Annual Report
2021

Presented GA 12/06/2022 at EVS35
I am proud to present this annual report from a second year in a row with good growth in difficult times, and another year of increased collaboration despite physical separation. In addition to the activities described, 2021 also included a lot of the preparations including sales of sponsorships for EVS35, laying a comfortable foundation for building the event we want it to be in 2022.

As always we aim to make a positive impact, to inspire, and to connect the dots. We work for the benefit of the whole EV ecosystem, because this benefits all its diverse constituents as well as humanity in general.

Espen Hauge - President AVERE
Electrification Alliance

In 2021 we launched with all the partners of the Electrification Alliance a communication campaign. The goal was to discuss and engage the ways in which electrification can be supported and to ensure it becomes the leading energy system in Europe, as our economies recover and as we work to stave off climate change.

The Electrification Alliance recognises the need to switch away from fossil fuels toward the use of clean and renewable electricity as the main source of energy for all our applications. Many sectors, such as transport, industry, buildings and heating and cooling, are undergoing the process of electrification. It is increasingly powered by renewable energy sources like wind and solar and supported by demand-side flexibility. Moreover, smart electricity grids make the system highly sustainable, dependable and efficient.

We ended with hosting the dedicated digital conference “ElectrifyNow. Which role for electrification in the Green Deal?” on 17 November. The event constituted the perfect occasion to map out the next steps leading to the electrification of Europe.
EAFO 3.0

The 29th of April is the date of the letter from EC that confirmed the 3rd consortium of the European Alternative Fuels Observatory. The European Commission’s key reference portal for alternative fuels, infrastructure, and vehicles in Europe which provides openly accessible data at the highest of quality, in an easily accessible in Europe to Public Authorities, Consumers and the EU.

- A continued consortium with some newcomers to address the new aspects:
- The overall objective of EAFO 3 is to further expand this vision, by additional development of the portal
- Provide reliable data, information, and relevant news items, based on the needs of key target groups
- Build with user-friendliness and functionality in mind
- Provide expert advisory services and analysis to the European Commission

The key role of AVERE is in the consumer information section with new aspects as they the consumer survey, Available Electric Vehicle Models, Electric Vehicle Recharging Pricing, Fuel price comparison
Policy update 2021

2021 was a fast-paced year on the policy front, with the Commission proposing its landmark "Fit for 55" climate legislation package in July. Changes happened internally as well: following the departure of Jayson Dong, Thomas Neumann joined AVERE as the association's new Policy Officer.

The draft legislation presented includes revisions of key files such as the Alternative Fuels Infrastructure Regulation (AFIR), CO2 Emissions Standards for Cars and Vans, the Renewable Energy Directive, and, towards the end of the year, the Energy Performance of Buildings Directive. Key wins in line with AVERE's previous advocacy included a phase-out date of new ICE cars and vans in 2035, as well as binding infrastructure targets through the dedicated European Regulation AFIR.
Policy update 2021

The first half of 2021 was characterised by preparatory work within AVERE for the publication of the package, and saw the finalisation of key position and reaction papers on all key proposals by the Commission, as well as the overarching AVERE vision paper and a high-level discussion paper on the role of charging infrastructure in encouraging EV uptake. At the same time, the functioning of the working groups was streamlined, and the monitoring work was intensified by establishing a new dedicated policy newsletter to members.

The second half of the year was increasingly externally focussed: On the basis of the finalised position papers, AVERE developed concrete suggestions for amendments, and actively engaged with key institutional stakeholders on behalf, and with the active engagement of its members. Meetings were held on AFIR, car CO2 standards and the Battery Regulation, as well as the EPBD, with key stakeholders from Commission, Council and Parliament respectively. AVERE also signed and partially led the work on various joint letters, some of which prominently featured in key Brussels media such as POLITICO.

The “Fit for 55” engagement continues throughout 2022, with the outcomes likely to profoundly affect the prospect of e-mobility in Europe.
Sustainable Transport Forum (STF)

In early 2021, AVERE's participation in 2 sub-groups of the Commission's Sustainable Transport Forum (STF) was approved: the sub-group on Data, and the sub-group developing best practices and recommendations for public authorities. AVERE actively engaged in the regular calls of both groups, monitoring progress and supplying written input to deliverables. Towards the end of the year, AVERE took on the co-leadership of a newly created task force on captive fleets under the public authorities' sub-group, aiming to develop recommendations for national, regional and local authorities on how to enable the electrification of large fleets with predictable driving patterns such as ride-hailing, carsharing and municipal fleets.
Presence at External Events in 2021

The association was invited to have representatives at defining events for the industry during the year. These were unique opportunities AVERAGE seized to affirm expand its broader network and affirm its brand as the go-to e-mobility association in Europe. These events included:

- **IAA on 6-7 September 2021** in Munich. AVERAGE attended as a visitor and provided keynote speeches at the exhibition. It was also the occasion to meet with the then prospect member Xpeng.

- **Power2Drive Europe Restart 2021 on 6-8 October 2021** in Munich. AVERAGE had a stand, chaired debates and provided keynote speeches at the exhibition.

- **Green Auto Summit 2021 on 26 October 2021** in Stuttgart. AVERAGE attended as a visitor and provided keynote speeches at the exhibition.

- **Enlit Europe 2021 on 30 November – 2 December 2021** in Milan. AVERAGE had a stand, and provided keynote speeches at the exhibition.
Presence at External Events in 2021

The AVERE secretariat also moderated a panel on electrifying buses at the Zero Emission Bus Conference on 17-18 November 2021 in Paris, and delivered a keynote speech at the end-of-year award gala of the Polish Association of Vehicle Rental and Leasing (PZWLP) on 2nd December in Warsaw.
New Office Premises

In Summer 2021, AVERE moved to its new premises located in Rue Montoyer/Montoyerstraat 24. The new premises, besides a more spacious office, offer a significant number of advantages, including the possibility to host meetings and events in the same building. The facilities also include a dedicated reception area and a serviced lobby where guests have access to soft drinks and coffee.

AVERE hosted on these premises the following events:

- The Platform for Electromobility General Assembly 2021 on September 20-21, 2021. The event was attended by all representatives of the members association.

- A Press Briefing for Brussels correspondents on the status of e-mobility and AFIR in Europe on September 22, 2021. The event was attended by journalists from national and European media.

- The ceremony of the signature of the GEVA Alliance declaration for full electric light vehicles by 2030 on October 28, 2021. AVERE welcomed tens of EV drivers from all corners of Europe who gathered at its premises for the ceremony, followed by a networking lunch.
EVS34

EVS34 took place in Nanjing, China, from 25 to 28 June 2021. AVERE President Espen Hauge participated digitally with speeches at the Opening and at the Closing plenary sessions.

The EVS34 theme was “Towards Intelligent E-Mobility” and it covered topics like electric vehicles and transportation systems; charging infrastructure; green policies; battery power and fuel cells; electric connection between power grid, power supply and vehicles; environmental, energy and social assessments; electric drive technology; markets and emerging technology.
General Assembly
22 June

The General Assembly 2021 was fully digital for the second year in a row due to the then ongoing pandemics. During the Assembly, the delegates reviewed the new statutes, which had been in place for a year. They confirmed the statutes are appropriately structured and perfectly match the member's expectations.

In spite of the pandemic, AVERE has achieved a lot in 2021, a direction confirmed by the delegates. The innovative vision-focused approach has brought many parties together in sharing the same vision of AVERE, zero emissions.

Through this approach, AVERE has been profiling itself as an organisation that is championing the message through its commitment to the decarbonisation of transport.

In light of this achievement, the General Assembly supported fully the continued growth of the association on this path.
Joint Report with Boldt

The End of the ICE Age

Together with consultancy BOLDT, we published a joint study analysing the role of policy makers and market actors in driving forward the e-mobility in the EU.

The study, The End of the ICE Age, sought to explore if the electrification of transport is a policy-driven process or if the industry is now in the driver’s seat and is leading the shift from internal combustion engines (ICE) to electromobility.

Findings of the study include:

- The shift away from ICE vehicles to electromobility is already irreversibly happening, leading to fully electrified sales over the coming decade.

- The various legislation initiatives have worked as a driver for vehicle manufacturers in this process, not only through tougher CO2 targets, but also by promoting conditions and infrastructure.

- While industry players still identified a number of needed legislative changes, subsidies, a reduction of bureaucracy and more charging infrastructure, they are already in “a race to the top”, aiming to secure technology leadership and market shares of the future.
AEC2021 took place in Brussels on December 13-14 at the SQUARE Conference Centre and online in hybrid format, attended by more than hundred participants.

One of the essential objectives for this decade is to ensure that newly sold road vehicles in Europe are 100% electric by 2030.

This goal is rooted in the necessity to respond promptly to the climate crisis and reduce CO₂ emissions rapidly, and in the equally pressing need to improve air quality, the underlying cause of many health issues among the broader population.

AEC2021 focused on how to attain this essential ambition, featuring keynote talks followed by cutting-edge roundtable discussions, with world-class presentations by internationally renowned speakers.

The conference, counting more than ten sessions, was characterised by the interaction and exchange between high-level speakers. Through this format, it connected European policymakers, like Mrs Clara de la Torre, the EV industry, through companies like Volvo and Hubject. EV users and academia.
Conclusion from the SG

With countries and companies pledging to achieve net-zero transport, the goal is to turn it into action. It’s time to zero in, bringing sustainability into focus.

Unfortunately, current policies and the business as usual attitude fall far short of achieving the Paris Agreement goals.

The decarbonisation of transport is certainly a challenge, but it is also an opportunity for industries and businesses.

An opportunity to develop and offer new products and services, which take advantage of new business models facilitated by digital technologies, and create new high-quality jobs.

These challenges are a complex endeavour, which will require innovative EU policies and substantial investments in the near future.

It is our hope that AVERE will not only reinforce the EU’s scientific basis for tackling GHG emissions from transport, but also continue to help EU policymakers and other stakeholders to prioritise their future policies, legislation and investments in this important sector.

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