



ACCELERATING THE ADOPTION AND SCALE-UP OF ELECTRIC MOBILITY

FOR LOW-CARBON CITY DEVELOPMENT IN THE PHILIPPINES (E-MOBILITY ASAP)



Project Strategic Direction

Project Development Objectives



Reduce GHG emissions from transport in the Philippines through e-mobility industry development.

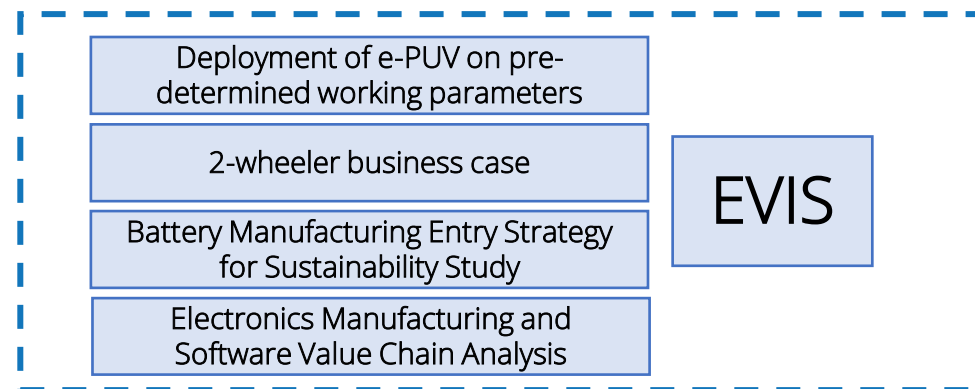


Support the DTI and BOI in the development of the Electric Vehicle Incentive Strategy

Key Activities

- Performance Standards Setting for e-PUV and e-2W
- EV Industry Supply Chain and Competitiveness Assessment
- EV Demonstration/Roll-out activities with CBA
- EV Industry Support Program Development

Operating Framework



Implementing Structure

Supported By:



Led By:



In Partnership With:



Barriers

- **Stakeholder coordination**
 - Integrating inputs from different stakeholders through participatory process
 - The complexity of e-mobility projects, which may involve new technologies and business models, can make decision-making even more challenging
- **Sensitivities in the transportation sector**
 - Social norms and cultural biases on traditional vehicles
 - Resistance stemming from consumer skepticism about EV performance and infrastructure
 - Challenges in development and roll-out of charging infrastructure

Opportunities

- **Partnerships and Collaboration**
 - Collaborate on joint initiatives to leverage resources, share best practices, and accelerate the transition to e-mobility
 - Foster a whole-of-society approach in the development of e-mobility industry
 - Synergize industry and consumer needs to further drive e-mobility adoption



THANK YOU!

