



Drive Electric Campaign Opportunity Fund

Advancing zero emission transportation in emerging economies and the Global South

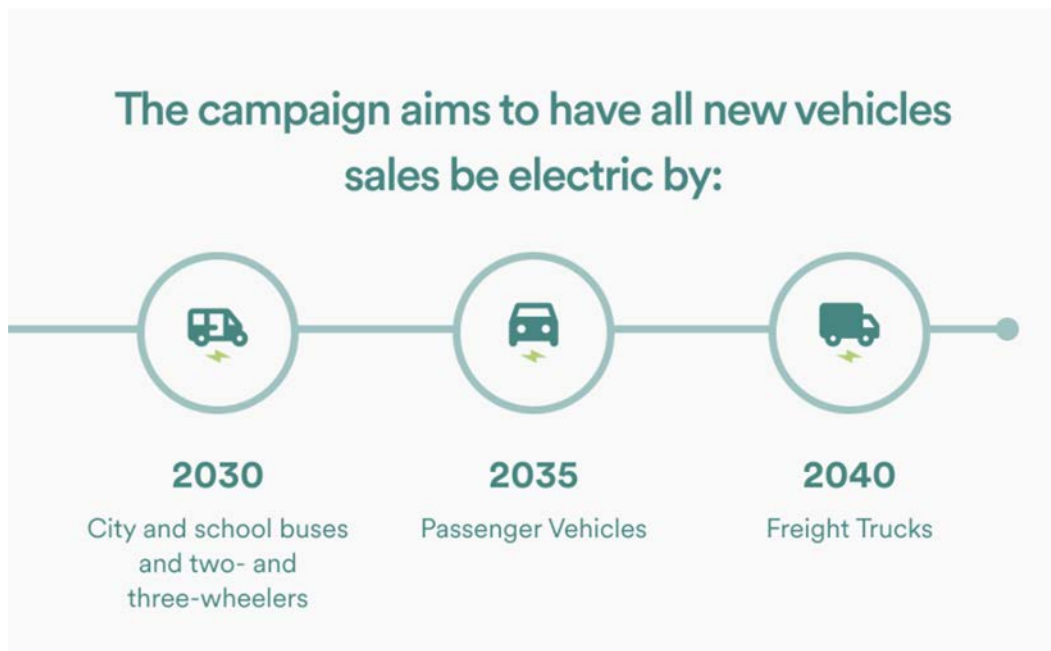
April 2022



Drive Electric
CAMPAIGN



The Drive Electric Campaign



Our interventions center around

- advancing smart government policies,
- encouraging business leadership, and
- empowering people powered coalitions.

All in support of eliminating the polluting tailpipe years earlier than the status quo - which is essential to meeting our climate goals.



Problem Statement

- Transportation sector accounts for more than **25% of energy-related GHG** emissions and projected to double by 2050 if left unabated.
- To avoid the ever growing “**green divide**” between developed and developing countries climate technology access – support is needed to advance e-mobility in the Global South.
- Increases in **vehicle sales (car and truck)** in the Global South has the potential to dramatically increase emissions if powered from fossil fuel combustion.
- Near term investments are needed to support technology **leapfrogging** and avoid lock-in of fossil fueled vehicles.

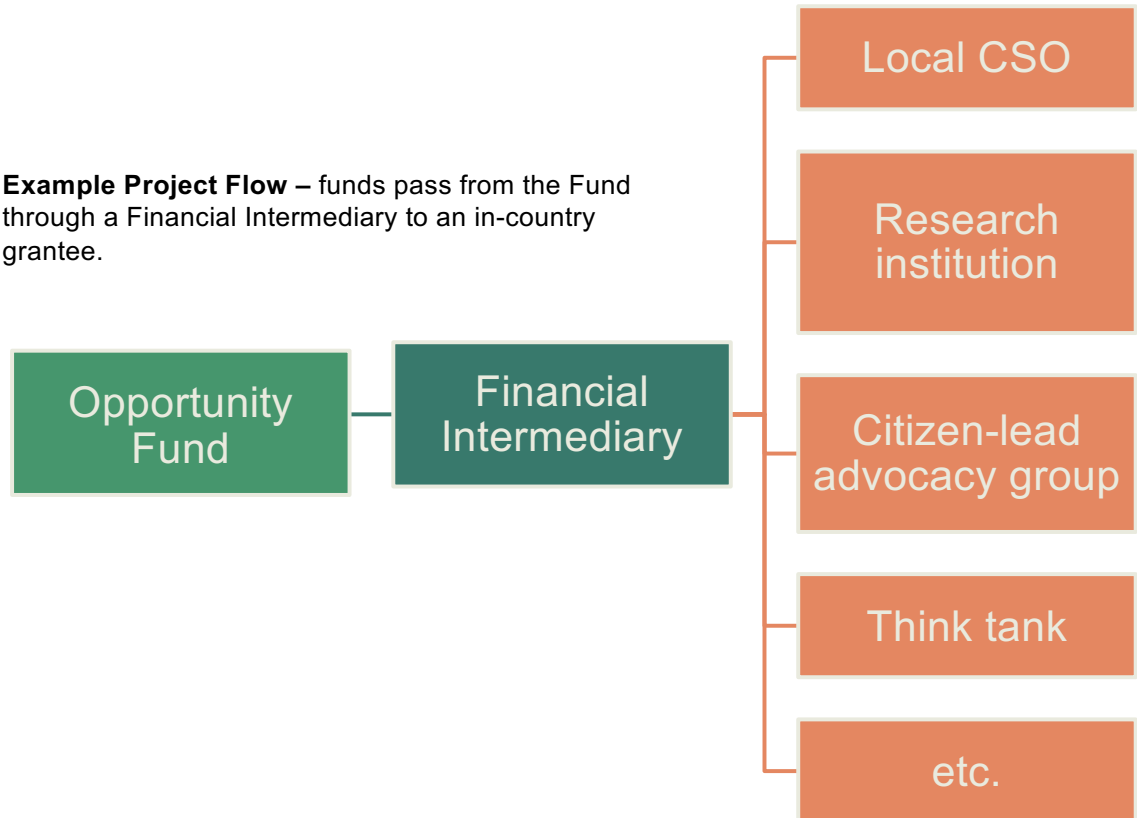




The Opportunity Fund

- Capacity building and/or rapid-response assistance that can help shape **policy ambitions, market formation, and social awareness**.
- By working through a financial intermediary, the Fund will ensure fiduciary oversight while allowing for grant making directly for grantees in Global South geographies.

Example Project Flow – funds pass from the Fund through a Financial Intermediary to an in-country grantee.





Funding Levels

- Awards are capped at \$100,000 over 2 years.
- Awards are given with no expectation of renewal.
- Awards will be limited to one per applicant per cycle.
- An applicant can link their application with another applicant, as partnerships are encouraged.
- We will aim to maintain regional allocations to encourage competition within region, not among regions.





Application Requirements

Applicant should be located in a Global South eligible country



Should advance ZEV adoption for any or all road segments



Be implemented by a registered non-profit or charity

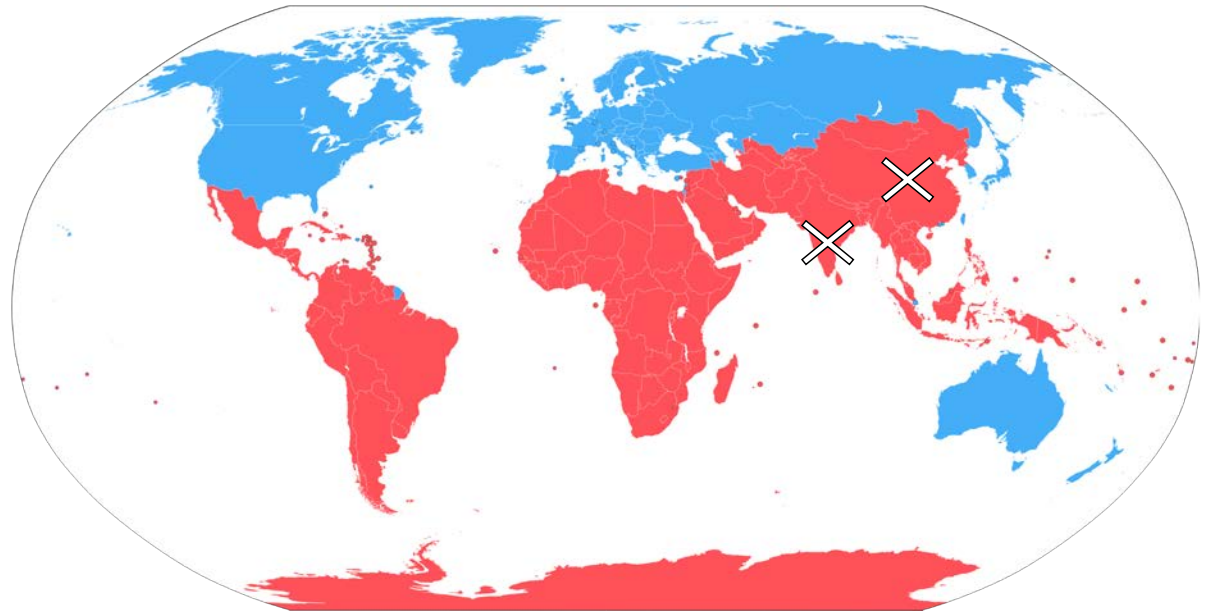
Support smart government policies, business leadership, and/or people powered coalitions (i.e. the DEC theory of change).



Eligible Countries

All countries in the Global South are eligible, except China and India, given the amount of resources already available in these countries.

Countries in Western Europe and Northern America, as well as Australia, Israel, Japan, New Zealand, Singapore, South Korea and Taiwan are excluded from the Fund.





Ineligible Projects

- Business start-up support or for-profit enterprise
- General clean air or climate advocacy
- Projects where e-mobility is not a primary component
- Government budget, secondments, or employment support

(this list is not exhaustive)





Example Project Approaches

Project may employ one or more of the following approaches:

- **Support compelling research and communications** on cost/benefits, including fuel and savings, model availability, health impacts, economic impacts, and jobs, to show that the policies are feasible and beneficial.
- **Build and manage coalitions** to support policy adoption, including groups representing (for example) environmental organizations, local communities, business, health, labor, and equity.
- **Strengthen political will and support** through outreach and education of key decision-makers, including key officials in state environmental agencies and ministries, business/industry agencies, and the offices of chief ministers and governors, encourage cooperation and coordination between government agencies.
- **Deliver coordinated strategic communications**, including op-eds, emails, and social media, to increase awareness and support for ZEVs.
- **Provide technical assistance** to governments on policy design for maximum benefits and complementary policies/actions that will increase the likelihood of success (especially early-adopter incentives and charging infrastructure deployment policies).
- **Activation of financial resources** to support the ZEV transition in country, translating announcements into actual finance and funding flowing to projects and programs.



Application Process

Applications are accepted until June 22, 2022.

Applications are accepted through an online application system.

If a project is selected for funding, a larger proposal will be requested.



Review Process

Applications will be reviewed based on the project's alignment with one or more of the approaches listed above and the organization's responses to the questions posed in the online application system.

Applications that are selected to move forward for a formal grant application process will be notified four weeks after an application is received.

Thank you!

April 2022

