

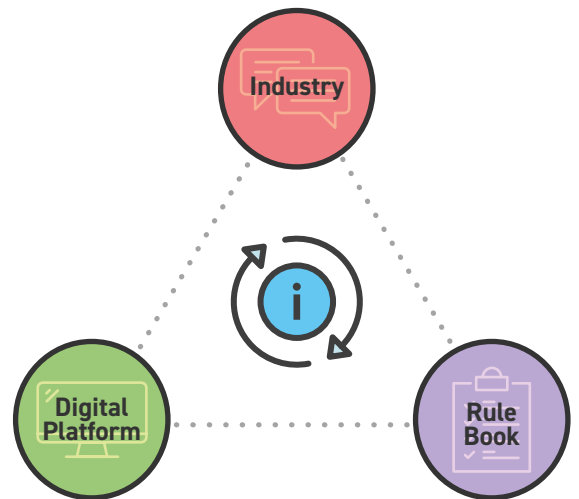
## EMPOWERING THE TRANSITION TO ELECTRIC VEHICLES

The uptake of electric vehicles (EVs) needs to significantly accelerate for the UK to fulfil its responsibility in meeting air quality regulations and legally binding climate change obligations. The challenges market participants face are immense, difficult and span across multiple market segments. Coherent and sustained action by the market, for the market, is critical to deliver the swift and viable transition to EVs.



Gemserv has been working with a wide range of EV market participants to better understand developments and trends. Discussions progressed towards the view that an agile, digitally accessible industry-led Electric Vehicle Governance Framework (EVGF) may have a key role to play in supporting the uptake of EVs.

The EVGF comprises a digital platform containing common rules and standards to help the market operate more efficiently, championing innovation, and ensuring consumer protection. It also aims to support investor certainty for large scale infrastructure investment, facilitating a path of natural progression toward connected autonomous vehicles. It will be overseen by an industry-led forum and will reduce the need for government to introduce prescriptive regulation.



## USER FRIENDLY DIGITAL SERVICES ONE CAN TRUST

Data plays a pivotal role in delivering whole system benefits and clarity. EV data is weaved across all market sectors, touching on every participant's needs. A coherent approach to data, along with digital integration of charging infrastructure, is necessary to support the growth of the market and will be the central focus of the EVGF.



## MARKET COMPETITIVE SOLUTIONS WITH A SHARED PURPOSE.

Interoperable infrastructure and services, and consumer choice and protection are fundamental to achieving the rate of uptake needed to deliver market growth as well as societal benefits. The EVGF will address interoperability working across the whole EV value chain to deliver whole system benefits. It will drive change and support new technologies in the market to deliver sales and assured societal benefits. Where gaps exist in the current rules, the Industry Forum will be able to bring forward new standards and codes of practice.



## THE EVGF ALLOWS MARKET PARTICIPANTS TO MAXIMISE ECONOMIC BENEFIT AND CUSTOMER CHOICE. CUSTOMER ACCEPTANCE AND PROTECTION WILL BE AT ITS HEART.

The EVGF will maximise the ability for organisations to capitalise on the low carbon transport opportunities, supporting new products and services, leading to better outcomes for consumers.

We believe robust market governance to drive interoperability will ultimately lead to increased customer choice.



## COLLABORATION WILL ACCELERATE THE UPTAKE OF EVS AND POSITION THE UK AS A GLOBAL MARKET LEADER.

A solution is required, one that is inclusive, where all market participants – whether that be consumers or service providers - have the opportunity to reap the benefits of the electrification of mobility and rapid innovation with new products and services to market. The EVGF provides the forum through which to drive greater collaboration across disparate industries.

