



# Navigating your way to an **electric fleet.**

EV whitepaper

getting you there



**This EV whitepaper guides you on this journey as it discusses:**

- The reasons why organisations need to transition to an electric fleet
- The new mindset required for changing mobility
- Other important topics to consider for sustainable mobility
- Situations where electric vehicles are not the best option

As organisations increasingly transition to an electric fleet, they realise that this means more than simply ordering an electric vehicle. In fact, electrification provides the ideal opportunity to rethink their complete mobility strategy, preparing them for a more sustainable future.

# Get inspired

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# Why is electrification important now?

1.

Our world is facing a climate crisis. Global warming is rising year on year and reducing CO<sub>2</sub> emissions is an important way to help achieve the maximum global warming goals that the global community has agreed upon.

A large part of this comes from passenger cars and vans, respectively responsible for around 12% and 2.5% of total EU CO<sub>2</sub> emissions', leading governments, organisations and individuals to demand the same thing: sustainable mobility solutions that contribute to lowering CO<sub>2</sub> emissions. Let's take a closer look at electrification from the perspective of different stakeholders.

### **The world demands action**

World leaders came together at the 2021 Climate Conference in Glasgow (COP 26) to commit to accelerating the reduction of CO<sub>2</sub> emissions. The goal is to limit global warming to 1.5 degrees Celsius as previously agreed as part of the Paris Climate Agreement in 2015. Unfortunately, the climate saving plans made in 2015 are now insufficient for our planet to meet this urgent goal, so they will be updated and refined by the end of 2022.

### **Europe leads the pack**

With the European Green Deal, the European Commission has reviewed the 2030 emission targets for cars and vans to ensure the feasibility of zero-emission mobility from 2025. The EU sees electric driving playing a large role in accelerating the reduction of CO<sub>2</sub> emissions from mobility which will help Europe become the first climate neutral continent by 2050. However, the EU realises that they will need to help drivers overcome the obstacles that are blocking the acceptance of electric vehicles (EVs). This includes increasing the number of charging stations (supported by an EU subsidy in weaker regions) and boosting EV battery production.



### **Legislation pushes the production of new and more EVs**

Current European legislation requires car manufacturers to ensure new cars sold from 2021 have an average of 95g of CO<sub>2</sub> emissions per km. In other words, for every car with 190g of CO<sub>2</sub> emissions, at least one electric car with 0g of CO<sub>2</sub> emissions must be produced. This has led car manufacturers to quickly launch electric vehicles on the market, significantly increasing their availability.

### **Organisations accelerate the journey to a lower CO<sub>2</sub> footprint**

Organisations have also recognised the importance of reducing CO<sub>2</sub> emissions. The EU's Corporate Sustainability Reporting Directive (CSRD), which will be implemented from 2023/2024, includes mandatory reporting on sustainability policy and performance for medium and large companies. This transparent, non-financial reporting requires insights and action regarding efforts to lower CO<sub>2</sub> emissions in multiple areas, including mobility. Additionally, commercial banks and investors will increasingly take sustainability performance into account when assessing the creditworthiness of an organisation. This means that organisations that do not improve their sustainability will be less likely to attract external capital in the future.

**People want to be part of the solution,  
not part of the pollution**

Employees are increasingly demanding climate action at work. Employers that step up and improve their sustainability become an employer of choice, attracting the employees they want and binding these talented people to their organisation. One easy step to lower the organisation's CO<sub>2</sub> footprint is to make mobility more sustainable. However, for the best possible outcome, the organisation's leadership team needs to fully understand the importance of their sustainability efforts and provide sufficient support.

Source 1

[https://ec.europa.eu/clima/eu-action/transport-emissions/road-transport-reducing-co2-emissions-vehicles/co2-emission-performance-standards-cars-and-vans\\_en](https://ec.europa.eu/clima/eu-action/transport-emissions/road-transport-reducing-co2-emissions-vehicles/co2-emission-performance-standards-cars-and-vans_en)



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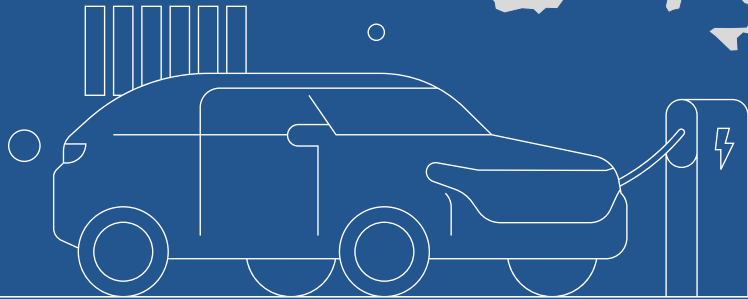
# Electrification in Europe



2.

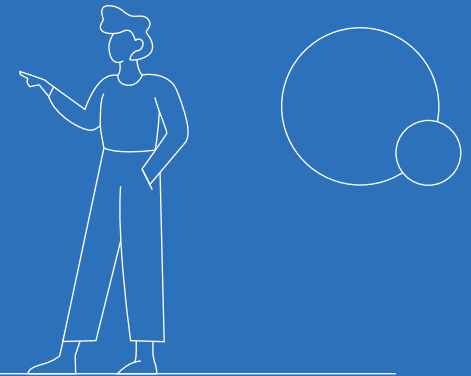


While e-mobility has been developing in all European markets, the speed and growth patterns varies per market.



Fleet owners, as early adopters of e-mobility with their clear mobility policies, are changing the travel behaviour of their employees. This trend is likely to continue thanks to the increasingly interesting total cost of ownership (TCO) of EVs compared to vehicles with an internal combustion engine (ICE) and the ever-growing availability of suitable vehicles to entice potential drivers.

The uptake in EVs also relies on sufficient infrastructure being available for drivers. This means not only increasing the number of (fast) chargers, but also ensuring drivers have easy access to a large and convenient network of charging stations. Taxation has also proved important for increasing the number of EVs, as shown by some governments who have used this type of incentive.





The table on the next page shows the current state of electrification in Europe. The total number of xEVs is broken down into BEV (Battery Electric Vehicles, in other words fully electric vehicles) and PHEV (Plug-in Hybrid Electric Vehicles) and comparing this to the maturity of the available infrastructure.

Clearly, the more charging points, the easier it is to drive an electric vehicle, which means the last column in the table on the next page is the most important as this shows the number of EVs per charger, with lower numbers representing better charging infrastructure within the country. However, this is not the full story. Most public chargers tend to be slower, usually between 11 kW and 22 kW, compared to 175 kW to 350 kW for a (super) fast charger. This means a public charger takes approximately 4 hours to fully charge a battery, adding just 60 km range per hour of charging.

It is important to note that this is just a snapshot of the situation at the moment. Several European markets are currently investing heavily in charging infrastructure to contribute to the European goals.

# Key figures: Athlon markets

Source 2

European Alternative Fuels  
Observatory (EAFO), 2021

Country	Total amount of xEVs	BEV	PHEV	Number of public charge points	Slow (<22 kW)	Fast (>22 kW)	EVs per public charge point
Netherlands	381,327	243,664	137,663	82,615	97% (79,849)	3% (2,766)	4
Poland	29,248	13,614	15,634	3,674	62% (2,293)	38% (1,381)	7
Luxemburg	17,893	8,649	9,244	1,259	99% (1,247)	1% (12)	8
Italy	237,258	122,669	114,589	22,471	90% (20,224)	10% (2,247)	9
Belgium	179,113	55,678	123,435	12,816	94% (12,023)	6% (793)	12
Sweden	325,975	115,694	210,281	14,173	84% (11,853)	16% (2,320)	12
Spain	159,234	72,738	86,496	8,250	68% (5,607)	32% (2,643)	14
UK	682,642	355,609	327,033	36,894	79% (29,231)	21% (7,663)	15
France	715,841	442,241	273,600	32,287	84% (27,063)	16% (5,224)	16
Germany	1,268,821	658,972	609,849	50,083	82% (40,924)	18% (9,159)	18
Portugal	93,579	50,138	43,441	3,443	75% (2,583)	25% (860)	22

EAFO, 2021<sup>2</sup>

# Overview: EV registration in 2021

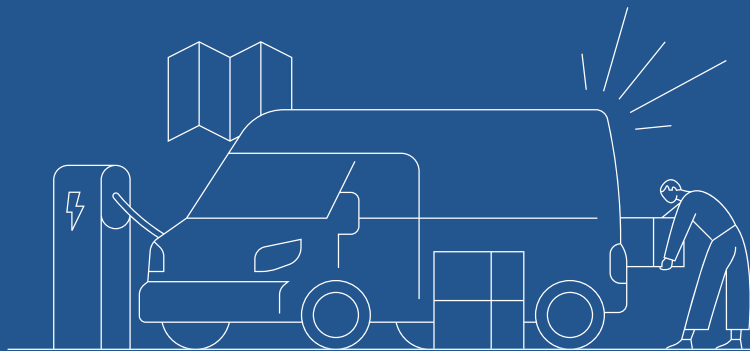
Source 3

European Alternative Fuels  
Observatory (EAFO), 2021

Country	Registered cars (2021)	Registered EVs (2021)	BEV	PHEV	%xEV
Netherlands	191,843	95,538	64,372 (33.6%)	31,166 (16.2%)	49.80%
Sweden	304,174	136,574	56,905 (18.7%)	78,296 (25.7%)	44.40%
Germany	1,715,659	669,107	346,748 (20.2%)	322,359 (18.8%)	39.00%
Luxemburg	29,500	9,322	4,562 (15.5%)	4,760 (16.1%)	31.60%
UK	1,026,595	314,138	189,370 (18.4%)	124,768 (12.2%)	30.60%
Portugal	96,990	28,903	13,120 (13.5%)	15,783 (16.3%)	29.80%
France	1,029,850	302,776	161,880 (15.7%)	140,896 (13.7%)	29.40%
Belgium	286,518	70,197	21,570 (7.5%)	48,627 (17.0%)	24.50%
Italy	663,203	137,283	67,045 (10.1%)	70,238 (10.6%)	20.70%
Spain	592,381	66,939	24,039 (4.1%)	42,900 (7.2%)	11.30%
Poland	249,227	16,449	6,769 (2.7%)	9,680 (3.9%)	6.60%

EAFO, 2021<sup>3</sup>

# Electric vans are more than just electric cars



Electrification is important and not only for passenger cars. Electric light commercial vehicles (LCVs) are also on the rise, mostly due to changing environmental regulations. While only 1.9% of all vans on the road in the EU are alternatively powered<sup>4</sup>, they are more numerous in larger cities with environmental zones.

Additionally, the number and size of low emission and zero emission zones is due to grow over the next few years. For example, the Clean Air Action Plan for the municipality of Amsterdam states that all trucks, delivery vans, taxis, and buses within the A10 ring road must be emission-free by 2025. Other large European cities, like Paris, Milan, Brussels, and Munich, are also planning to implement low and zero emission zones. The European Urban Access Regulations will further increase the entry restrictions of cities in the coming years, further contributing to the European goal of being the first emission-free continent by 2050.

Source 4

ACEA, 2021

## Delivery companies are the frontrunners for the electrification of LCVs.

Delivery companies are becoming the frontrunners for the electrification of LCVs, partly due to the 36% increase in online purchases from 2010 to 2025<sup>5</sup>. As well as for postal and courier services, LCVs are also essential for sectors including construction, healthcare, and repairs. However, different applications require a different build, making it complicated to manage an LCV fleet.

The current transition to an electric LCV fleet requires a customised approach. Fleet managers need to consider every element, from purchasing questions like availability, range, carrying capacity, and charging time, to operational queries such as route planning to optimise charging and possible solutions for downtime whilst charging.

This means that it is vital to gain insights by turning your big internal data into smart internal data in order to optimise the use of your LCVs. For example, how many kilometres do you drive on an average day? Do you need to charge during the day or is overnight charging sufficient? Accurately answering this type of questions can make a huge difference when it comes to the efficiency of an LCV fleet.

Source 5

Destatis.de, 2021

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# An electric European Road Trip

3.

An abstract graphic consisting of multiple white, wavy, parallel lines that originate from the bottom left and flow towards the top right, creating a sense of motion and energy. The lines vary in thickness and curve, set against a solid yellow background.

# Athlon's European Road Trip

12,000 kilometers  
14 Athlon offices  
11 countries  
4 weeks

Athlon  
Project Zero





Driving electric is a logical choice that benefits your organisation both from a financial and a sustainability perspective.

### **Athlon's European Road Trip**

To gain insights about driving electric, our Sustainability and CSR Director undertook a practical test and drove 12,000 km through Europe in an EV. As well as proving that you can easily drive electric over long distances, the drive also avoided 4.2-ton kg of CO<sub>2</sub> emissions by not taking flights.

Compared to just a few years ago, the increasing number of charging stations made it easier to travel in multiple countries without the need for multiple charge cards. Plus, super-fast chargers (>175 kW) are relatively new, significantly increasing charging speeds.

But it was not all smooth driving. Some countries, especially in Southern Europe, are less electric-friendly than others, with the majority of charging stations found near the motorways or large cities. Finding charging stations inland or away from major urban areas can be a challenge in some regions.

However, taking the first step to implement this decision can be challenging as fleet managers need to overcome driver resistance to change. What are the main obstacles to driving electric and how can you convince drivers to give EVs a chance?

# Athlon's top 5 insights for driving electric

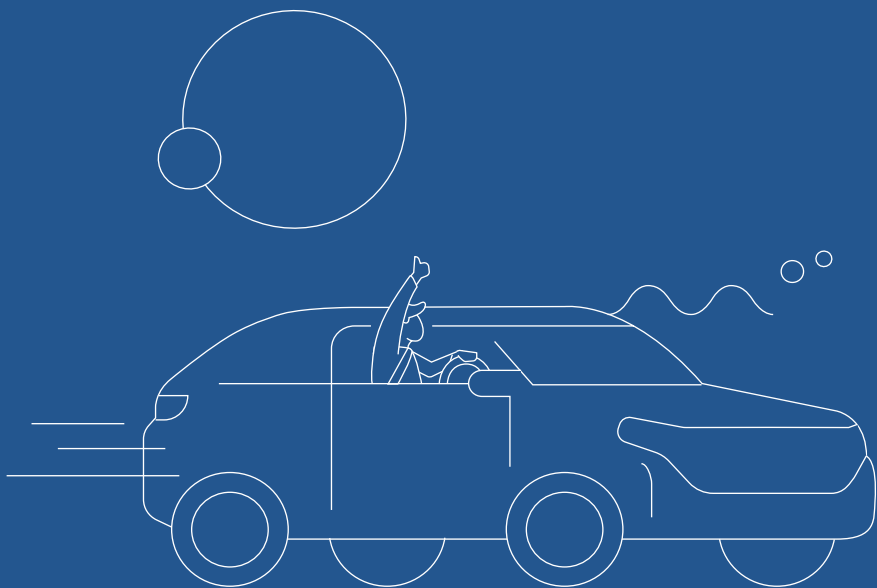
**When Athlon's Sustainability and CSR Director drove 12,000 km through Europe in an EV we discovered five insights:**

1. Drive as you usually do
2. Let the car guide you
3. One charge card for Europe
4. Charging infrastructure needs to continue to grow
5. EVs are an important part of the energy transition

## 1 Drive as you usually do

A few years ago, electric cars could be recognised on the motorway, hypermiling (i.e., driving very slowly, usually in the slipstream of a large truck to save battery power) with their drivers dressed warmly in the winter because the heater was turned off to save energy. Happily, this isn't the case now. New EVs can easily drive for 3 hours at 120 or 130km/h on the motorway with the heater or air conditioning on – just as you can with a vehicle with an internal combustion engine (ICE).

In fact, if you follow the road safety guidelines and take a 15-minute break after driving for two hours, your journey won't take any longer if you drive an EV or an ICE. Even if you don't follow this guideline strictly, your travel time won't be that much longer thanks to super-fast chargers.



## 2 Let the car guide you

While it's a sensible idea to plan your electric Road Trip before you leave, you might find it better to let the EV do this for you. To give an example, we used the navigation on our Mercedes EQA to plan the route to Rome. The navigator planned the trip, suggested where to charge the EV and for how long, and checked in real time if fast chargers were available. When the planned fast charger was not available, it directed us to an alternative, available fast charger.

We quickly learned to listen to the car and enjoy the benefit of big data being turned into smart data. The result is a relaxed journey, without the fear of a required fast charger being out of order or unavailable.

## 3 One charge card for Europe

Instead of needing a different charging card per country we visited, we drove through Europe using just the Athlon Charge card. Even in countries with a lower level of charging infrastructure, a single charging card was accepted overall. Before the Road Trip started, we considered taking the charge card solution from our EV as a back-up, but it wasn't needed.

#### 4 Charging infrastructure needs to continue to grow

Charging infrastructure has grown rapidly over the past few years. Not just the number of charging stations, but also the accompanying facilities, from superfast free Wi-Fi to superfast charging. Combine this with the rise of online meetings, and it's possible to plan your videoconferencing around your EV's charging schedule.

The growth of superfast chargers is set to continue, easing the transition to an electric fleet. To give some examples, all petrol stations in Germany are required to provide (fast) charging solutions. The government in Poland has announced the number of public chargers needs to increase from 8,000 now to 150,000 by 2025. And Tesla have started a pilot project which opens some of their charging stations to non-Tesla EVs.

#### 5 EVs are an important part of the energy transition

While there are still a number of open questions about the energy transition that we need to undertake, there are some signs of possible future solutions. For example, at Ladepark Holden Germany, there will be 142 chargers (AC and DC) installed by Fastned and Tesla. Additionally, Tesvolt installed a storage battery to capture the energy from the solar powered roof and two nearby wind turbines.





**Even so, driving electric through Europe was easy as you can see in the after movie of the Athlon Project Zero European Road Trip:**

→ [youtube.com/watch?v=epk9Jp3EhPc](https://www.youtube.com/watch?v=epk9Jp3EhPc)

They also incorporated two wind turbines to give energy to a new flex-office building that enables drivers to work comfortably or meet customers while charging their EV. While we are uncertain if this is the future of traditional fuel stations, it is definitely an interesting option.

There are some concerns that the grid is not equipped to support the rapid transition to an all-electric fleet. However, EVs are not just consumers of electricity, but can balance the grid with Vehicle to Grid solutions. In this way, it is possible to think of EVs as batteries on wheels that also transport human being. In other words, it is clear that EVs will play an important role in the future energy transition.

# The challenge of charging

One further challenge that our Road Trip didn't cover is the variety of charging options you could be considering for your employees. From lowest to highest cost per kWh, these options are office charging, home charging, and public charging.

**Office charging** can be a challenge. Before installing wall-box chargers at the office, it is vital to investigate charging profiles, your existing connection to the electricity grid (maximum grid connections), and smart and sustainable charging solutions.

Other queries to consider include the benefits of investing directly in off-grid solutions like solar panels combined with a battery storage system and the best way to handle employees charging their private car at the office. It's a puzzle that HR, Facilities Management, users, and the Management Team need to figure out together.





**Home charging** uses a charger at home with automatic reimbursement of the charging costs. However, this can vary per local market, so needs careful management.

**Public charging** is essential for longer (business) trips. Just like the price of traditional fossil fuels, the cost of charging can vary, but in general the faster you charge, the more expensive it is per kWh. However, it is possible to steer employees to select certain charging methods to ensure hassle-free charging solutions that don't cost the earth.

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# The mobility mindset

4.



Mobility is personal. While EVs are the best option for some trips, other trips would be better travelling by e-bike, train, or even the plane.

**We use the Athlon 3S-change strategy. For example:**

- **Seduce:** 20% of a group likes to change and are willing to participate in a pilot project.
- **Speed up:** 60% of a group can be influenced easily as long as it's easy to make the change.
- **Struggle:** 20% of a group dislike change and want to maintain the status quo. It's best to introduce this group to the change at the end of the process.

It's important to continuously consider your mobility to make conscious choices and dare to let go of your fixed habits to explore the available options. If you start with a coalition of willing people, changing is easier and a lot of fun.

**How to change mobility behaviour**

Organisations are continuously evolving and changing, requiring agile and flexible employees. But change is not always easy, even when the benefits are as far reaching as changing from an ICE car to an EV. That's why we recommend starting to electrify your fleet as soon as possible, using proven organisational change methods to introduce the change.

Research shows that within a group there are always some people who are more open for change and willing to pilot (mostly 20% of a group).

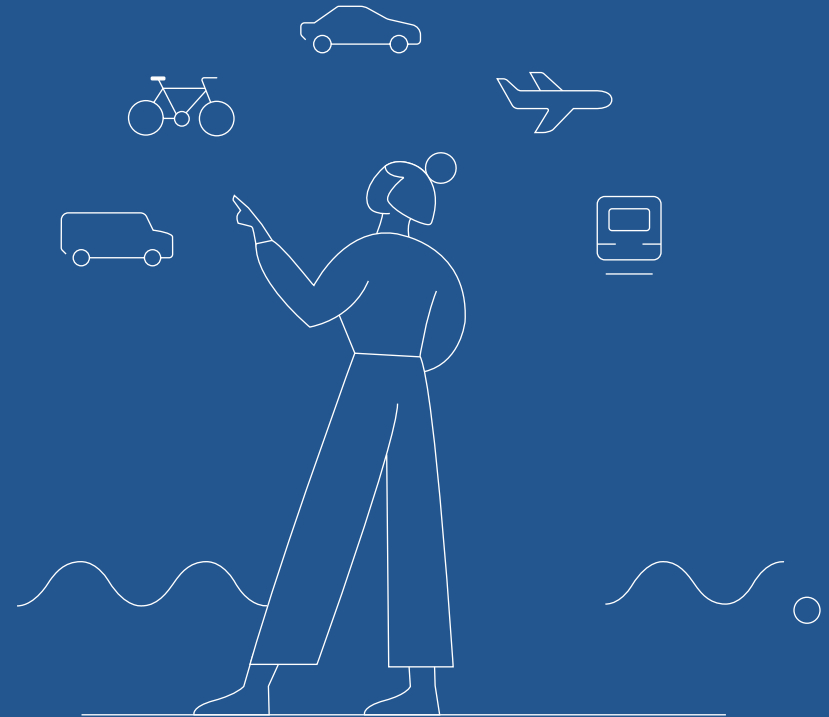
Flexible mobility solutions are vital for seducing this first group of people, which is why the traditional leasing solutions need to be put to one side. Alternatives include offering employees a flexible solution that changes if their personal needs change in a specific period or using an EV for a trial period. In our experience, only a minority will switch back to an ICE car after an EV trial.

With inspiring storytelling examples with real experiences of their own colleagues, you can seduce the second and bigger part of the group (mostly about 60% of the group). Always use real stories of real people, because those stories are more believable than PowerPoint marketing. Once this group has joined the movement, you already have 80% of the people onboard and your change will speed up. The last 20% of the group, those who don't want to change and holds on to old habits, will ultimately join the movement. Sometimes with mixed feelings, sometimes convinced by their peers in the organization.

For fleet owners that don't use off balance operational lease solutions, changing to an electric fleet is the time to start. Operational lease is a strong enabler of fleet electrification, as risks are addressed to the fleet operator, and vehicles tend to be refreshed more quickly than on balance and owned one.

Source 6

Anjo Travaille, Nyenrode Business Universiteit (2018)



# A modern approach to mobility

With the increase in online meetings and working from home, it's easier than ever before to choose the way you work and travel. This saves time, money, and CO<sub>2</sub> emissions.

By considering your mobility needs on a daily basis, Athlon's 5-step mobility plan makes it easy to rethink your mobility and become more aware of your habits as you make mobility choices. This change programme helps organisations to discover their employees' specific needs. However, it is important that employers offer multiple mobility solutions to enable employees to enjoy the full benefits of the 5-step mobility plan.

Start by asking: Do I really **need** to travel?



1

2

Choose the **best** mobility option for your trip?



3

Going by car?  
Go **electric!**



4

Whatever your choice:  
**Safety first!**



5

**Compensate** your  
mobility CO<sub>2</sub> footprint.



Mobility  
is about  
the journey.  
Not the  
destination.



Source 7

This large-scale research by Multiscope covered more than 6,000 Dutch people.

## Other smart solutions to accelerate the transformation to an electric fleet

### **Offering mobility solutions with maximum flexibility**

For many organisations it is already possible to transition to a fully electric fleet. While some organisations are facing valid reasons why they haven't made this step yet, the majority are held back by fear of the unknown. Mobility flexibility is the solution, enabling employees to try an EV for a short period of time via a rental or short lease contract. Once employees have tried an EV for a short period of time, a lot of obstacles disappear: charging is easy, driving is relaxed, and it's good for the environment giving drivers a positive feeling. In fact, several international studies have shown that people with an EV are very satisfied. For example, in a Dutch study<sup>7</sup> of more than 6,000 people, EV drivers rated their car with an 8.7. Once you go EV, you never go back!

### **Promoting second drive of leasing vehicles**

A second-hand lease car is an option for employees that hesitate to drive an EV. As it is second-hand, the lease car would have a shorter leasing period, so if an EV doesn't fit the employee's lifestyle now, they would be able to reconsider their decision in a year or two, improving the flexibility of your electrification strategy.

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# When an EV is not the best option

# 5.

# During our 12,000 km European Electric Road Trip in September 2020, we emitted zero local CO<sub>2</sub> emissions and gained valuable insights about the EV-readiness of Europe. But was this the best way to travel?

We compared travelling by EV to other modalities: an ICE car, a train, and a plane. How does the cost, travel time, and CO<sub>2</sub> emissions compare? By evaluating these costs, we can establish the foundations of a future proof mobility and travel policy.

Source 8

ANWB (October 2021) Euro 95 benzineprijzen Europa. Retrieved on 20 October, from:

## How the comparison works

### **Travelling by car**

The travel costs for the EV and ICE car include the Eurotunnel train ticket to the UK, and tolls in countries like France, Italy, Poland, and Spain. In order to simplify the calculation, we used the Dutch price for petrol<sup>8</sup> at the time of the Road Trip (€ 1.883 per litre) and an average consumption of 19 kW per 100 km for the EV. The travel time for both the EV compared to an ICE car is almost the same thanks to the improving charging speeds and curves. Furthermore, from a road safety point of view, it is recommended to take a 15-minute break every two hours of travel time, which is long enough for an EV to sufficiently charge.

### **Travelling by plane**

The cost of plane tickets is dependent on when you book. For these calculations, the cost is based on booking two weeks in advance which is the timeframe in which we would have booked if we were to do the Road Trip by plane. However, these costs can be reduced if booked months in advance. The total plane cost also includes taking a taxi from the airport to the Athlon office. Additionally, to calculate the travel time, we followed the advice from the airport and included a two-hour check-in time per trip.

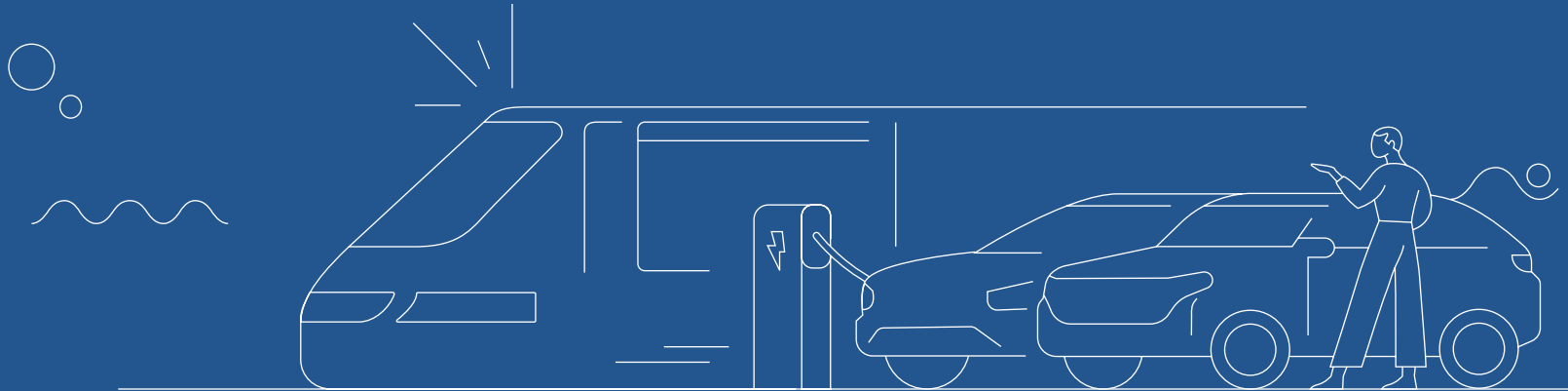
### Accommodation costs

As expected, the plane is much quicker than the car or the train, but this comes at a cost. Both price and CO<sub>2</sub> are significantly higher compared to the cost of driving. It is worth noting that the increase in time for the car or train compared to flying may lead to an overnight stay being needed at the destination or during the trip. In fact, including the additional cost for accommodation may make flying in case of (very) long distance trips a better option if costs are the most important consideration. In this specific situation always compensate the CO<sub>2</sub> emissions to limit your mobility footprint (step 5 of Athlon's 5-step mobility plan).

### The best choice differs per route

During the Athlon Project Zero Electric Road Trip we learnt that the best modality differs per route. For example, the most efficient method of travelling between Lisbon and Paris is flying, not driving an EV.

We compared the different stages of the Road Trip and found mixed results. Sometimes the train or an EV is most efficient, and occasionally the plane is the best option. The tables below compare the travel cost, time, and emissions for several stages.

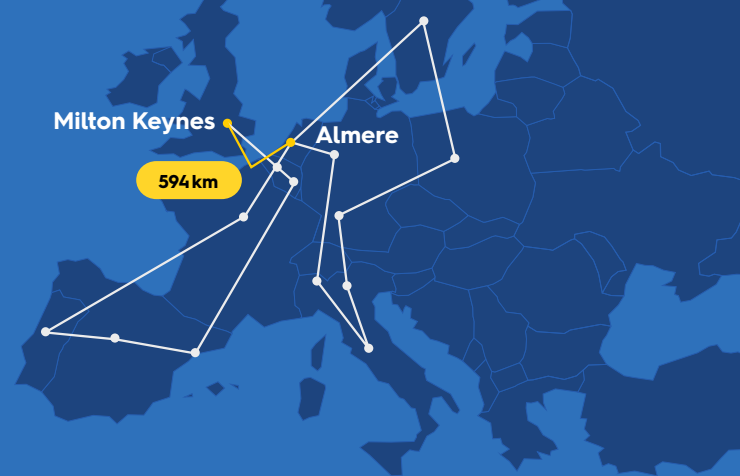


# Complete overview 12,000 km European Road Trip Athlon Project Zero

Modality	Travel cost	Travel time	CO <sub>2</sub> emissions (kg)
<b>Overview</b>			
EV	€ 1,151.97	142h 52min	0
Plane	€ 4,552.65	71h 8min	4241.4
ICE car (medium size, petrol)	€ 1,862.34	142h 52min	1987.9
Train	€ 4,525.50	161h 8min	0

## Athlon NL (Almere) to Athlon UK (Milton Keynes) | 594 km

EV	€ 153.87	8h 13min	0
Plane	€ 344.87	4h 14min	115.4
ICE car (medium size, petrol)	€ 203.64	8h 13min	100.4
Train	€ 344.50	6h 20min	0



For the trip between Athlon Netherlands to Athlon UK, it is clear that the plane is the fastest option due to both the car and the train needing to take the Eurotunnel from Calais, France. However, when booked in advanced, the train is the best option. The travel time for the train is lower than by car as you don't need to stop to recharge or fill up with petrol. Additionally, taking the train allows you to work during the trip.



# Complete overview 12,000 km European Road Trip Athlon Project Zero

Modality	Travel cost	Travel time	CO <sub>2</sub> emissions (kg)
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## Athlon Portugal (Lisbon) to Athlon France (Paris) | 1,766 km

EV	€ 162.17	19h 4min	0
Plane	€ 223.36	5h 12min	558.5
ICE car (medium size, petrol)	€ 242.73	19h 4min	298.5
Train	€ 472.00	21h 33min	0

## Athlon International (Schiphol) to Athlon France (Paris) | 494 km

EV	€ 39.00	5h 19min	0
Plane	€ 225.74	3h 15min	119.54
ICE car (medium size, petrol)	€ 83.90	5h 19min	83.5
Train	€ 98.00	4h 23min	0



When travelling from Athlon Portugal to Athlon France, the plane is the only viable option even though it emits the most CO<sub>2</sub>. Keep in mind that using any other form of transport takes 2-3 days which requires at least one overnight stay, adding to the cost.

Between Athlon International in the Netherlands and Athlon France, there are two good options: the EV and the train. Despite the toll costs of €16, the EV is cheapest and doesn't emit any CO<sub>2</sub> emissions. The train is slightly quicker due to the time needed for the door-to-door transfer but offers you the opportunity to read or work while travelling. While the train is more expensive, the cost could be reduced by purchasing the ticket further in advance.

# Complete overview 12,000 km European Road Trip Athlon Project Zero

Modality	Travel cost	Travel time	CO <sub>2</sub> emissions (kg)
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## Athlon Spain: Barcelona to Madrid | 630 km

EV	€ 26.67	6h 18min	0
Plane	€ 115.77	3h 36min	175.6
ICE car (medium size, petrol)	€ 86.59	6h 18min	66.8
Train	€ 69.00	2h 45min	0

## Athlon NL (Almere) to Athlon Belgium (Brussel/Machelen) | 196 km

EV	€ 7.45	1h 56min	0
Plane	€ 297.19	2h 55min	57.1
ICE car (medium size, petrol)	€ 22.31	1h 56min	33.12
Train	€ 35.00	3h 38min	0



The trip between Athlon Barcelona and Athlon Madrid is best done by train. It is by far the fastest, and significantly cheaper than flying or driving an ICE car. Additionally, it is a climate-neutral way to travel.

For our last example, we investigated the costs for travelling from Athlon Netherlands to Athlon Belgium. As this is a short trip, charging while travelling isn't needed as long as you start with a full battery. This makes the EV the best option from a time, cost, and emissions perspective.



### **One size does not fit all**

After looking at a couple of example trips, it is clear that one size does not fit all for long distance travel. We advise travelling by EV or train for journeys of less than 750km. However, this should be part of a general mobility policy that is supplemented with a clear travel policy in case a business trip demands a different type of modality to ensure sustainable travel behaviour.

### **Mobility policy**

To ensure e-mobility success, an organisation needs to integrate their specific e-mobility policy into their existing mobility policy. It's not enough to simply offer employees an EV, an organisation also needs to find solutions for both home and office charging. It's also important that these solutions are tailored to the individual situation of each employee.

The switch to EVs won't happen overnight. We suggest taking a strategic organisational change approach that involves planning your strategy, measuring your results, making your calculations, and adapting your car policies frequently.

### The most important considerations when offering BEVs are:

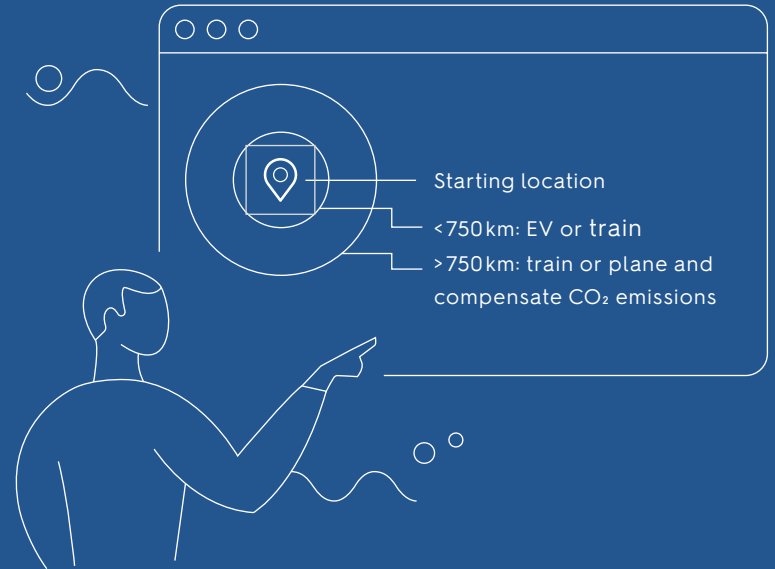
- Focusing on the change to an (x)EV only policy, complete with clear rules that cover all expected concerns such as home, office and public (fast) charging.
- Offering incentives to encourage office charging to lower costs.
- Providing home charging facilities to as many employees as possible to give them as sense of freedom
- Avoiding or limiting high-cost public charging wherever possible

### Travel policy

We recommend organisations implement a travel policy in addition to their mobility policy, where the mobility policy describes the vehicles that employees can drive, and the travel policy states how they should travel.

The environmental cost of these journeys can be offset via CO<sub>2</sub> compensation programmes. Organisations with office abroad can specify specific destinations to make this policy more concrete. For example, always take an EV or train to travel between Headquarters and Office A, but a flight is possible for journeys between Headquarters and Office B. However, in this case the employee should check if multiple appointments can be combined as well as compensate for the CO<sub>2</sub> emissions.

Make a travel policy part  
of your mobility policy.



EV whitepaper

# Executive Summary

# 6.



Electrification is a hot topic. The high-level 2021 Climate Conference in Glasgow (COP26) and the European Green Deal are pushing sustainability and electrification for organisations, including car manufacturers. Simultaneously, employees are demanding climate action from their employers.

But electrification needs to be more than just ordering an EV. A successful switch to sustainable mobility also needs to include a change in travel behaviour, and that can only be implemented successfully when the leadership team understands its importance and fully supports the transition.

Luckily, Europe is ready for this change, with European countries investing increasingly heavily in their charging infrastructure as witnessed by the growing number of (fast) chargers across the continent. At Athlon, we went the extra mile to prove that driving an EV across Europe is possible.

When Athlon's Sustainability and CSR Director drove 12,000 km through Europe in an EV we discovered five insights:

1. Drive as you usually do
2. Let the car guide you
3. One charge card for Europe
4. Charging infrastructure needs to continue to grow
5. EVs are an important part of the energy transition

In general, driving an EV through Europe is just as easy as driving an ICE car. However, sometimes the train or a plane is a better modality for a particular journey. Please don't forget to compensate your CO<sub>2</sub> emissions in that case. And of course, in more and more cases it might be better still to not travel at all.

The Athlon 5-step mobility plan is a straightforward way to ensure your employees rethink their mobility every day. When implementing this as part of your travel policy alongside your mobility policy, it is crucial to remember that one size does not fit all and the best mobility option varies depending on the route, so your employees will need access to a range of transport solutions.

# Getting you there

It's clear that electrification is the future of transport and the sooner you act, the sooner your organisation can benefit. If you're looking for support or advice about electrifying your fleet, our team will guide you.

Contact your Account Manager for guidance tailored to your needs. New to Athlon? Contact our Global Coordination Center via e-mail on [gcc@athlon.com](mailto:gcc@athlon.com)

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Special thanks to Joep van Delden who contributed to this whitepaper during his traineeship at Athlon.

**EV whitepaper**

# Navigating your way to an **electric fleet.**

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