# Case Study – Best Practice (template)

*Please fill in this template and email it to* [*epstein@wbcsd.org*](mailto:epstein@wbcsd.org) *to have your case study added to the WBCSD Corporate EV Adoption Guide.*

## Introduction:

- Brief introduction of company’s overall mobility requirement

- Motivation for adoption of EVs

- Place / date of implementation

- Name of initiative – if any

- Logo of the company that has adopted electric vehicles (refer to the notes above)

Description of the initiative

- Brief journey of adoption and origination of the idea

- Size of pilot/program (including number of vehicles / charging stations/ trips per day (or kms)

- Target beneficiaries (employees or customers)

- Testimonial of a senior official about the initiative

- 1-2 pictures of the initiative (high resolution)

- Company logo

## Challenges/ barriers:

Please add and / or elaborate on barriers faced during planning / implementation and operation (based on your experience – some thought starters listed below)

- Changes in usage pattern vis-à-vis time required for charging, repair and maintenance, driver training, etc.

- Lack of public charging, changes in defined routes, access to parking, etc.

- Contracting related issues (space for charging, electricity connection, duration / terms of contract that may have been sticky)

- Convincing internal stakeholders

- Any other

## Approach:

Please add / or elaborate the process for adoption from planning, implementation and operation perspective

- Internal / external stakeholders involved

- Decision making process

- Responsibilities within organization and sharing of responsibilities with external stakeholders

- Implementation timeline

- Business models considered and adopted – reasoning

- Ownership structures considered and adopted – reasoning

- Vehicle types considered and adopted – reasoning

- Government incentives considered and availed / foregone

- Any other

## Outcomes:

Please add / or elaborate on tangible and intangible outcomes

- Total investment

- GHG emissions reduced / projected etc.

- Associated costs (total cost of ownership, insurance, licencing, charging, charging infrastructure)

- Branding and company positioning – including reporting

- Any other

## Key Learnings:

Please add and / or elaborate on key learnings from the EV adoption. Learnings that you would like to share:

- Within your organization

- With prospective companies looking to adopt a similar use case

- With the value chain (OEMs, charging infra providers, service providers, etc.)

- With the government stakeholder to improve policy, regulations and processes

- Any other

## Next steps:

Please add / or elaborate on next steps for your organization

- Plans to scale up adoption

- Adopt electric vehicles for other use cases

- Commit to an ambitious transition plan

- Any other