

**ELECTRIC
MOBILITY
CANADA**

ACCELERATING ELECTRIC
TRANSPORTATION



**MOBILITÉ
ÉLECTRIQUE
CANADA**

ACCÉLÉRER L'ÉLECTRIFICATION
DES TRANSPORTS

2023
ANNUAL REPORT

MESSAGE FROM EMC'S PRESIDENT & CEO

As we reflect on 2023, it is clear that Electric Mobility Canada (EMC) stands at the forefront of a transformative era in transportation. The past year marked significant progress in our shared journey toward a cleaner, more sustainable future. I am incredibly proud of the work our members, partners, and staff have accomplished in advancing electric transportation across Canada.

Canada's EV adoption reached historic milestones this year, with record-breaking sales, expanded charging infrastructure, and landmark policy commitments at the federal and provincial levels. EMC has played a central role in this evolution—facilitating dialogue, advocating for ambitious targets, and ensuring that the voices of our diverse membership are heard by policymakers and industry leaders alike.

In 2023, we strengthened our strategic focus on equity, accessibility, and innovation. We also enhanced collaboration with our international counterparts, recognizing that global challenges demand collective solutions. Our participation in summits, working groups, and global partnerships ensures that Canada continues to lead, not follow, in the global EV movement.

As we look ahead, EMC remains committed to accelerating the transition to electric mobility through leadership, education, and advocacy. We are energized by the possibilities of 2024 and beyond, and we thank each of you—our members, partners, and supporters—for your dedication and passion.

Together, we are driving the future of mobility.



Daniel Breton
President & CEO
Electric Mobility Canada

KEY 2023 PUBLICATIONS

[Consultation on the oversight of L1 and L2 EV charging devices already in service](#)

[EMC's 2023 Ontario budget recommendations](#)

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

[EMC grid readiness statement](#)

[Highlights of EMC's 2023 survey results](#)

[EMC's briefing note on PBO's report on VW and Stellantis battery plants](#)

[2024 federal pre-budget recommendations](#)



EVVE 2023: EMC'S NATIONAL CONFERENCE LEADING THE CHARGE EDMONTON, AB



LEADING THE CHARGE / MENER LA CHARGE

EVVE 2023 EDMONTON, AB NOV 14 - 17

Highlights: Speed mentoring, Future skilling workshop, trade show, Alberta Leader's Panel

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 organizations 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.

[Click here for a list of past Al Cormier Award winners](#)

The 2023 Al Cormier Award was presented to The Honourable François-Philippe Champagne, Minister of Innovation, Science and Industry during EVVE 2023 in Edmonton.



EVS36 IN SACRAMENTO + CANADIAN DELEGATION



For a second year in a row, EMC was proud to lead a Canadian delegation to **EVS36** in Sacramento, California.

SPECIAL PROJECTS

Powering Up: a national and sub-national outlook on electric vehicle adoption, barriers, and impacts to the grid

In partnership with Dunsky Energy + Climate Advisors, this two-year project has been launched to complete an empirical investigation of EV adoption and barriers across Canadian regions, and present jurisdiction-specific forecasts for both EV uptake and new power demands on the grid via regional reports and an interactive visual dashboard.

EV charging benchmarks

EMC will work closely with Ernst & Young to establish EV charging benchmarks that, when integrated into an electric vehicle charging station recognition program, can lead to greater investment efficiency, improved operator management and a better user experience.

Run-on-Less Electric Canada

EMC, in collaboration with NACFE (North American Council for Freight Efficiency), will deliver a series of workshops based on NACFE's 2023 Run-On-Less Electric Depot. This initiative will allow stakeholders from Canadian fleets to gather and share best practices, in view of accelerating the transition to ZEV options and supporting the GoC's ability to move forward with MHDV regulation.

Automobile sales force EV awareness

EMC and Plug'n Drive have developed a nation-wide educational EV campaign to provide a comprehensive training program for OEMs. Through webinars, in-person seminars and test drives, dealership sales forces will improve their knowledge of the EV ecosystem enabling them to better inform buyers and positively impact their sales targets.