



# 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



## WIDE-COALITIONS

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



## BUSINESS ACTION

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

**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



- 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.**

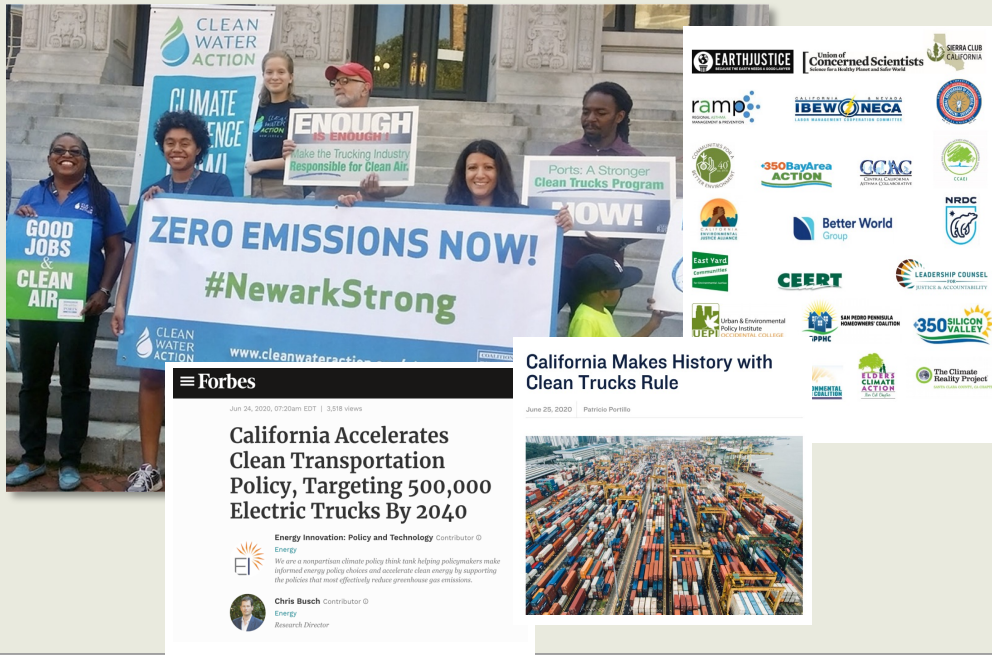


- Engaging manufacturers, utilities, investors, fleets
- 300+ companies to go all electric (100+ by 2030)
- Work with NGOs that put pressure on companies that are delaying action



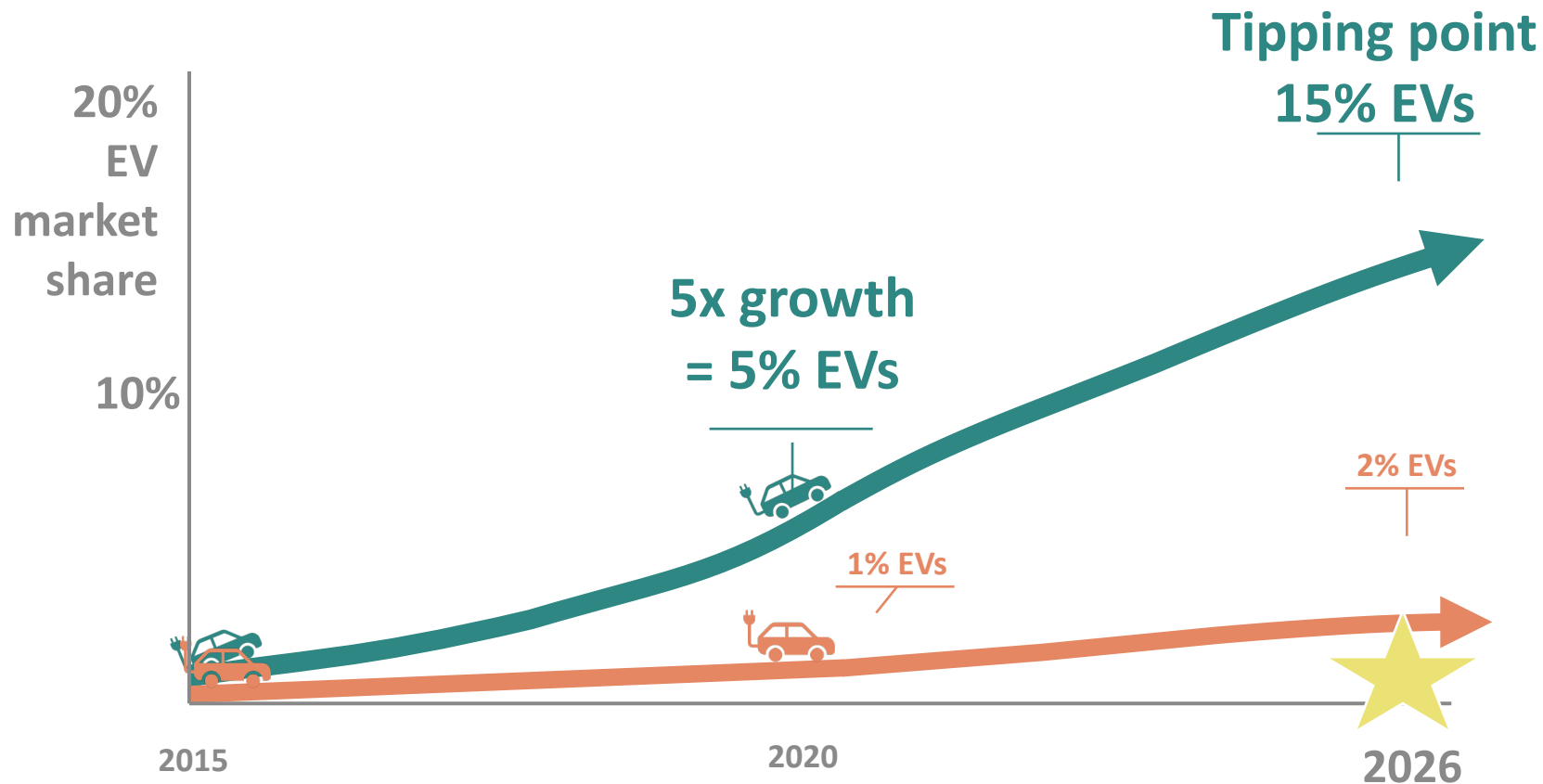
# Supporting diverse coalitions demanding bolder action, faster

## 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**

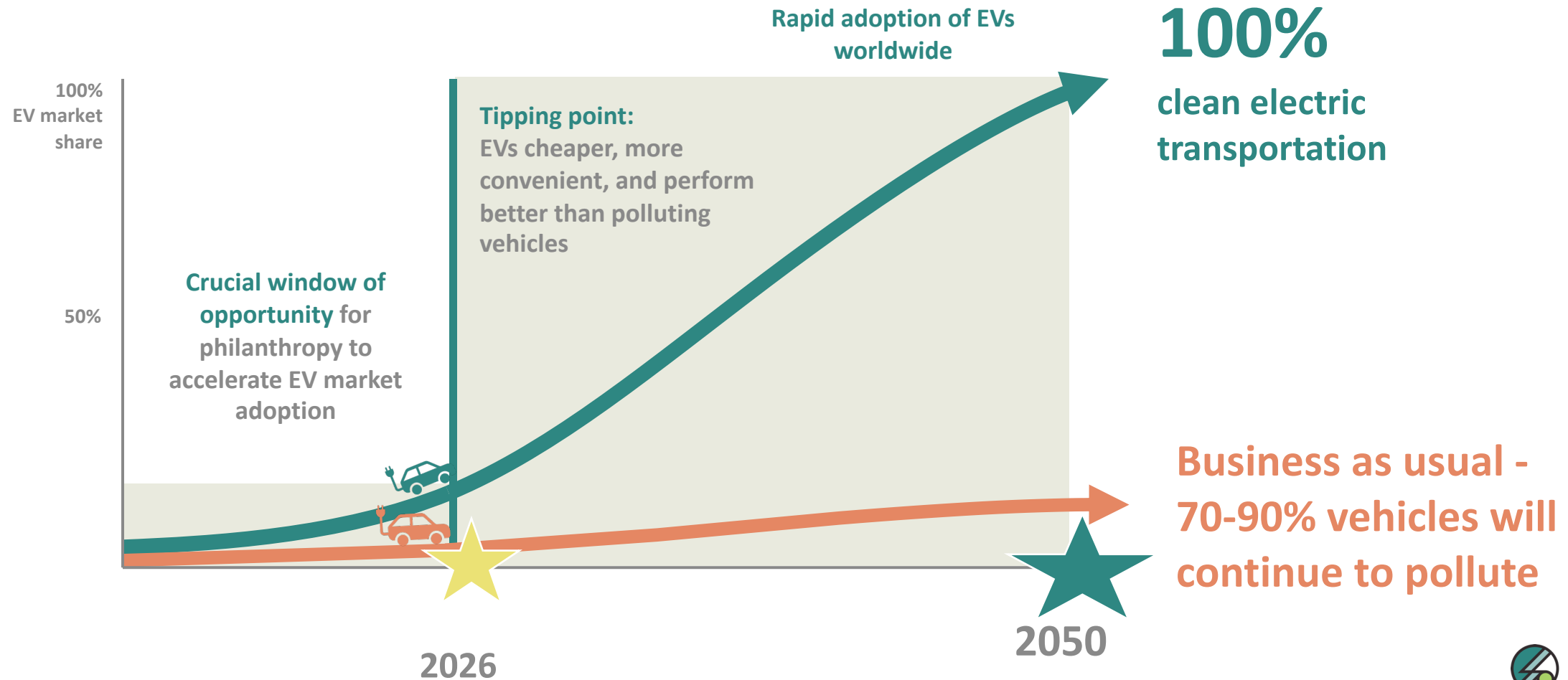


**VS.**

**Business  
as Usual**



# We have a choice, but we need to act now





# 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**

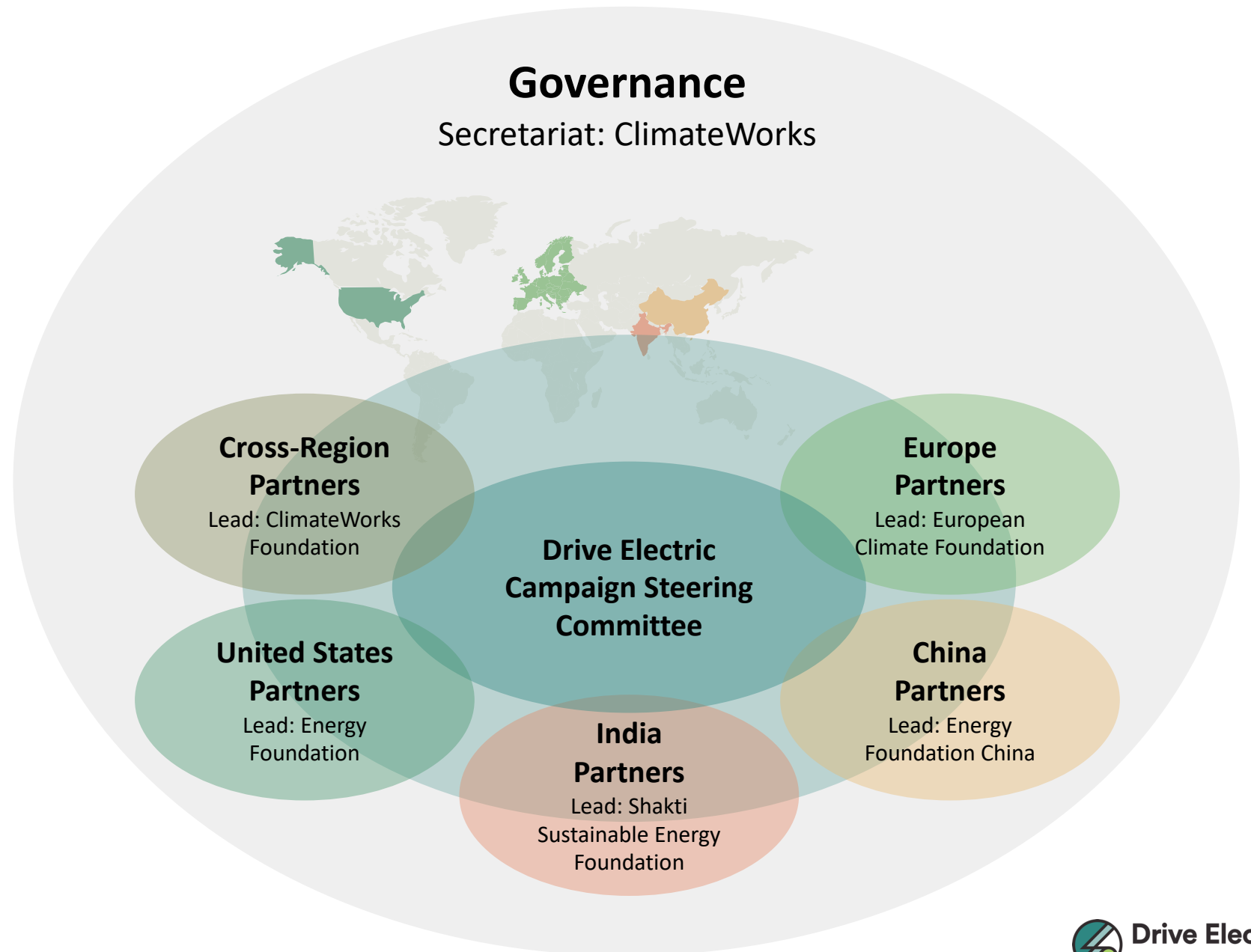


ClimateWorks  
operates as the  
Secretariat

### Foundation partners



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



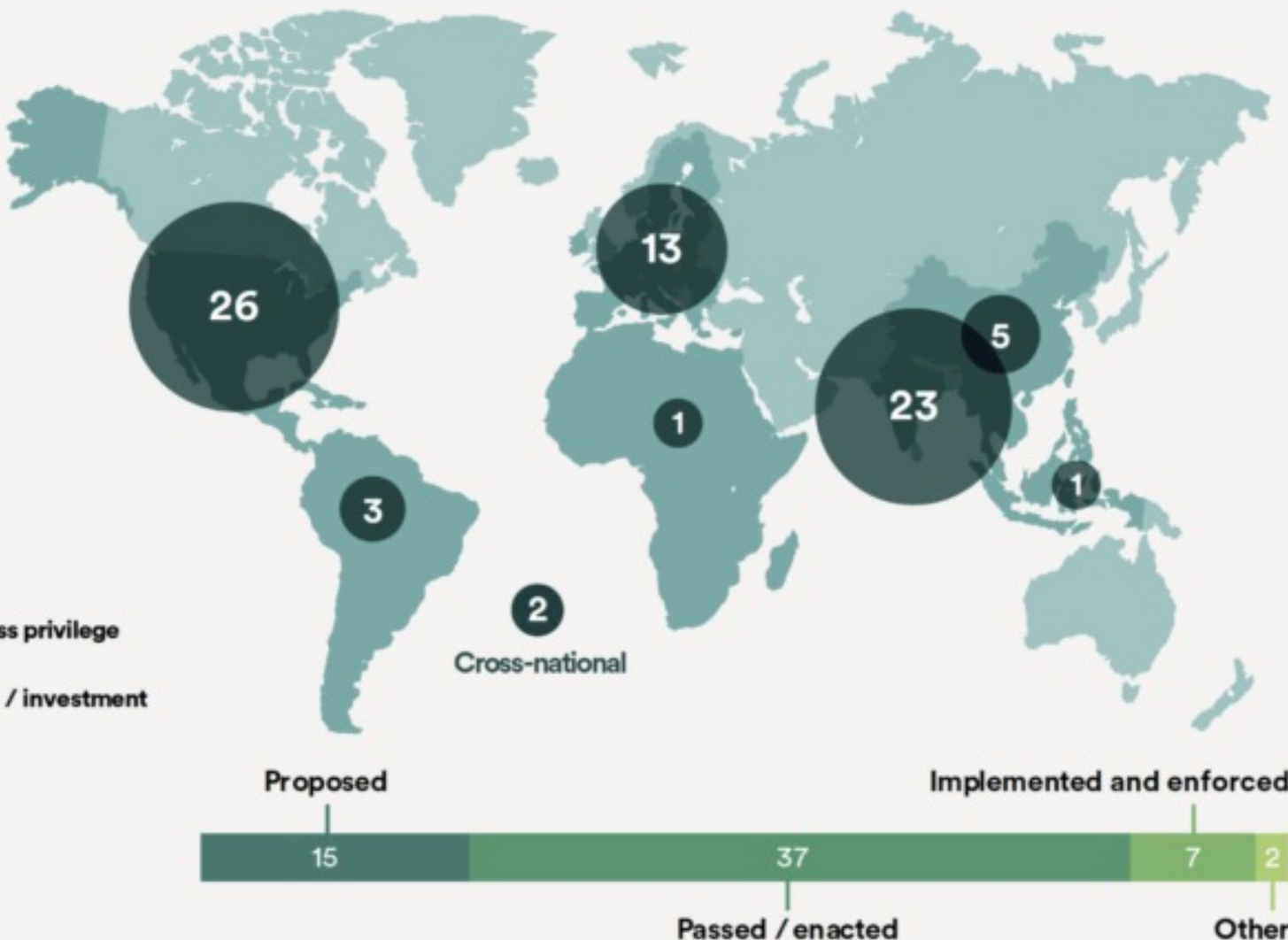


# ELECTRIC TRANSPORTATION IS ACCELERATING

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

# 74

## policy wins in second half of 2021



# 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.

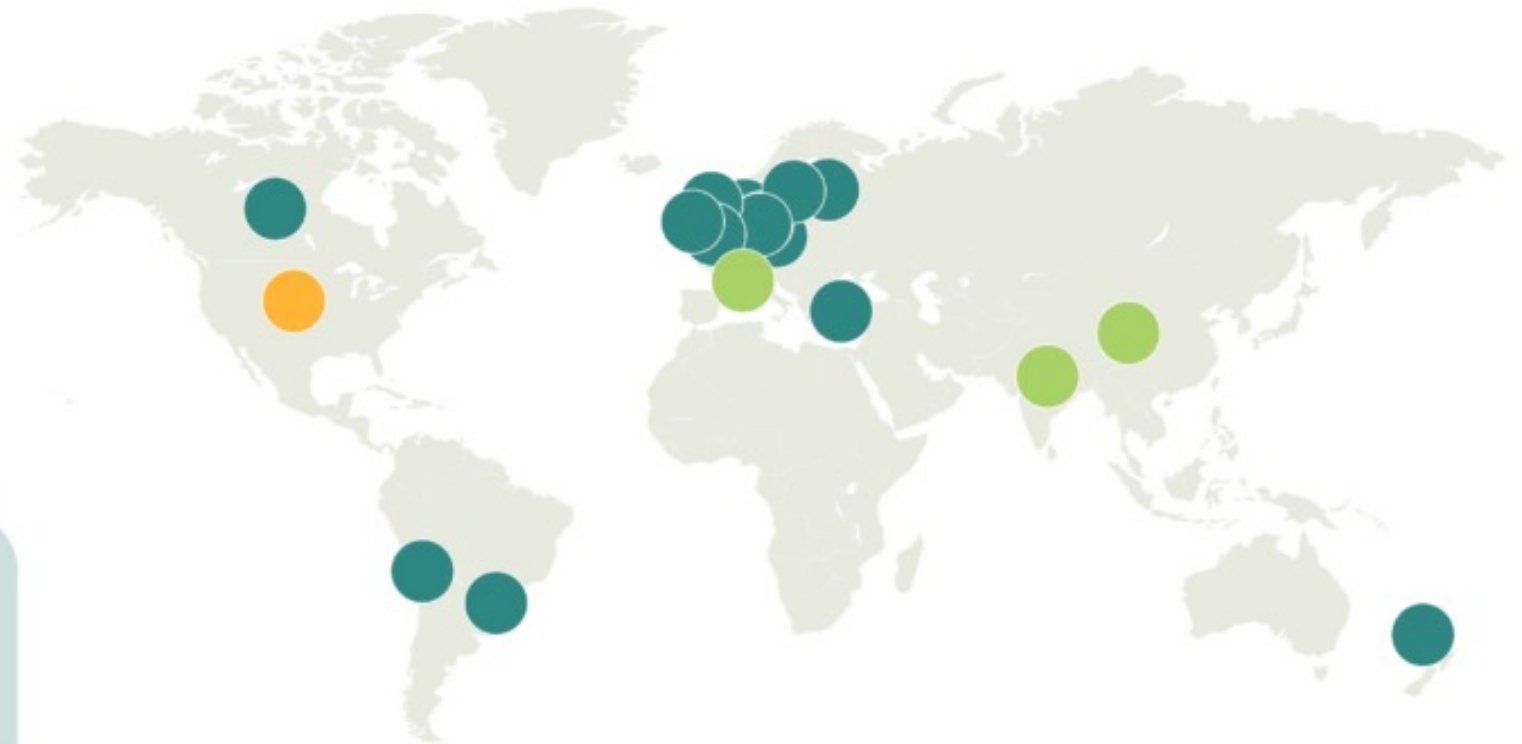


Switching to electric trucks eliminates dirty diesel pollution, contributing to healthier air and a safe climate



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[DriveElectricCampaign.org](https://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



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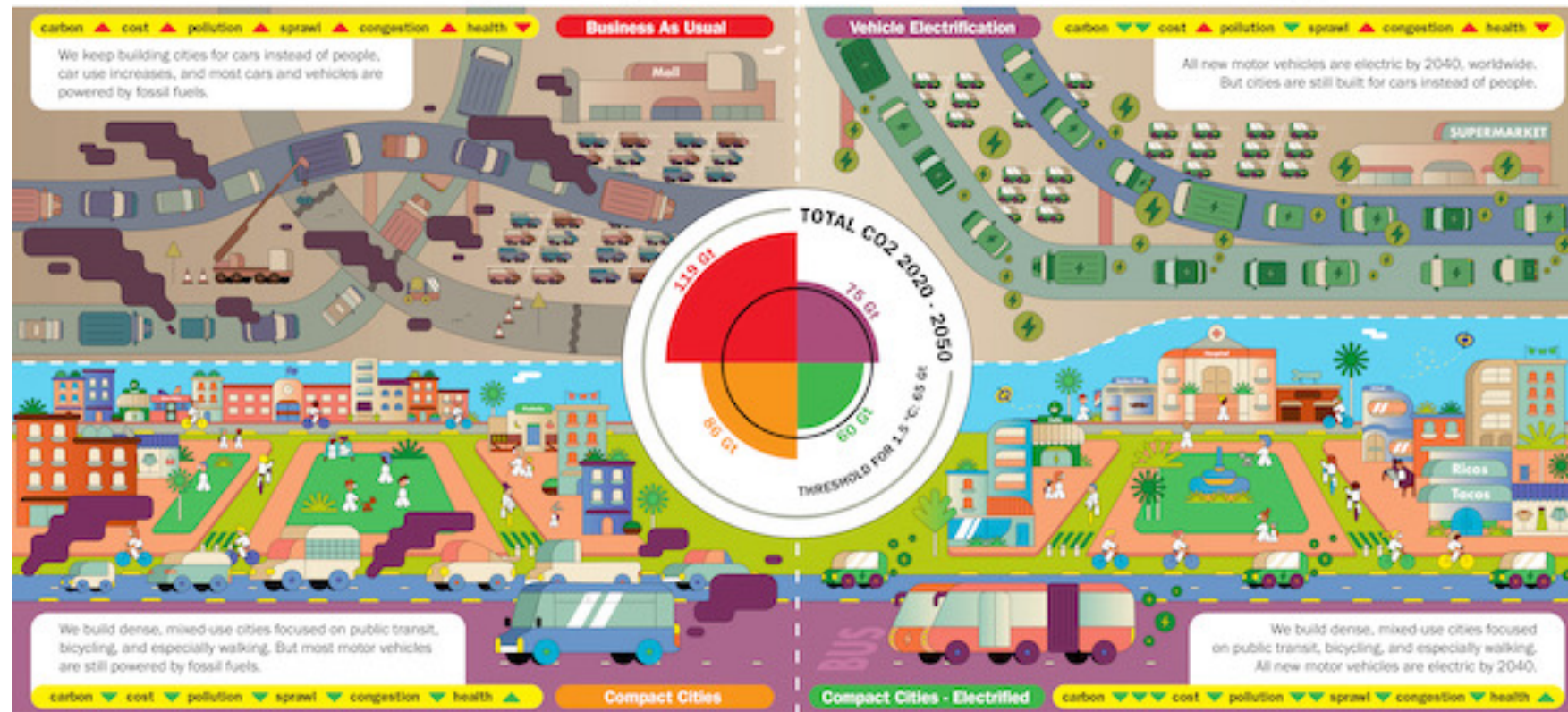


Example from a campaign's partner

# The Compact City Scenario Electrified

## The Only Way to 1.5°C

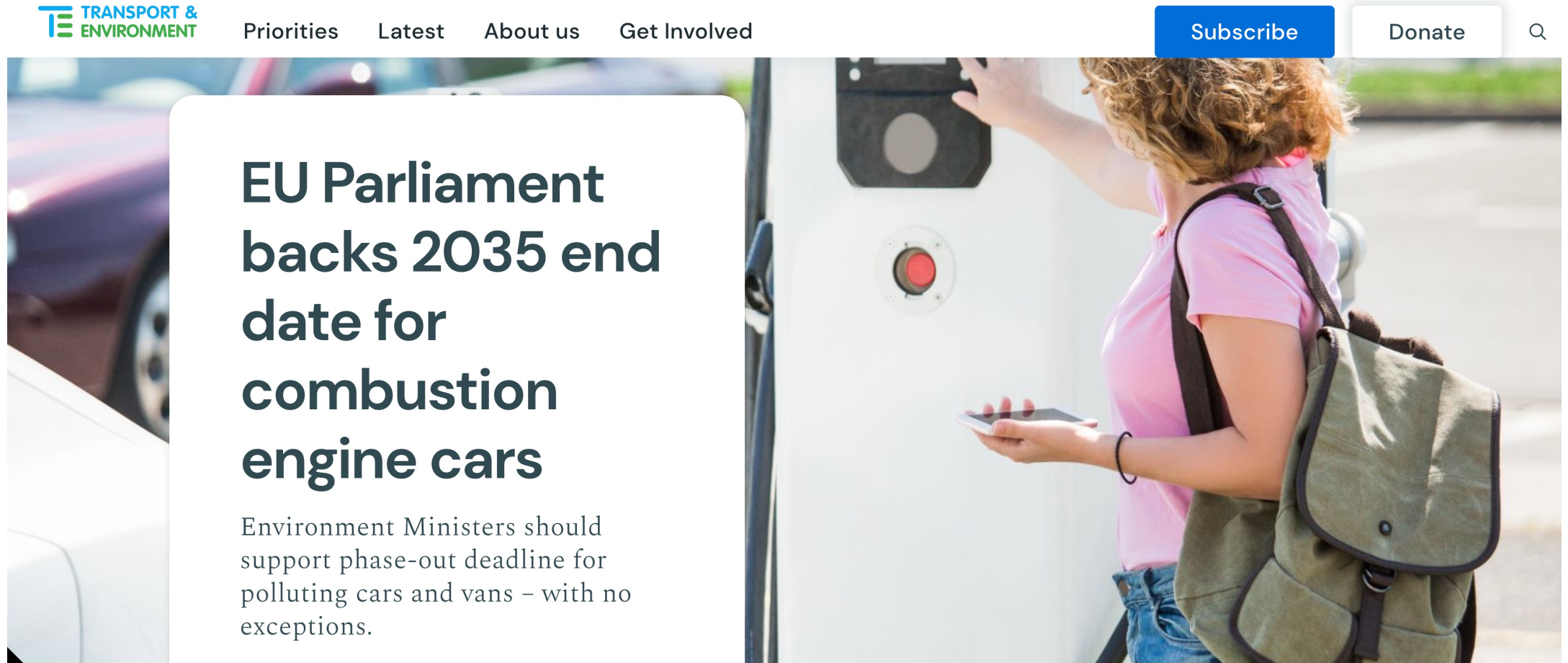
As we recover from COVID-19, we must choose how our cities will grow. Recent research studied four possible scenarios for the future. Only one scenario is consistent with limiting global warming to less than 1.5°C and avoiding the worst effects of climate change.



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



## Example from a campaign's partner



The screenshot shows the top section of the Transport & Environment website. The header includes the organization's logo on the left, followed by navigation links: 'Priorities', 'Latest', 'About us', and 'Get Involved'. On the right side of the header are two buttons, 'Subscribe' and 'Donate', and a search icon. The main content area features a large background image of a woman with curly hair, wearing a pink shirt and a green backpack, standing next to a white electric vehicle charging station. Overlaid on the left side of this image is a white rounded rectangle containing the headline and subtext.

**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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