

EV30@30 Campaign

A campaign launched under the Electric Vehicle Initiative (EVI)

Goals

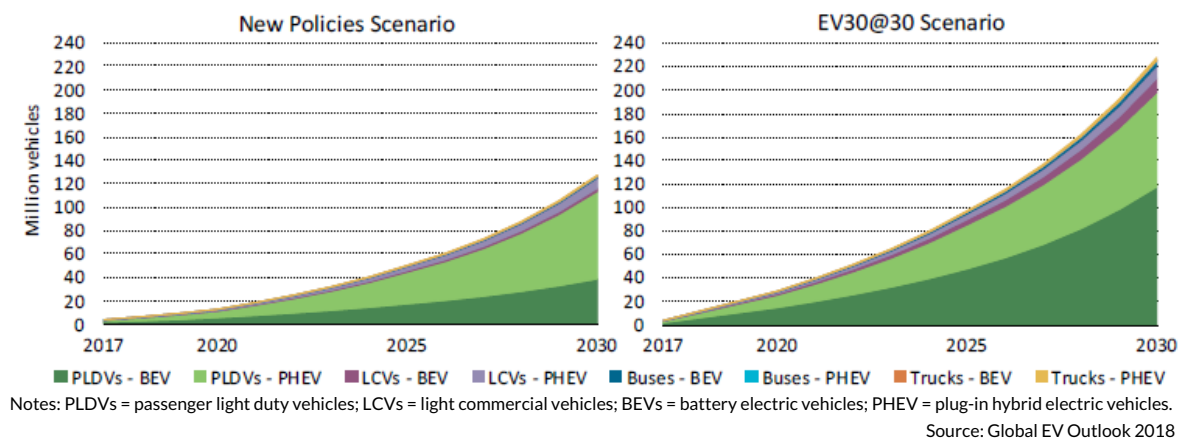
The EV30@30 Campaign sets a collective aspirational goal to speed up deployment and reach a 30% sales share for electric vehicles by 2030 among the participating countries.

The campaign supports the market for electric passenger cars, light commercial vans, buses and trucks (including battery-electric, plug-in hybrid, and fuel cell vehicle types). It also works towards the deployment of charging infrastructure to supply sufficient power to the vehicles deployed.

Rationale for being included in the CEM

- **To lower GHG emissions and help to achieve climate goals** by driving the global EV agenda.
- **To reduce air pollution, especially in urban areas.** Air pollution is a major public health issue in cities via efforts such as the EVI-Global Pilot City Programme.
- To help bring together and enhance **collaboration among public and private sector stakeholders** working on EV deployment.
- **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.
- **To solicit commitments** from both government and non-government stakeholders for EV deployment.

Global EV Stock in the EV30@30 Scenario



Energy demand

Activities and deliverables

The EV30@30 campaign was launched on 8 June 2017 and has continued to drive towards its ambition with greater participation and commitments from both member countries and private sector:

- Expanded membership to 11 member countries and 29 supporting companies and organisations
- New membership in form of UK and 7 new private sector companies
- Global EV Pilot City Programme launched and EV Pilot City Forum organised in Helsinki, Finland

Global and In-Country Partner(s)

C40, Global Fuel Economy Initiative (GEFI), FIA Foundation, Natural Resources Defence Council (NRDC), Partnership on Sustainable, Low Carbon Transport (SLoCaT), The Climate Group, UN Environment, UN-Habitat, International Zero-Emission Vehicle Alliance (ZEV Alliance).

Business Participant(s)

ChargePoint, Enel X, E.On, Fortum, Iberdrola, Renault-Nissan-Mitsubishi Alliance, Vattenfall.

*Participation and leadership are under review.

Lead CEM Member(s)

Canada · China

CEM Member Participant(s)

Finland · France · India · Japan · Mexico* · Netherlands · Norway · Sweden · United Kingdom

Operating Agent(s)/Coordinator(s)

International Energy Agency (IEA)

Shanghai International Automobile City Group (SIAC)