



— The World's Most Influential Companies Driving the Transition to Electro-Mobility

Campaign overview

Introduction

Transport is the fastest-growing contributor to climate change. Accounting for 23% of global energy-related CO₂ emissions, the sector threatens to undermine global progress in keeping temperature rise 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.

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.

We launched [EV100](#) as a global initiative at Climate Week NYC in September 2017, bringing together companies committed to driving the transition to electro-mobility. We provide 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.

The initiative brings together a broad coalition of companies from markets all around the world and almost every sector of the economy. You can find further details about our member companies by [visiting our EV100 members page on the Climate Group's website](#).

Leadership commitment

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

We ask companies to make a public commitment to, by 2030:

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

wherever realistically feasible and relevant in their specific context.¹

Once a member, we ask companies to:

- Report to us annually for the EV100 Progress and Insights Report
- Develop an individual roadmap towards the chosen goal(s) within the first year of joining, identifying strategic interim targets that reflect a strong but feasible level of ambition
- Pay a yearly membership fee of \$5,000 every April²

¹ See annex for further details

² See annex for further details

Benefits

By joining EV100, members benefit from profiling, peer learning and policy engagement:

Profiling

- Position yourself as one of the frontrunners in the field by aligning your ambition with a recognised leadership programme
- Benefit from profiling opportunities at the Climate Group's and partners' high-level events, social media platforms and media work

Peer Learning

- Participate in a peer group of global leaders that offers unique access to mutual learning and stakeholder dialogue opportunities to help further your ambition
- Connect into a broader network of climate leadership initiatives for low-carbon mobility

Policy and Advocacy Engagement

- Join the movement of leaders that shape the EV policy and market landscape for the future

We're 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.

How to join:

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

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

ANNEX: Detailed commitment criteria

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 commitment, EVs will be understood to include³:
 - Pure battery vehicles
 - Plug-in hybrids
 - Extended-range vehicles
 - Fuel cell vehicles

³ Minimum of 30 miles/50km electric range. For plug-in hybrids/extended range, appropriate policies must be put in place to ensure use of the electric range is maximized.

- Companies can choose one or more of the commitment areas outlined. **It's expected that each company will choose the most significant commitments that are relevant and feasible in its specific context.**
- **Commitments are made at group level⁴ and understood to cover global operations,** although we do recognise that market development is uneven between geographies and their implementation may be more aspirational for certain geographies or specialist vehicle categories. Each company should analyse the market context in its areas of operation, and will be expected to apply the commitment to all geographies where doing so is technically and economically feasible.
- **Each company will report to EV100 on an annual basis to update on progress towards commitments**
- **Each company should develop its own 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).
- **Roadmaps should be reviewed every five years** as a minimum in light of the latest technological and market developments.
- EV100 focuses on catalysing the shift to electric road transport as a crucial building block within a broader 21st century low-carbon transport system. While our initiative is primarily framed around electro-mobility, we encourage companies to also consider integrated mobility solutions with other low-carbon transport modes such as walking, cycling and public transport.

ANNEX: Membership fees

From April 2021, there will be membership fees for most of the Climate Group's initiatives, including EV100. Membership fees sustain the everyday running of the initiatives and are the best way for our members to continue supporting the wider mission. They directly enable the longevity of our work as an NGO committed to accelerating climate action and ensure the campaign's continued operation.

EV100 membership fees are \$5,000 per annum and we ask for annual payment from April to April. We reserve the right to review membership fees every Autumn based on inflation. We will let members know of any changes at least four months in advance.

As part of the joining process, the EV100 team will send the prospective member a Membership Agreement to sign, as well as collect relevant details including billing information. Once complete, we will send the member's first annual invoice directly to your delegated Finance contact.

For more information, please [visit our Membership page](#) and [read our FAQs](#).

⁴ or the largest possible entity that makes sense to involve for the purposes of the EV100 initiative, as agreed with the Climate Group.