ecuador in October 2016. To support the EV30@30 campaign, the UN-Habitat will share contacts in its city network with EVI and will facilitate outreach. The UN-Habitat will also collaborate with partner cities to develop action plans and bankable projects for greater uptake of electric mobility, building on the insights emerging from the work of EVI and its partners, as well as the Global EV Pilot City Programme, supporting the capacity building and outreach actions of the EV30@30 campaign.

### ***ZEV Alliance – International Zero Emission Vehicle Alliance***

The [ZEV Alliance](#) is a collaboration of national and subnational jurisdictions to accelerate the adoption of ZEVs, including battery, plug-in hybrid, and hydrogen fuel cell electric vehicles. In 2015, the ZEV Alliance members announced that they would strive to make all passenger vehicle sales zero emission in their jurisdictions as fast as possible, and no later than 2050.

The ZEV Alliance welcomes commitments to accelerate the global transition to electric vehicles, including the Electric Vehicles Initiative's EV30@30 campaign and other collaborative efforts among countries and subnational jurisdictions. Every country has work to do to allow

automotive markets to shift to 100% zero emission vehicle sales as soon as possible. The ZEV Alliance will continue to coordinate with the Electric Vehicles Initiative to enhance the knowledge sharing among governments seeking to accelerate zero-emission vehicle adoption.

## How to join the campaign

The EV30@30 campaign aims at gathering commitments from governments in accordance with priorities and programs developed by each of them.

It calls for the participation of governments in EVI activities, joining its current members to pursue its goal.

It also seeks the engagement of local authorities, the mobilization of the private sector and the involvement of civil society, and welcomes the support of philanthropy to develop its implementing actions.

Commitments may include pledges for EV procurement, consumer awareness campaigns, establishing EV-friendly policy mechanisms, expanding vehicle charging networks, funding for policy-relevant research and analysis, and more.

For more information on making a commitment, or to discuss ways to get involved, please contact the EVI Coordinator at [transportinfo@iea.org](mailto:transportinfo@iea.org).