EV30@30 Campaign
A campaign launched by the Electric Vehicle Initiative (EVI)

Goals

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

Rationale for being included in the CEM

The EV30@30 campaign redefined the EVI ambition, originally set at 20 million EVs on the road by 2020, identifying a new target for the 2030 framework. The EVI and its EV30@30 Campaign promote a shift to electric mobility for a number of reasons:

- To lower GHG emissions and help to achieve climate goals.
- To reduce air pollution, especially in urban areas. Air pollution is a major public health issue in cities. The EV 30@30 campaign is establishing the EV Pilot City Programme, aiming to facilitate knowledge sharing, and further the uptake of electric vehicles in cities.
- To increase energy efficiency. An electric powertrain uses significantly less energy per kilometre travelled compared with conventional powertrains.
- To enhance energy security. A shift to using electricity as a fuel helps to reduce dependence on fossil fuels.

Activities and deliverables

The EV30@30 campaign was launched on 8 June 2017. A key activity in the past months was the organisation of the Pilot City Programme, which will be launched under the 30@30 campaign. In the framework of this campaign, the following events were held:

- EV Pilot City Forum, side event of CEM8, 6 June 2017 in Beijing, China.
- Global EV Pilot City Programme launch, side event of CEM9, 24 May 2018 in Copenhagen, Denmark.
- EV Pilot City Forum, 28 May 2018 in Helsinki, Finland.