



Drive Electric CAMPAIGN



EVS35
OSL2022

**A 5-year campaign to
catalyze the transition to
100% electric road
transportation**

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ClimateWorks Foundation

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The campaign aims to have all new vehicles sales be electric by:



2030

City and school buses
and two- and
three-wheelers



2035

Passenger Vehicles



2040

Freight Trucks



BUSINESS ACTION

Engage business leaders and investors to ensure adequate investment and EV procurement. We put pressure on bad corporate players.



WIDE-COALITIONS

Mobilize diverse people-powered coalitions to demand cleaner vehicles, better health, jobs, and environmental justice

To achieve climate objectives, we support partners to work on



GOVERNMENT POLICY

Advance smart government policies to drive EV supply and demand. This includes city actions.



Advocacy toward governmental and city policies to accelerate EV commitments

GOVERNMENTS

ACCELERATING THE ADOPTION OF ZERO-EMISSION VEHICLES



- Our partners helped uncover “Dieselgate” → this market a watershed shifting \$ Billions to EVs
- DEC supports the UK gov’s ZEV Transition Council, ZEV Declaration, Global MOU and other global platforms



BUSINESS

Positive campaigns to engage business in EV leadership as well as pressure campaigns on poorly behaved corporate players.



- Engaging manufacturers, utilities, investors, fleets
- 300+ companies to go all electric (100+ by 2030)
- Work with NGOs that put pressure on companies that are delaying action

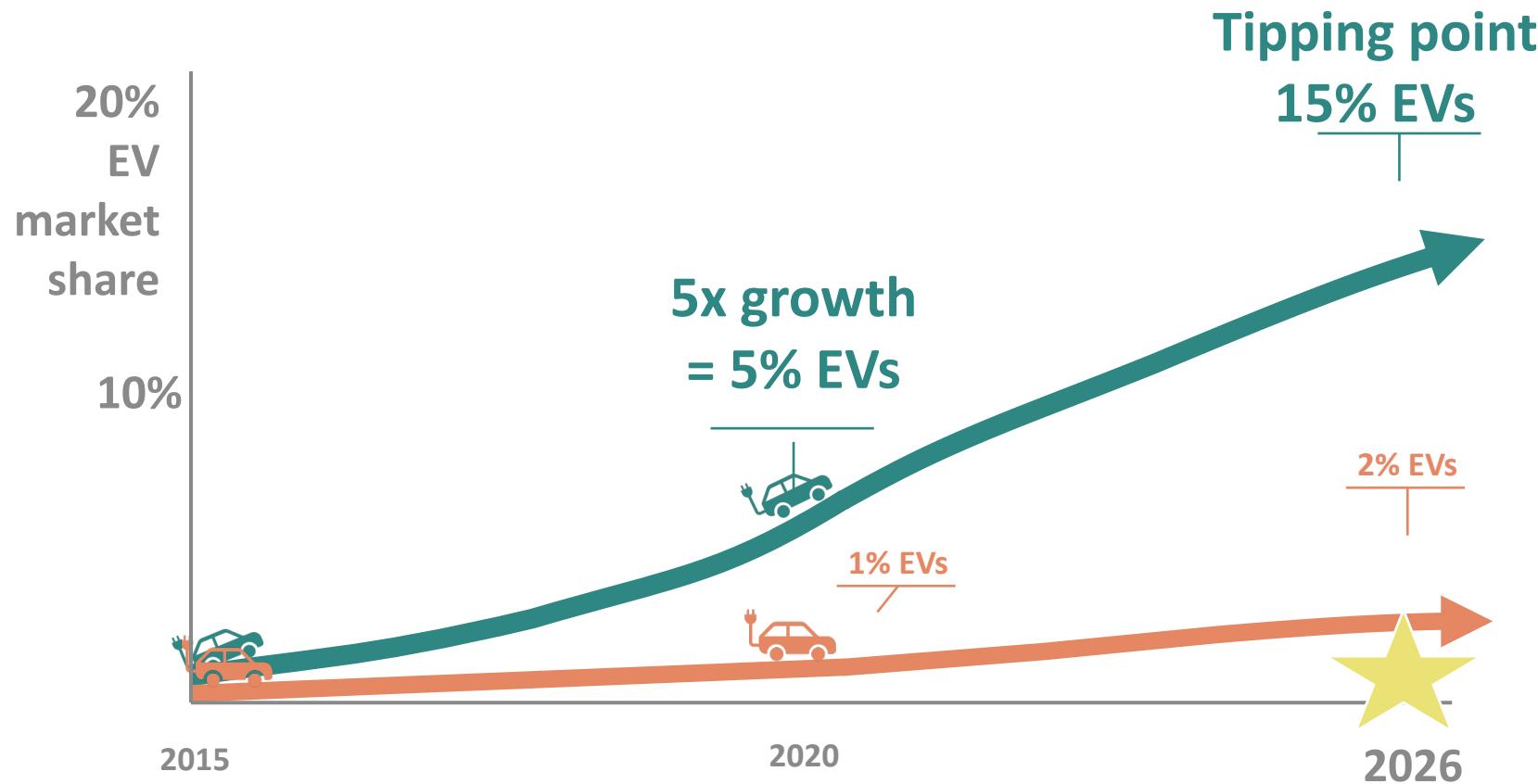


Supporting diverse coalitions demanding bolder action, faster

PEOPLE

- Coalitions representing a variety of stakeholders have secured EV policy wins.
- For example: Advanced Clean Trucks Rule

The campaign has helped get us to where we are today, **now is the time to scale**



The Race:

**Drive
Electric**

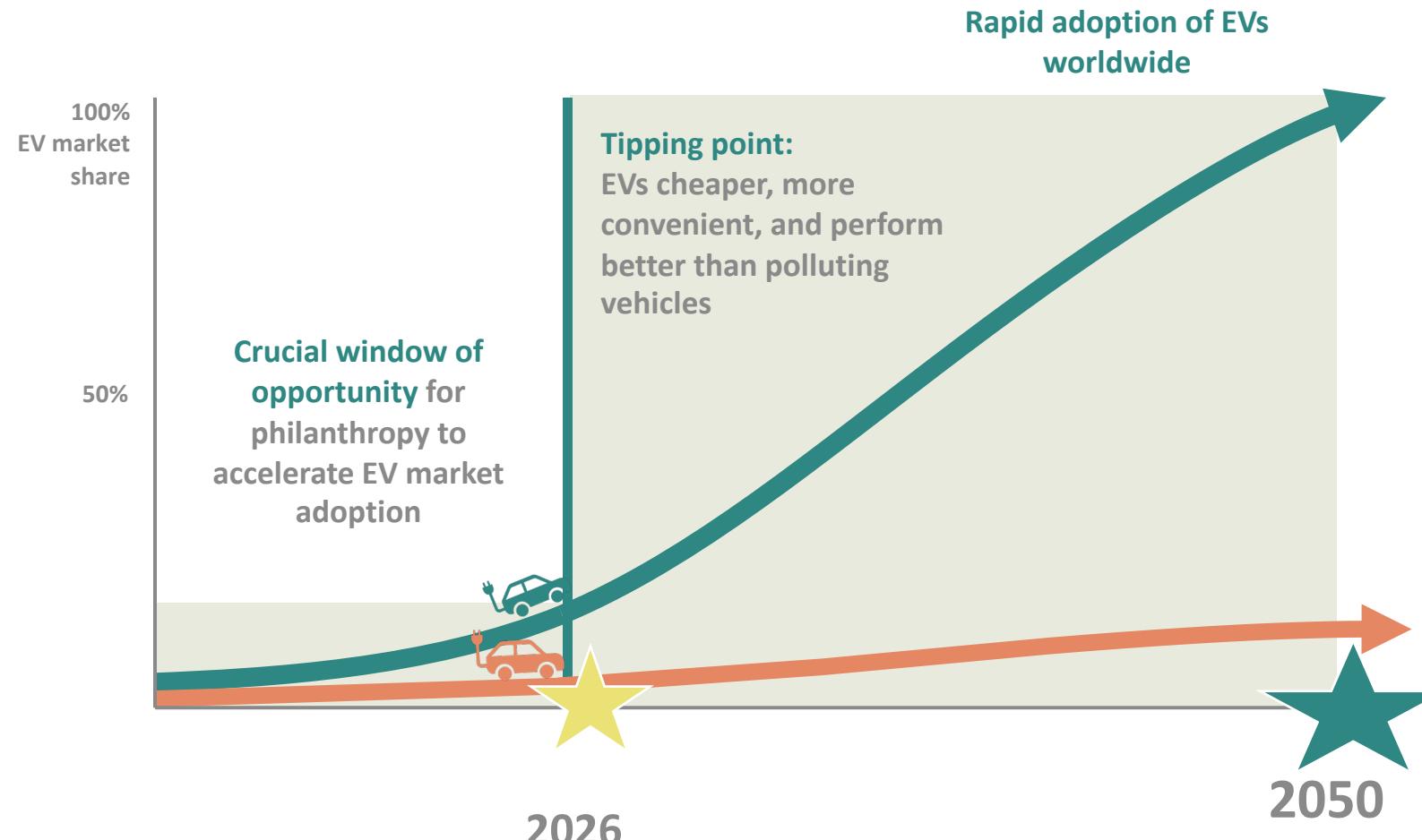


vs.

**Business
as Usual**



We have a choice, but we need to act now



100%
clean electric transportation

Business as usual -
70-90% vehicles will continue to pollute

The goal is \$1 billion to support partners in their work between 2021-26

1. **\$300+M were raised in 2021 through the Audacious Project**
(cumulative 2021-2025)
2. **The funding comes from climate philanthropists**
3. **Many of the partners have worked together for 5 years already**

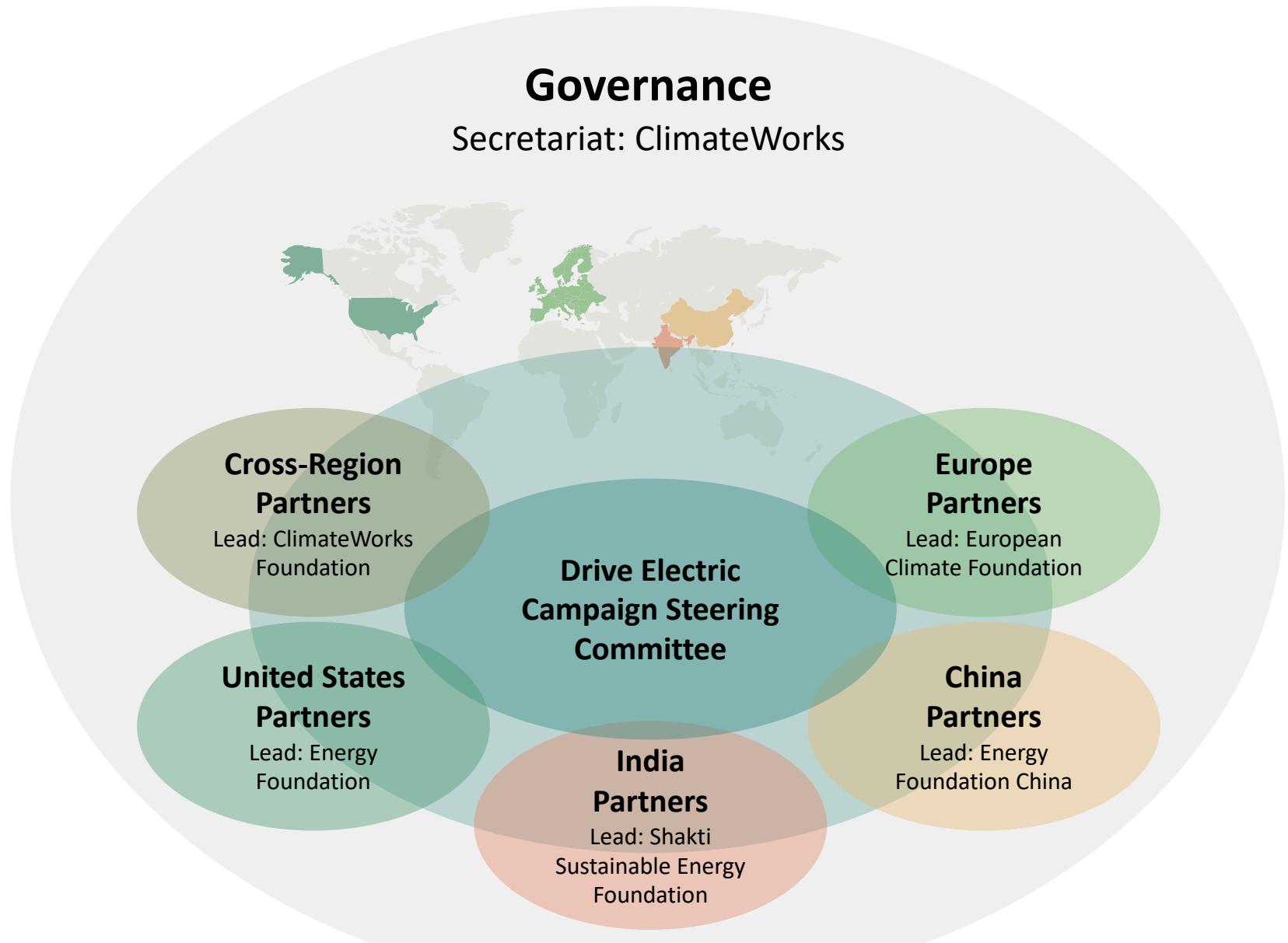


ClimateWorks
operates as the
Secretariat

Foundation partners



Strong focus on EU, US, China and India complemented by a strategy for "EV champion countries" in the developing world.



ELECTRIC TRANSPORTATION IS ACCELERATING

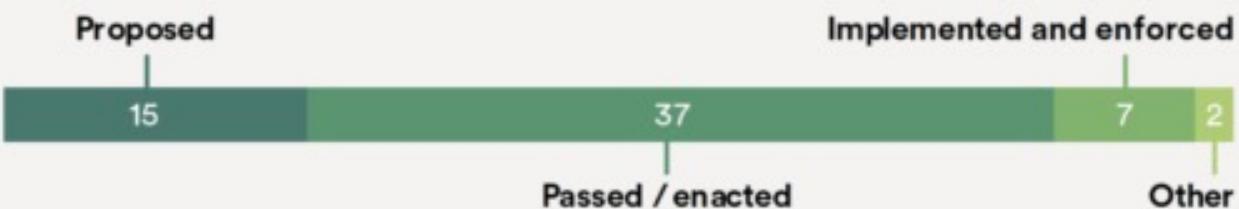
Visit [bit.ly/
DECprogress](http://bit.ly/DECprogress)
to learn more

74

policy wins in
second half of 2021

-  33 Vehicle regulation
-  14 Charging
-  10 Commitment
-  16 Vehicle financial / other incentive

-  11 EV access privilege
-  3 Funding / investment
-  9 Other

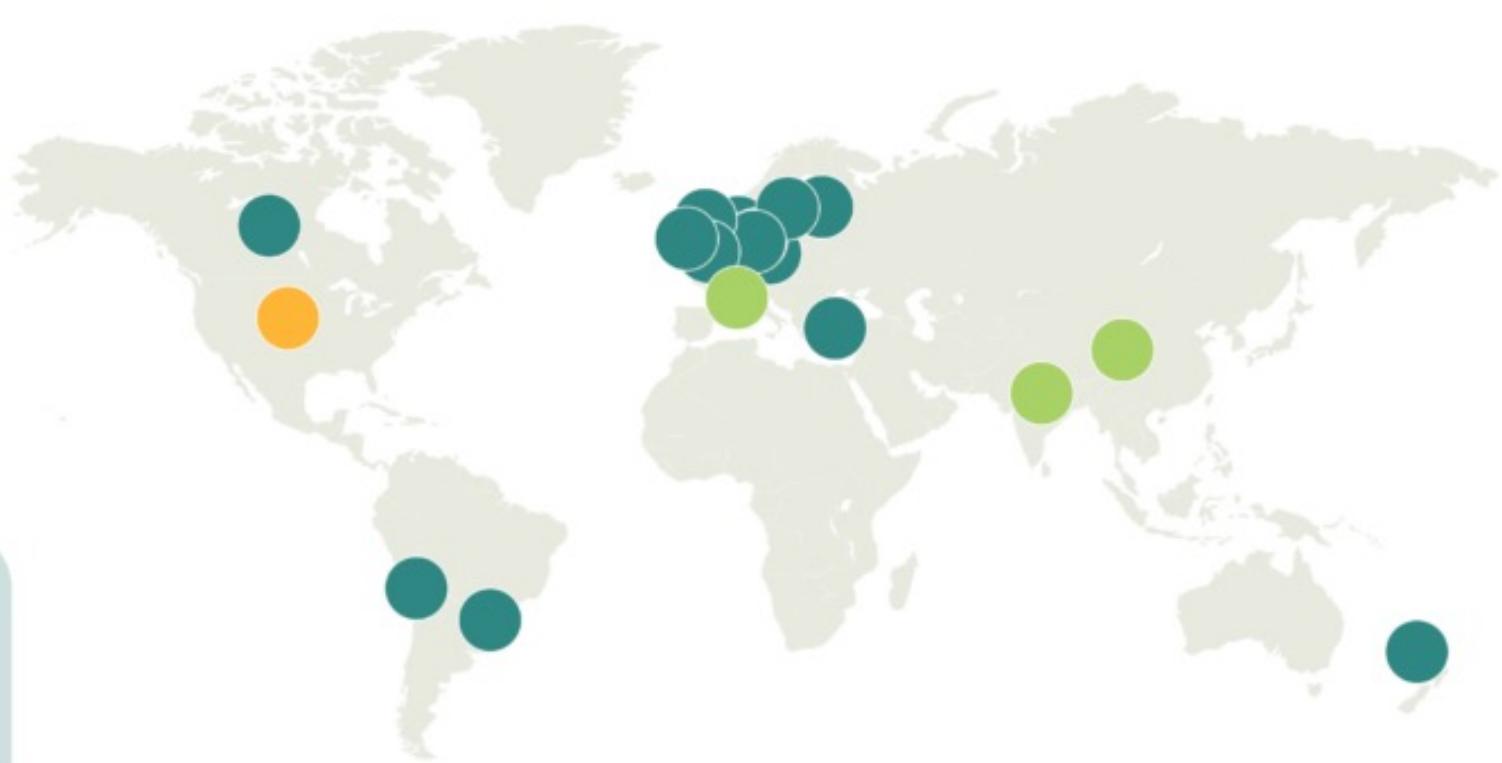


Where are Clean Trucks Picking Up Speed?

Zero-emission trucks are gaining momentum around the world thanks to ambitious policies, international agreements, and dedicated communities.



Switching to electric trucks eliminates dirty diesel pollution, contributing to healthier air and a safe climate



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DriveElectricCampaign.org

 Signatories of the Global MOU on Zero-Emission Medium- and Heavy-Duty Vehicles | Austria, Canada, Chile, Denmark, Finland, Luxembourg, Netherlands, New Zealand, Norway, Scotland, Switzerland, Turkey, United Kingdom, Uruguay, Wales

 Strong momentum with state policies representing 47% of the US truck market | USA

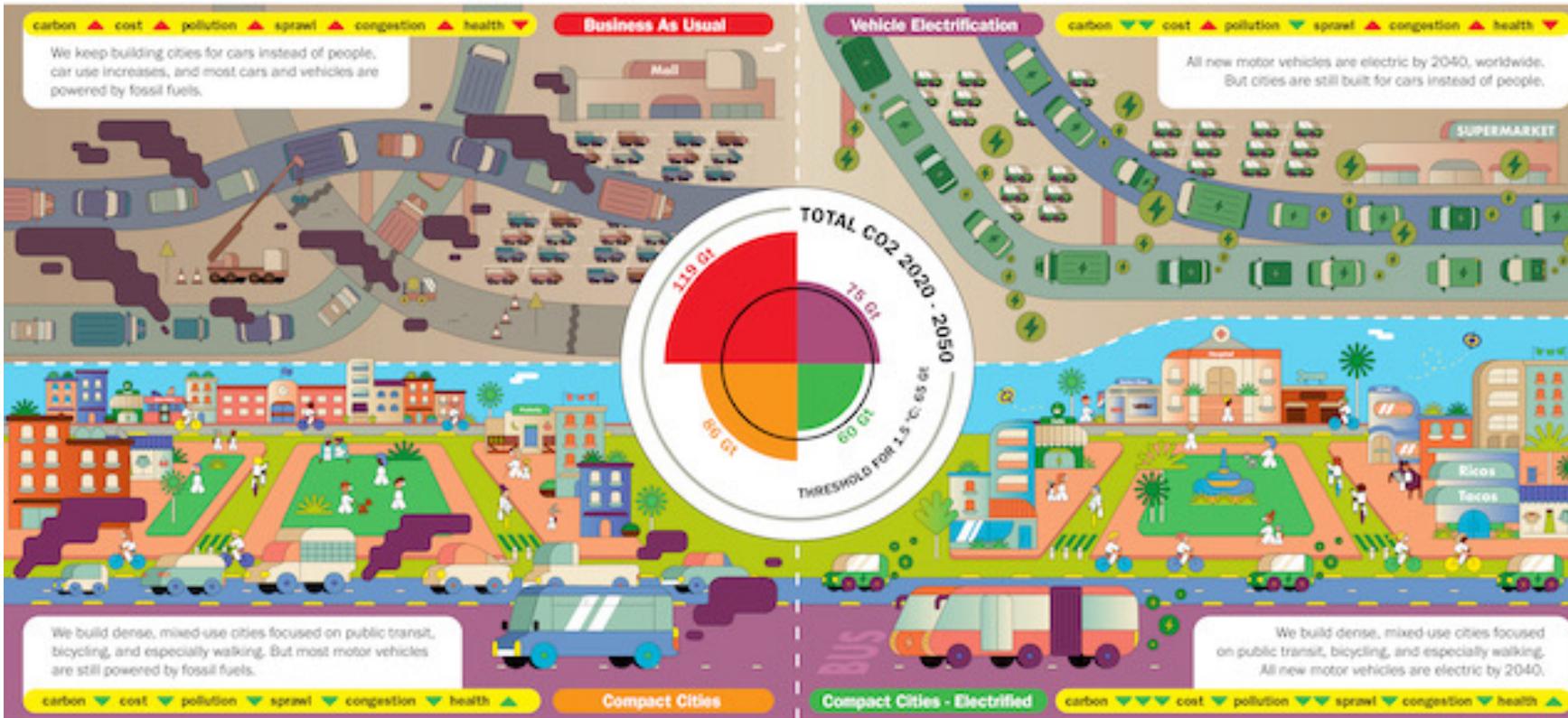
 Key focus regions developing momentum for strong truck policies | India, China, Europe

Example from a campaign's partner

The Compact City Scenario Electrified

The Only Way to 1.5°C

As we recover from COVID-19, we must choose how our cities will grow. Recent research studied four possible scenarios for the future. Only one scenario is consistent with limiting global warming to less than 1.5°C and avoiding the worst effects of climate change.



Read the report, The Compact City Scenario - Electrified, by ITDP and UC Davis, at: www.itdp.org/publication/the-compact-city-scenario-electrified/



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Example from a campaign's partner



TRANSPORT & ENVIRONMENT

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EU Parliament backs 2035 end date for combustion engine cars

Environment Ministers should support phase-out deadline for polluting cars and vans – with no exceptions.



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