



**ELECTRIC  
MOBILITY  
CANADA**

ACCELERATING ELECTRIC  
TRANSPORTATION

**2020/2021**

ANNUAL REPORT

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## MESSAGE FROM EMC'S CHAIR OF THE BOARD OF DIRECTORS

I would like to begin this message by stating how much of a privilege it's been to serve as Chair of EMC's Board of Directors over the past couple years. As we all know, there are many moving parts when it comes to preparing for the upcoming electromobility era. Grid readiness, infrastructure, mandates and supply, just to name a few, will all have a role to play. I am confident that, given the talent I have seen across this organization, no stone will be left unturned, and all facets of the transition will be addressed.

The future of Canada is brighter, cleaner and healthier, thanks to EMC's incomparable membership base.

**Dan Guatto**  
Chair, EMC Board of Directors



## MESSAGE FROM EMC'S PRESIDENT & CEO

Needless to say, 2020 & 2021 came with a unique set of challenges. New vocabulary quickly became commonplace; terms like social distancing, COVID-19, self-isolation, resilient recovery and, of course, pivoting. EMC, like many organizations around the globe, had no choice but to pivot. I came into my role as EMC's President & CEO in March 2020 just a few days before the declaration of the global pandemic by the WHO, ready to lead the charge and take on all the necessary "pivots" during times of uncertainty. Fortunately, I inherited the helpful leadership of EMC's Board of Directors as I navigated my new role during a global pandemic. To this day, I am grateful for the support from the members of the Board in 2020 and 2021.

**Vehicles?**, launched the **2030 EV Action Plan** – an awareness campaign containing 32 policy recommendations that will propel Canada in reaching 100% electric passenger vehicle sales by 2030 and 100% electric vehicles sales of all types by 2040 at the latest, expanded the number of our committees and grew our small-but-mighty staff team. From Maureen Shuell to Anna Schuett, and Alain Pilon, Anne Lafaury and our newcomers Louise Lévesque and Bora Plumptre, I feel privileged to be working with such qualified and dedicated people to accomplish our mission: accelerate electric mobility across Canada.

I am looking forward to the future, and what we can achieve in a time of expansion for the association and in attention to electric mobility policy and programs across Canada.

**Daniel Breton**  
President & CEO

Despite the trials and tribulations brought about by the pandemic, I am infinitely proud of what our organization was able to accomplish over those two years. We rallied together to organize our first-ever virtual conferences (we held two in 2020, and one in 2021), ran our AGMs virtually, produced noteworthy publications like **the COVID report**, and the **White paper: Why Electrify Medium- and Heavy-Duty**

# WHO WE ARE

Electric Mobility Canada is a national membership-based not-for-profit organization dedicated exclusively to the advancement of e-mobility as an exciting and promising opportunity to fight climate change and stimulate and support the Canadian economy.

## OUR MISSION

To strategically accelerate the transition to electric mobility across Canada.

## OUR VISION

Electric mobility is the preferred choice across all Canadian provinces & territories.

## OUR GOALS

Electric Mobility Canada supports the activities of its members by communicating legislative, policy, technical and operational matters of key interest pertaining to electric mobility to our membership. This includes:

Identifying the actions required to meet the needs of the members and proactively communicating these needs to policy makers and other stakeholders.

Establishing partnerships to accelerate the adoption of electric mobility through research, demonstration projects, policies, programs and strategies to increase market penetration.

Acting as a resource centre for relevant and contemporary information on electric mobility from across Canada and around the globe.

# A GLOBAL PANDEMIC AND ITS IMPACT ON THE EV INDUSTRY

COVID-19 took the world by storm in early 2020. Not a single person or organization was unaffected by it in some way. Staffing shortages, layoffs, illness, supply chain issues, shipping delays, and more, plagued the globe at large. Collectively, no one could have predicted just how drawn out the pandemic would be. It's safe to say that the majority of people did not anticipate it lasting over two years.

The greatest impact the pandemic had on the EV industry was, by far, its struggle with supply chain issues. As electromobility advocates published studies referencing the positive role EVs play on the environment, health, the economy, and federal leadership, prospective EV drivers left dealerships empty-handed. The delay for vehicles, batteries and charging infrastructure grew exponentially as the pandemic dragged on. It certainly made promoting the switch to EVs an even greater challenge.

Thankfully, we see the light at the end of the tunnel. As restrictions lift, and a new-normal resumes, suppliers are starting to catch up. The EMC team will continue its work by advocating for the transition to electromobility; we will continue to educate using our 2030 EV Action Plan, fight to implement a national electromobility strategy, and push for more stringent ZEV mandates.

## Member Committees

- Communications Committee
- Utilities Working Group

## Government Relations Committees

- Medium- and Heavy-Duty Working Group
- Battery Working Group
- Ontario Pre-Election Task Force (2022)

## Board Committees

- Executive
- Finance
- Nominations
- Membership Stewardship

# ANNUAL GENERAL MEETINGS

## AGMs

Due to COVID-19 restrictions, EMC's AGMs in 2020 and 2021 were held virtually.

## BYLAW CHANGES

### 6.10 Persons Entitled to be Present

The only persons entitled to be present at a meeting of Members shall be those entitled to vote at the meeting, the Directors, the public accountant of the Corporation and such other persons who are entitled or required under any provision of the Act, Articles or By-laws of the Corporation to be present at the meeting. Any other person may be admitted only on the invitation of the chair of the meeting or by resolution of the Members.

## ZEV MANDATE

At the 2020 AGM, held on June 10, 2021, the following motion was carried and approved:

1. EMC shall advocate for the Government of Canada to set a 100% LDV ZEV sales targets by 2030; and
2. EMC shall advocate for ZEV supply policies across Canada that achieve 100% light duty electric vehicle sales targets by 2030.

## VIRTUAL ELECTIONS

For the first time in EMC's history, virtual elections for the Board of Directors were held given the digital format of the AGMs in 2020 and 2021.

# STAFF



**DANIEL BRETON**  
President & CEO



**MAUREEN SHUELL**  
Chief Operating Officer



**LOUISE LÉVESQUE**  
Policy Director  
Joined in Jan 2022



**BORA PLUMPTRE**  
Research Director  
Joined in Jan 2022



**ANNA SCHUETT**  
Manager  
Communications & Events



**ANNE LAFAURY**  
Membership &  
Administration Coordinator

# 2020/2021 EVENTS

In light of the pandemic, EMC successfully organized its first virtual conferences in 2020 and 2021. In 2020, we held two virtual conferences that took place in July and November.

## WORK, COMMUTE AND TRAVEL DURING AND BEYOND COVID-19

July 7 & 8 2020

This conference, the first virtual conference ever organized by EMC, focused on how the COVID-19 crisis would change the face of the EV industry, and how electromobility could have a significant impact on our nation's economic recovery following the pandemic. Each day of the event held its own theme. Day 1 focused on the current COVID-19 situation, and Day 2 centred around economic recovery.



## EVVE 2020: ELECTRO-MOBILIZE!

November 9-10 2020

**Day 1** of the Electro-mobilize conference focused on policy, and included panels on Canadian and international EV policies, the case for a Canadian EV Strategy, the manufacturing of EVs and their parts, as well as EV infrastructure. We kicked off with a keynote address by the Honourable Navdeep Bains, Federal Minister of Innovation, Science and Industry.

**Day 2** centered around EV technology, and included sessions on the latest advancements in charging, battery & powertrain technology, battery recycling, advancements in medium- and heavy-duty vehicles, and the environment. The day opened with an address by Benoit Charette, Quebec's Minister of the Environment and the Fight Against Climate Change.



**ELECTRO-MOBILIZE!  
ÉLECTRO-MOBILISONS!**



## EVVE 2021: TARGET 2035

October 5-7, 2021

The conference program was categorized by light-duty vehicle day (Day 1), health environment & regulation day (Day 2) and medium- and heavy-duty vehicle day (Day 3). Highlights included opening remarks by The Honourable François-Philippe Champagne, Minister of Innovation, Science and Industry, a fireside chat featuring Birgit Mathiesen (North American Manufacturing at Arent Fox LLP), and a policy roundup with GR Committee Co-Chairs Travis Allan, FLO and Suzanne Goldberg, ChargePoint; Chair of the MHDV Working Group, Theresa Cooke, Siemens, and Daniel Breton, EMC.



## WEBINARS & SPECIAL EVENTS

### VIRTUAL WORKSHOP ON V2H-V2G & SMART MOBILITY MANAGEMENT

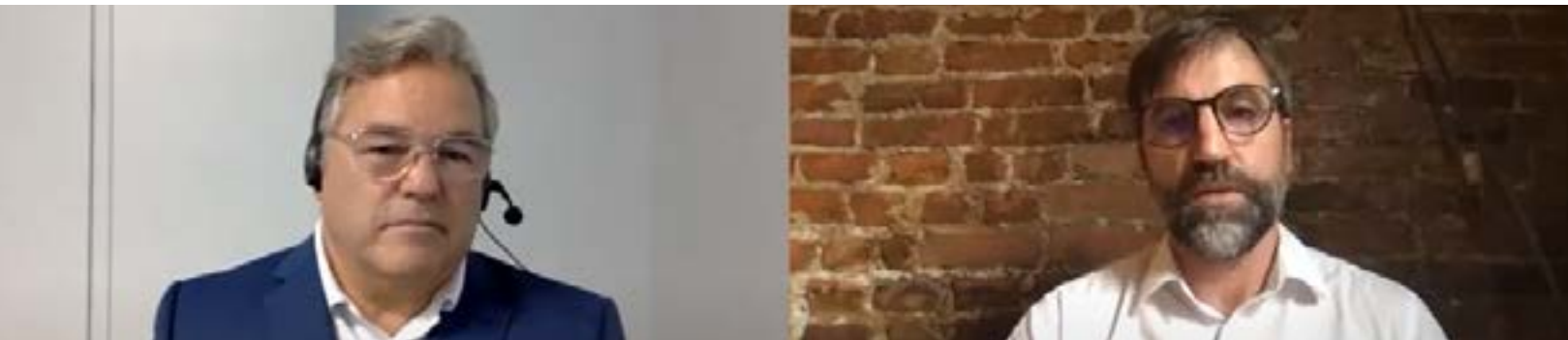
March 31, 2021

A total of nine industry experts covered the impacts of smart mobility management on the automotive sector, the consumer market and utilities and infrastructure providers.

### MEDIA INFORMATION SESSIONS

In the Spring of 2021, EMC invited English media to attend a virtual information session. This webinar covered organizational information, as well as relevant and up to date news about Canada's EV industry. The event was repeated in French for French media in September.

### 2021 PRE-ELECTION ONE-ON-ONE DISCUSSIONS WITH FEDERAL PARTIES



Ahead of Canada's 2021 federal election, EMC recorded one-on-one discussions with representatives from each party. We interviewed representatives from the Bloc Québécois (Monique Pauzé), the Conservative Party (Gérard Deltell), the Green Party (Tim Grant), the NDP (Brian Masse) and the Liberal Party (Steven Guilbeault). Lead by EMC's President & CEO, Daniel Breton, these conversations centred around transportation electrification. Topics included:

- EV REBATES
- ZEV SUPPLY CHAIN
- EV REGULATIONS (ZEV MANDATES)
- INFRASTRUCTURE DEPLOYMENT

Prior to these recordings, the party representatives were asked to review and complete a questionnaire. The one-on-one discussions were based on these questions, and the party representatives were given an opportunity to elaborate on their answers during their live interview. [Watch the recordings on EMC's YouTube channel.](#)

### CANADA-U.S. RELATIONS WEBINAR

On December 2, 2021, EMC, in partnership with Accelerate Alliance, hosted experts on Canada-U.S. trade relations in the EV space. EMC and Accelerate Alliance members gained exclusive access to this webinar featuring David MacNaughton, President of Palantir Technologies Canada and Canada's immediate former Ambassador to the U.S., Zachary Archambault, Deputy Director of Tariffs and Goods Market Access Division of Global Affairs Canada and David Hamill, James Kim, Birgit Matthiesen & Tony Rivera, of Washington DC law firm, Arent Fox LLP.

### REGIONAL MEETINGS

Five regional roundtables took place in the Spring of 2021. Regions included Atlantic Canada, Quebec, Ontario, the Prairies and British Columbia.

Each group met for 90-minute virtual discussions, covering:

- UPDATES ON EMC'S WORK
- WHAT EMC CAN DO REGIONALLY AND THE CHALLENGES OF TRANSITIONING TO ELECTRIC MOBILITY IN ATLANTIC CANADA
- AN OPEN DISCUSSION CENTRED AROUND REGIONAL ISSUES



My Canada drives *electric.*  
Mon Canada roule *électrique.*

## 2030 EV ACTION PLAN

Thanks to the hard work and dedication of the 2030 EV Action Plan Sub-Committee (a sub-committee of the National Government Relations Committee), a plan outlining 32 policy recommendations that will propel Canada to achieving 100% light-duty EV sales by 2030, and 100% EV sales of all other types of vehicles by 2014, was born in the Fall of 2021.

### THE 2030 EV ACTION PLAN INCLUDES THE FOLLOWING SIX PILLARS:

1. LIGHT-DUTY EV CONSUMER ADOPTION
2. MEDIUM-, HEAVY-DUTY AND OFF-ROAD FLEET ELECTRIFICATION
3. NATIONAL EV INFRASTRUCTURE DEPLOYMENT PLAN
4. 2030 EV STRATEGY AND REGULATION
5. DOMESTIC EV JOBS AND MANUFACTURING CAPACITY
6. FEDERAL LEADERSHIP

We continue to meet with government officials and promote the Plan via various communication channels with the goal of supporting the creation of thousands of new jobs, securing Canadian global EV manufacturing leadership, improving public health and significantly reducing carbon pollution.

Thank you to the growing number of **2030 EV Action Plan supporters.**

*With the input of various committees, EMC published a number of resources over the course of 2020 and 2021.*

*Some of these noteworthy publications include:*

### WORK, COMMUTE AND TRAVEL DURING COVID-19

*- Prepared for NRCan - May 2021*

### PRIORITY POLICY RECOMMENDATIONS FOR THE ADVANCEMENT OF TRANSPORTATION ELECTRIFICATION IN CANADA TO THE POLITICAL PARTIES REPRESENTED AT THE HOUSE OF COMMONS

*- August 2021*

### WHITE PAPER: WHY ELECTRIFY MEDIUM- AND HEAVY-DUTY VEHICLES?

*- October 2021*

### SUPPORT LETTER TO ECCC FOR FEDERAL CLEAN FUEL REGULATION

*- March 2021*

### ELECTRIFICATION OF TRANSPORT IN CANADA: THE TIME IS NOW

*- Prepared for Transport Canada - March 2021*