



## EV30@30 Campaign

A campaign launched by the Electric Vehicle Initiative (EVI)

### Goals

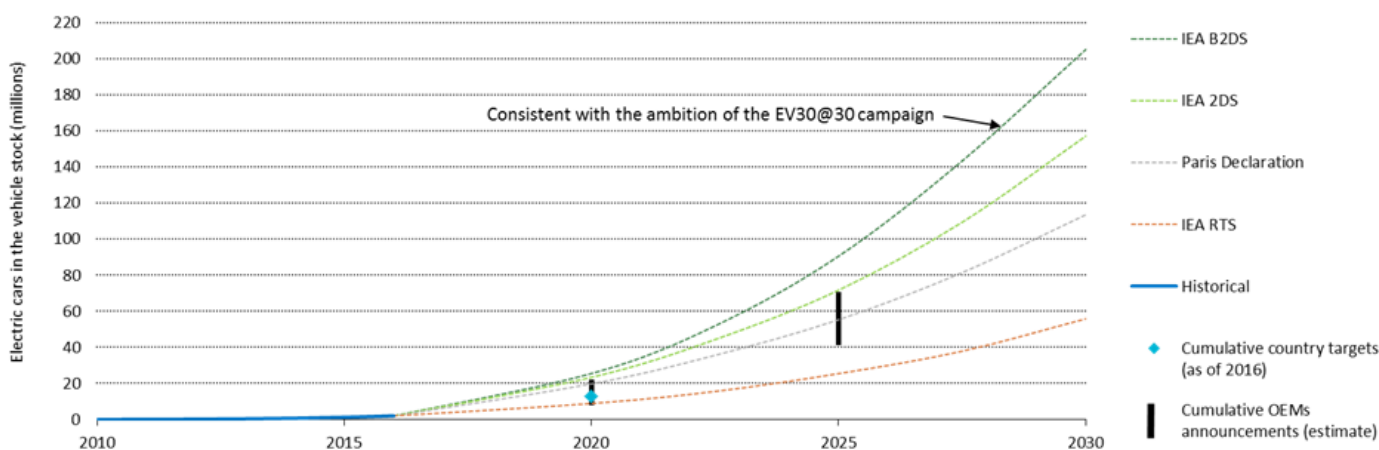
The EV30@30 Campaign sets a collective aspirational goal to reach a 30% sales share for electric vehicles by 2030 among the participating countries.

### 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.

Deployment scenario for the stock of electric cars to 2030



Source: IEA (2017) Global EV Outlook 2017

Note: **RTS**: IEA Reference Technology Scenario; **2DS**: The 2°C degrees scenario; **B2DS**: The below 2°C degrees scenario.

### 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.

Lead CEM Member(s)



Canada China

CEM Member Participant(s)



Finland France India Japan Mexico Netherlands Norway Sweden

Operating Agent(s)/ Coordinator(s)



International Energy Agency

安亭·上海国际汽车城  
Anting Shanghai International Automobile City



China Society of Automotive Engineers (CSAE)  
-Shanghai International Automobile City Group (SIAC)

Global and In-Country partner(s)

C40, Global Fuel Economy Initiative (GFEI), 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).