

**ELECTRIC  
MOBILITY  
CANADA**

ACCELERATING ELECTRIC  
TRANSPORTATION



**MOBILITÉ  
ÉLECTRIQUE  
CANADA**

ACCÉLÉRER L'ÉLECTRIFICATION  
DES TRANSPORTS

**2022**

ANNUAL REPORT



## MESSAGE FROM EMC'S PRESIDENT & CEO

As we, along with our members, continue to move the electromobility needle across the country, we thought it was time to update what defines Electric Mobility Canada, and where we're heading as an organization. In 2022, we revised our mission statement, vision and strategic focus areas to align with our growing national footprint:

### Mission Statement

To enable and accelerate the transition to sustainable electric mobility in Canada through advocacy, collaboration, education, and thought leadership, with the ultimate goal of creating a cleaner, healthier, and more prosperous future for all Canadians.

### Vision

To be the unifying and authoritative voice for the transition to electric mobility across Canada (Previous: electric mobility is the preferred choice across all Canadian provinces & territories)

### Strategic Focus Areas

#### 1. Drive Advocacy and Policy:

EMC should focus on advocating for policies and initiatives that support the growth of the electric mobility sector and ensure that consensus positions of members are heard by policymakers.

**2. Serve as a hub for collaboration and learning:** EMC should facilitate collaboration and learning among industry players, policymakers, and other stakeholders to promote the adoption and integration of electric mobility solutions.

#### 3. Establish Thought Leadership:

EMC should establish itself as a thought leader in the electric mobility space by conducting research, providing education, promoting best practices and raising public awareness of the benefits of electric mobility and the importance of sustainable transportation solutions for Canada's future.

Using these statements as guidelines for our work, I look forward to collaborating with our valued members, federal and provincial governments and fellow EMC staff to streamline the nation's transition to electric mobility.

### Daniel Breton

President & CEO  
Electric Mobility Canada

## 2022 PUBLICATIONS

### FEDERAL

[Information and recommendations for ECCC on its 2022 ZEV consultation: Achieving a zero-emission future for light-duty vehicles](#)

[Incentives for medium- and heavy-duty zero emission vehicles program \(iMHZEV\) questionnaire](#)

[Consultation on the oversight of Level 3+ electric vehicle charging devices already in service](#)

[Priority policies for the advancement of transportation electrification in Canada: 2023 pre-budget recommendations](#)

[Recommendations to strengthen Canada's forthcoming Clean Fuel Regulation](#)

[Recommendations to ECCC on its 2022 ZEV Consultation: Achieving a zero-emission future for light-duty vehicles](#)

### PROVINCIAL

[2022 Ontario Election Policy Recommendations](#)

[EPR draft regulation recommendations - Quebec](#)

[Letter to the Ontario Ministry of Energy on electricity time-of-use and ultra-low overnight price](#)

## WHITE PAPERS & REPORTS

[EV ready parking](#)

[Recommendations to strengthen Canada's forthcoming Clean Fuel Regulation](#)

[How Canada can design a truly effective zero-emission vehicle mandate](#)

[eMHDV ecosystem gaps](#)

[Provincial and territorial zero-emission vehicle scorecard](#)

[Top 12 reasons for a Canadian ZEV mandate](#)

[How Canada can design a truly effective zero-emission vehicle mandate](#)



## 2022 CONFERENCE

### My Canada Drives Electric, Toronto, ON

First in-person conference since 2019  
392 attendees



### Ontario (pre-election interviews) and Quebec Elections

Prior to both the Ontario and Quebec provincial elections, EMC organized one-on-one virtual interviews with party representatives. EMC members were invited to attend the live webinar, where they had the opportunity to ask questions.

## QUEBEC ONTARIO

## AL CORMIER AWARD

The Al Cormier Award is named after Electric Mobility Canada's founder, Al Cormier, who founded EMC in 2006, one of the first known organization focused on advancing electric mobility anywhere in the world.

EMC awards this national recognition annually to an individual who is or has been a champion in advancing the electrification of transportation. The Al Cormier Award recognizes an individual's success rather than an organization's success and must be beyond the person's job description and display an exceptional contribution in one or more of the following criteria:

- Excellence or leadership in electric mobility
- Exceptional project or long-term initiative
- Lifetime achievement
- EMC association leadership
- Substantially demonstrated that he or she is an innovator, leader, pioneer and / or initiator of significance in the realm of electric mobility



THE WINNER OF THE 2022 AL CORMIER AWARD, PRESENTED AT EVVE 2022, WAS MARC BÉDARD, CEO AND FOUNDER OF LION ELECTRIC.



## EVS35 NORWAY CANADIAN DELEGATION

EMC was proud to bring a Canadian delegation of 14 EV leaders to attend **EVS35** in Oslo, Norway. During the symposium, delegates had a chance to meet with visiting Canadian government officials, as well as Trade Commissioners from across the globe. The delegates also attended the Investment Promotion Seminar with an audience of potential investors to Canada within the EV ecosystem.

EMC has received funding for a Trade Commissioner Service of Canada program to support a delegation from June 12-15 2022 to EVS35 in Oslo, Norway. Program funding will cover up to 50% of eligible costs for participating companies – namely event registration fees, economy airfare, local ground transportation and a per diem towards hotel and meals.

## NEW COMMITTEE: CHARGING INFRASTRUCTURE WORKING GROUP

The mandate of this group is to identify gaps, barriers, and opportunities, and prioritize solutions needed to support Canada's transition to electric mobility (LDVs, MHDVs, and off-road vehicles) while also defining best practices in infrastructure development, based

on experience, from charging service operators to end users. This working group may be called upon to prepare submissions in government consultations related to charging infrastructure.



## ZEV MANDATE VIDEO CAMPAIGN

In the Fall of 2022, EMC launched a video series that offered facts about ZEV mandates. The videos feature EMC's President & CEO, Daniel Breton, and Joanna Kyriazis from Clean Energy Canada.

[YOUTUBE LINK](#)

## POWERING UP

In 2022, EMC submitted a successful application to Environment and Climate Change Canada's Climate Action and Awareness Fund for new *Powering Up project*. The anticipated completion date is Summer 2025. Thank you to EMC's Utility Working Group for their expertise

throughout the application process.

Powering Up aims to fill knowledge gaps regarding the challenges of electrifying on-road transportation in Canadian provinces and territories by conducting a set of surveys for each sub-national jurisdiction. It will include a complete an

empirical investigation of EV adoption and barriers across Canadian regions, and present jurisdiction-specific forecasts of both EV uptake and new power demand on the relevant electricity systems. With this data, we will produce a set of reports, along with a publicly available online platform for data visualization which

constitutes a valuable resource for national and sub-national policymakers, business leaders, and public audiences to gain a better understanding of the regional obstacles to growing EV adoption in different parts of the country.

## 2022 POLICY WINS

Following numerous political meetings, consultations and recommendations influenced by the 2030 EV Action Plan, EMC played a vital role in the following:

- Two provinces (Quebec & BC) and the federal government committed to phase out the sale of ICE vehicles by 2035
- Canadian ZEV mandates announced, with interim targets for LDVs and MHDVs
- Canada's 2030 Emissions Reduction Plan with \$9.1 billion (37% of total) dedicated to ZEV programs
- Participation in Ontario's transportation Electrification Council that led to ultra-low overnight rates and direction to include EVs in utility planning

### Electric Mobility Canada's impact by the numbers in 2022:

- 17 publications
- 144 total members
- 53 additional members
- 137 Media Mentions
- 143 Government Meetings