REmobility

Accelerating EV adoption in India

REmobility is a regional action collaborative under WBCSD’s Transforming Urban Mobility project
The World Business Council for Sustainable Development is a global, CEO-led organization of 200 forward thinking businesses working together to accelerate the transition to a sustainable world.

**About WBCSD**

**Our mission** is to accelerate the transition to a sustainable world by making more sustainable business more successful.

**Our vision** is to create a world where more than nine billion people are all living well and within the boundaries of our planet, by 2050.

**GLOBAL**
200 members from all geographies and economic sectors.

**CEO-LED**
Led by our member company CEOs and oriented towards collective action.

**BUSINESS PLATFORM**
Members access a diverse business community and a safe space to exchange ideas and know-how with peers.

**MARKET-DRIVEN**
We see market solutions as central to sustainable development. We strive to support our member companies be more resilient and more competitive.
Each system transformation is set up as a WBCSD Program with practical Projects.

2020 WBCSD Active & Scoping Projects

**Programs**
- **Circular Economy**
- **Cities & Mobility**
- **Climate & Energy**
- **Food & Nature**
- **People**
- **Reimagining Value**

**Projects**
- **Circular Economy**
  - Circular Economy Hub
  - Connect to the Alliance to End Plastic Waste
  - Factor 10 Plastics and Packaging
- **Cities & Mobility**
  - City Business Collaboration
  - Transforming the Built Environment
- **Climate & Energy**
  - Climate Action and Policy
  - Energy Solutions
  - Natural Climate Solutions
  - SOS 1.5
- **Food & Agriculture**
  - FReSH
  - Scaling Positive Agriculture
  - Soft Commodities Forum
- **People**
  - Human Rights
  - The Future of Work
- **Social Impact**
  - SDGs
  - SDG Action & Policy
  - SDG Sector Roadmaps
- **Sustainable Lifestyles**
  - Global Water Solutions
  - Program Enablers
  - Sustainability and the Finance Sector

**Organizational Project**
- **Vision 2050**
- **Sector & Coordination Projects**
  - Chemical Group
  - Forest Solutions Group
  - Global Agribusiness Alliance
  - Tire Industry Project

**Enabling functions**
- 60 Global Network partners, Member Relations, Outreach, Support
WBCSD Transforming Urban Mobility (TUM) Objectives: Addressing four interconnected goals for a sustainable mobility system by 2030

**Clean**
- 75% less GHG Emissions
- Fully respect WHO Air standards

**Safe**
- 75% less fatalities and severe injuries in road transport

**Efficient**
- 75% less GDP losses due to time lost in congestion

**Accessible**
- Bring access of lower 10% of the population to the current median level
Transforming Urban Mobility Workstreams at WBCSD

Mobility system transformation towards achieving sustainable mobility goals

- Sustainable Mobility Management
- Sustainable Urban Mobility toolkit - SiMPlify
- E-Mobility
- Data Sharing
- REMobility
- Corporate Mobility Pacts
- Mobility Hubs

Diagnostic Tools

Levers for transformation

Regional Action
REmobility: accelerating EV adoption in India

Regional action collaborative under WBCSD’s Transforming Urban Mobility project

Workstream: Emobility
Geography: India
REmobility: India Mobility Context

- India has yet to procure much of its vehicle fleet (2W, 3W, 4W, buses & trucks);
- **2020s are critical for electrification**: Slow transition in the 2020s will mean tens of millions of additional ICES on Indian roads - with an average life of 10-15 years.
- WBCSD India’s REmobility project aims to catalyze early adoption of EVs in India (until 2025) to bring scale, lower costs and create a demand base required for R&D, manufacturing and infrastructure development.
- EVs are already economically viable if daily usage is between 150-200 kms.
- **Low hanging fruit (until 2022)**: Business and fleet EV adoption (employee transport, ride sharing, urban freight), & public transport.
- WBCSD’s REmobility project is working with businesses and mobility service providers with an annual mobility demand for 8 billion kms, of which ~75 million kms have been electrified till date.
- By 2025, we aim to ensure that our collaborative delivers over >1 billions kms of annual electrically propelled mobility demand through own actions of participating companies – strongly supporting clean, shared and affordable mobility.
REmobility: Working across the mobility value chain to accelerate EV adoption

**Project partners**
- WE MEAN BUSINESS
- THE CLIMATE GROUP
- SHAKTI SUSTAINABLE ENERGY FOUNDATION
- Government endorsement

**Manufacturing**
- Mahindra Electric
- TATA MOTORS Connecting Aspirations
- Ashok Leyland

**Charging infrastructure**
- ABB
- Schneider Electric
- magenta power
- Panasonic
- Exicom Power Solutions

**Mobility Services**
- LeasePlan
- OLALA
- Shuttl
- Blu Smart Mobility
- Uber
- Lithium
- Sounce
- Swiggy

**Corporations**
- Accenture
- IKEA
- BARCLAYS
- CMA
- Shell
- Google
- Amazon
- Tata Consultancy Services
- TATA Consulting Services

**OEMs**
- JBM Group

**Charging equipment & operations**
- Fortum Charge & Drive
- Charge Zone

**Other tech provider**
- CLP

**Utilities**
- BSES Rajdhani Power Limited
- Engie

**Start-up accelerator**
- Shell E4

**Corporate customers**
- Corporation

**Funding partners**
- Hewlett Foundation
- CDP
- GEM

**Project partners**
- Infineon
- Coslight
- CLP
**REmobility: strong business representation**

**REmobility participants represent:**

1. Corporate customers and mobility service providers having demand of at least **8 billion kilometers per year** within India

2. Mobility service providers running at least **75 million EV kilometers per year** in India

3. **Charging infrastructure** providers with **over 60% market share** in India

4. **75% of national electric vehicle manufacturers (4W, buses)**

Note: these are conservative estimates and need to be validated with companies.
REmobility members collaborate to meet 2019-2020 project deliverables

**Project Deliverables: 2019-2020:**

- Provide a platform to India’s mobility value chain to **collaborate and share knowledge** towards accelerating adoption of EVs
- Jointly create and publish a **business EV adoption guide**
- Deploy scalable **demonstration projects** and ensure learning is shared widely for other companies to deploy and scale their EV adoption
- Develop policy recommendation papers for the Department of Heavy Industries, Government of India towards: (i) accelerating business-led EV adoption; (ii) encouraging private investments in charging infra
- Develop an **ambition statement signed by CEOs** of prominent companies to support enhancement of India’s NDCs or Long-Term Plans (LTPs) related for electric mobility ahead of COP26
Examples of activities to collaborate and share knowledge

**Project partners**

Collaborated with Government of India’s policy think tank, Niti Aayog, to organize a “Masterclass for Corporate EV Adoption” at MOVE Summit, a Government of India event.

Collaborating with the world’s largest energy service company, EESL, a public sector enterprise, to create a framework for aggregation of demand for electric vehicles and charging infrastructure from the private sector.

**Finance**

Collaborated with India’s largest bank, State Bank of India, and organized a workshop to design EV finance products for Indian market.

**Corporations**

Supported Ikea to create a roadmap for 100% electrification of their fleets in India based on Ikea’s EV100 commitment.

Supported Shell to evaluate use of electric buses for employee transport at the Bangalore Technology Center.
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India Business Guide to EV Adoption launched at the India Pavilion at COP25

Prioritized use cases for vehicle electrification

- 25 companies joined the Community of Interest to create content for the India Business Guide to EV Adoption
- How-to guide for deployment of EVs across use cases such as: employee transport, ride hailing and urban deliveries
- Case studies in the report from early adopters showcase how business decisions in favor of EVs over ICEs led to 73 million EV propelled kilometers by just 8 companies doing early adoption, saving over 5,000 tons of CO2

The 2020-2030 decade will be the crucial for EV transition in India. A slow transition could mean 10s of millions of additional ICEs on Indian roads

Given the high utilization of vehicles in business fleets, it makes most sense for businesses to adopt EVs

The 30% EV sales target by 2030, if achieved, would lead to reduction of 52% CO2 emissions emitted by an equivalent ICE fleet
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WBCSD and BluSmart announce an all-electric ride hailing demonstration service in Delhi (National Capital Region), India

- Project demonstrates the practicality of transitioning the booming app-based ride sharing market to EVs
- Objective is to ensure success of demonstration project; learn from it and share knowledge of solutions and challenges
- Adopting EVs in India could save 37% of India’s projected carbon emissions by 2030: NITI Aayog
- A vehicle on a ride-hailing platform can travel 200-400 kms daily, making EV adoption viable vis-à-vis ICE vehicle

- 200+ Electric Vehicles (EVs) deployed in Delhi by 2020
- 4.7 m Clean kms driven until March 2020
REmobility members collaborate to meet 2019-2020 project deliverables

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Department of Heavy Industry (DHI), Government of India, asks WBCSD to make policy recommendations related to business and fleet led adoption of EVs

$1.4\text{ b}$
Incentives package until April 2022 administered by DHI

6
Consultation meetings completed

30+
Companies participating in formulating recommendations

July
Submission of recommendations; ahead of August review for current policy
REmobility members collaborate to meet 2019-2020 project deliverables

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Next steps
## REmobility: scoping of project deliverables for 2021-2025

<table>
<thead>
<tr>
<th>New activities</th>
<th>Output and outcome</th>
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</thead>
<tbody>
<tr>
<td><strong>Scale up REmobility</strong> (action collaborative)</td>
<td>• Scale up participation and impact of REmobility as an action collaborative. &lt;br&gt;• Participating businesses showcase 1 billion kms of electrically propelled mobility through own actions by 2025&lt;br&gt;• Continued collaboration and policy engagement on accelerating adoption of EVs at national and sub-national level – with an added focus on heavy transport</td>
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<tr>
<td><strong>India Charging Collaborative</strong></td>
<td>• Charging collaborative formed for scale up and interoperability (roaming) of charging infra: OEMs, charge point operators, real estate companies and utilities come together on a common platform.&lt;br&gt;• India Charging Collaborative takes leadership on accelerating private investments in charging infrastructure.</td>
</tr>
<tr>
<td><strong>India Business Guide for Adoption of Electric Freight Vehicles</strong></td>
<td>• Businesses collaborate to create a knowledge product that supports accelerated deployment of electric freight vehicles for long distance transport.</td>
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<td><strong>Call for zero emission freight vehicles</strong></td>
<td>• Indian businesses operating over 50,000 freight vehicles come together to call on OEMs to make freight vehicles available in India.&lt;br&gt;• National demand for electric freight vehicles showcased for action by OEMs – solving a key challenge, i.e., freight vehicle availability.</td>
</tr>
<tr>
<td><strong>SOS 1.5 Automobile sector decarbonization</strong></td>
<td>• Prominent automobile manufacturers create roadmap for net-zero emissions, adopt circular economy principles, and set deadline for 100% electric vehicle portfolio.&lt;br&gt;• SOS 1.5 is a flexible roadmap to help companies:&lt;br&gt;  o Learn &amp; Individually develop a strategy to move their carbon footprint to net-zero&lt;br&gt;  o Collectively address barriers including carbon accounting challenges (scope 3, GHG, SBTi..)&lt;br&gt;  o Mobilize their full ecosystem and supply chain in the same direction(Pathways)</td>
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