



States and regions commit to action through the ZEV Challenge

Government: Multiple governments from around the world

Region: Global

Sector: Clean transportation

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Summary

States and regions are generating momentum by making a public commitment to take action on zero emission vehicles as part of the ZEV Challenge.

The ZEV Challenge is an initiative launched by The Climate Group and C40 Cities in 2018 in order to bring together action from state and regional governments, cities and businesses. Together they represent millions of dollars in purchasing power and have united to accelerate the global manufacture of zero emission vehicles and signal an endgame for fossil-fuel vehicles.

To join the challenge, states and regions in the Under2 Coalition are asked to commit to 100% zero emission passenger vehicle purchases before 2050. In order to achieve this goal, they agree to take action on public fleets, provide purchase incentives and promote charging infrastructure.

States and regions committed to the ZEV Challenge include: Australian Capital Territory (Australia), The Basque Country, Catalonia, Navarra (Spain), Drenthe (The Netherlands), Emilia Romagna, Lombardy (Italy), Québec (Canada), Scotland (UK), Broward County, California, Washington (USA), and Akershus (Norway).

States and regions have committed to 100% zero emission passenger vehicle purchases before 2050



The commitment

As part of the ZEV Challenge, states and regions recognize the urgent need for climate action to achieve the goals of the Paris Agreement, and commit to take action and strive to realize 100% zero emission passenger vehicle purchases before 2050.

They commit to a comprehensive strategy to encourage ZEV adoption in the coming years, including all three of the following:

1. Leading by example through public sector ZEV adoption by:
 - Converting all appropriate public fleet vehicles to ZEVs by 2030, or:
 - Procuring only ZEVs for appropriate public fleets by 2030
2. Providing incentives for the purchase of ZEVs by consumers and businesses
3. Promoting the roll out of ZEV charging and fueling stations

Full details of the states and regions commitment to the ZEV Challenge is available on [The Climate Group website](#)

Why make a commitment on zero emission transport?

Making a public commitment shows the global auto industry the full scale of demand that already exists for electric vehicles. Greater availability and lower prices for new clean technologies, like electric vehicles, will provide a chance to cost-effectively move away from traditional internal combustion engine vehicles to cleaner options for consumers.

The transition to zero emission vehicles (ZEV) will improve the quality of life in communities, at the same time helping to address the threat of global climate change. ZEVs produce no tailpipe emissions, leading to cleaner air and better health, while also reducing greenhouse gas (GHG) emissions. They also represent emerging industries that will be engines of growth in our economies.





The collective influence of states and regions, cities and businesses

By joining together, states and regions, cities and businesses can amplify their collective purchasing power and influence on the market.

A range of businesses are supporting the ZEV Challenge as members of The Climate Group's EV100 initiative. As a global platform, EV100 brings together forward-looking companies committed to accelerating the transition to electric vehicles (EVs) and making electric transport the new normal by 2030. It's now 35 global members make a public commitment to lead the way for the market transition in their own operations, switching to electric vehicles in their fleets and installing charging infrastructure at office and retail premises by 2030.

Some of these companies – including EDF, LeasePlan, Vattenfall, Metro AG, Heathrow Airport, Wipro– took a public voice in the ZEV challenge to highlight growing demand for EVs in the business community and invite suppliers to accelerate their supply. Charging infrastructure providers ChargePoint and EVBox and the Hydrogen Council committed to accelerating the roll out of electric and hydrogen charging infrastructure at the same time.

A number of cities are supporting the ZEV Challenge by committing to the C40 Green & Healthy Streets (Fossil Fuel Free Streets) Declaration. These cities have committed to procuring, with their partners, only zero-emission buses from 2025 and ensuring a major area of their city is zero emission by 2030.

The zero emissions leaders supporting the ZEV Challenge are urging the global auto industry to commit to accelerating the manufacture of electric vehicles, and in the meantime commit to a ZEV percentage of sales by 2025.

For more information

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[The ZEV Challenge](#)

This case study was developed as part of the [Under2 Zero Emission Vehicle \(ZEV\) Project](#), which supports state and regional governments to increase the number of zero emission vehicles on their roads. The Under2 ZEV Project is implemented by The Climate Group, as part of the Under2 Coalition, with the support of the Scottish Government.

