



FOR IMMEDIATE RELEASE
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National electric mobility conference brings innovation to the West

EDMONTON – From November 14-17, 2023, thought leaders in the electric mobility space gathered in Edmonton for Electric Mobility Canada (EMC)'s annual conference, EVVE 2023. The Honourable Francois-Philippe Champagne, Minister of Innovation, Science and Industry kicked off the event by addressing EVVE 2023 participants and by engaging in a meaningful fireside chat with EMC's President & CEO, Daniel Breton.

“We welcomed Minister Champagne with open arms and are fortunate that he used our event as a platform to emphasize that the future of Canada is indeed electric”, said Daniel Breton. In addition to providing delegates with inspiring words, Minister Champagne humbly accepted this year's [Al Cormier Award](#) - a national recognition given to an individual who is or has been a champion in advancing the electrification of transportation. “The 2023 Al Cormier Award could not have gone to anyone more deserving”, stated Breton. “Minister Champagne has been a real champion of the EV industry. Through his leadership, he and his government are literally saving the Canadian auto industry while helping to create well paid sustainable Canadian jobs and fighting climate change”.

EMC made a number of announcements at the event; one about their recently published [Grid readiness statement](#) and others focusing on new initiatives they are spearheading. The Grid readiness statement addresses the elephant in the room: Can the Canadian electric grid handle the growth in electricity demand coming from EV uptake? The answer is YES with the right support.

The following Initiatives were also announced:

- **Powering Up:** A national and sub-national outlook on electric vehicle adoption, barriers, and impacts to the grid. The project goal is to fill a series of knowledge gaps regarding the challenges of electrifying on-road transportation in Canadian provinces.
- **ZEV sales force awareness course:** In collaboration with Plug'n Drive, EMC is offering OEMs the opportunity to support their dealers by training their staff beyond the product, to provide them with more fulsome understanding of the EV ecosystem as a whole.
- **Run on less:** This project will identify best practices for the fleet electrification experience across Canada. The objective of this project is to secure the participation of Canadian fleet operators in the North American Council for Freight Efficiency's (NACFE) 2023 Run on Less: Electric Depot and extend the campaign beyond the current US context.
- **EV charging benchmarks:** The objective of this project is to establish EV charging benchmarks that, when integrated into an EV charging station recognition program, can lead to greater investment efficiency, improved operator management and a better user experience.
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“The theme of this year's conference – Leading the Charge – was apropos. Canada has a tremendous opportunity to lead the charge on a global scale when it comes to the transition to electromobility”, stated Breton. “As echoed by Minister Champagne at our opening plenary last week, we need to be ambitious and seize the moment now. This momentum not only means we will clean up the air we breathe, but it also indicates a positive shift for our economy”.

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Electric Mobility Canada is the unifying and authoritative voice for the transition to electric transportation across Canada. Founded in 2006, EMC is the national industry association that enables and accelerates the transition to sustainable electric mobility through advocacy, collaboration, education, and thought leadership, with the ultimate goal of creating a cleaner, healthier, and more prosperous future for all Canadians.

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