

Work Plan 2021



TRANSPORT
DECARBONISATION
ALLIANCE



TDA MISSION: ADVOCACY, ACCELERATION, AND AMBITION

Launched in 2018, the Transport Decarbonisation Alliance is a unique international collaboration to accelerate the worldwide transformation toward net-zero emission mobility well ahead of the 2050 target set by the Paris Agreement. Through the TDA, countries, cities/regions, and companies work together to eliminate barriers to decarbonisation and promote policies and measures that catalyse systemic change and fast-track action. The TDA's core contribution to an accelerated transition to transport decarbonisation is the integrated collaboration among the countries, cities/regions and companies as a catalyst for that transition. Jointly, the constituencies shape ambition and accelerate action and implementation maximising the synergies between their contributions.

Working together, the TDA community:

- Accelerates action on transport decarbonisation by enabling and fostering synergy among the efforts of the TDA constituencies;
- Demonstrates that transport decarbonisation is technically feasible, economically sound and brings broad social and environmental benefits;
- Facilitates discussion, agenda setting and action on decarbonisation in the context of global, regional, national, local and corporate policy processes on transport and climate change;
- Advocates acceleration of the transition to transport decarbonisation and engages a growing number of stakeholders in ambitious action on this by leading by example, and sharing experiences and best practices.

OBJECTIVES FOR 2021

1. Increase engagement and action of TDA members.
2. Pursue a balanced expansion of TDA membership:
 - a. Ensure a balance among the TDA constituencies
 - b. Enlarge geographic footprint and global presence
 - c. Engage additional 'front runners'
3. Demonstrate how cities/regions and companies are key allies for the realisation of transport decarbonisation objectives.
4. Increase advocacy and outreach to promote success stories and strategies for decarbonising transport, showing that it is economically viable and technologically feasible.

OPERATING ENVIRONMENT 2021

Considering the pandemic, opportunities for the TDA in 2021 are plenty because the world is in search of ways to build back better, even if the agendas of the TDA members individually are still uncertain. In particular, there are many critical political developments that came to light throughout 2020. First, there is the adoption EU Green Deal, which will set Europe on a trajectory towards enhanced collaboration on climate issues. The TDA, and its many members in the region, could be active in ensuring transport aspects of the deal live up to the promise and potential of the Paris Agreement, and support an enabling environment for transport transformation.

In addition, the EU Green Deal presents an opportunity to raise the profile of the TDA in the region, helping to expand membership, while building synergies between current and potential members.

Next, the return of the United States to the Paris Agreement represents a good opportunity for TDA's engagement and profile exposure in North-America while supporting California in its efforts to decarbonise freight and scale up electric mobility.

Additionally, there is China's announcement at the UN General Assembly in September 2020 that seeks to achieve carbon neutrality by 2060. The TDA is currently exploring possible opportunities on how to capitalise the potential presented by this announcement. Beyond this, the postponed second UN Global Conference on Sustainable Transport in Beijing could be organised within 2021. This could be a potential space for the TDA and its members to have an impact on building synergies between the transport sector and global work around the implementation of the 2030 Agenda for Sustainable Development and Sustainable Development Goals.

Beyond engagement in the traditional UN Framework Convention on Climate Change Conference of Parties (UNFCCC COP) process, there are opportunities for the TDA through the UNFCCC's **Momentum for Change** initiative, which seeks to shine a light on the enormous groundswell of activities underway across the globe that are moving the world toward a highly resilient, low-carbon future. Momentum for Change seeks to bring key actors together to accelerate action. The TDA, as a collaboration of countries, cities/regions and companies, can play a meaningful role in this work.

The year 2020 saw further announcements by major companies and cities that they are serious about achieving decarbonisation. This opens many doors for the TDA to engage these actors and work with them to help them meaningfully achieve their goals, while also further enhancing the profile of the TDA as a convenor of countries, cities/regions and companies. So while there is still great uncertainty around 2021, the TDA already has a dearth of opportunities in which to inject its unique style of collaboration as to instigate action and ensure 2021 becomes a year of accelerated transport transformation.

Finally, looking back at its last three years of existence, the TDA could re-examine the benefits it could potentially derive from the following proposals:

- Help promote national TDAs in member countries;
- Create specific cooperation among member countries around joint strategies supported by governmental commitment.

GUIDELINES FOR IMPLEMENTATION OF THIS PLAN

Discussions at the TDA Steering Committee and Annual Meetings have emphasised that, given the membership-based nature of the TDA, the successful and dynamic implementation of its Work Plan is highly dependent on the level of engagement of members. The general guidelines for implementing the plan are as follows:

Members jointly share responsibility for the implementation of the Work Plan and are requested to actively inform the Secretariat of the activities to which they wish to contribute in 2021.

- Members are not expected to engage in all activities, but all members are expected to engage actively in a few activities.
- The TDA Secretariat will initiate efforts to bring together interested members around Work Plan activities, e.g. time limited 'Task Forces' for specific activities or processes.
- The plan may be revised by the TDA Steering Committee during the year as necessary to respond to events/invitations and opportunities, including taking on additional activities – which may require scaling back other actions described here.
- Subgroups of members may organise exchanges and co-operate on topics of mutual interest – it is not the intention (or necessary) to include all these activities in the plan.
- If members want activities to be recorded in the TDA Annual Report or shared with the wider membership, they should share the results and pass details of the activity to the TDA Secretariat.
- The implementation of the plan will be regularly assessed by the TDA Steering Committee.
- A number of key performance indicators (KPIs) have been identified to help monitor performance.
- Unless specifically indicated, activities are to take place consistently throughout 2021.

1. ADVOCACY

A key objective of the TDA is to advocate, through substantiated and action-conducive information, for broader and faster action to decarbonise transport with common and effective messaging in multilateral, corporate and urban events and processes - in particular to underline that transport decarbonisation is technically feasible, economically sound and brings broad social and environmental benefits.

1.1 Elaboration and submission of strategic advocacy statements and positions

The first aspect is the elaboration of effective messages and statements, and packaging them appropriately for different opportunities (press releases, submissions, presentations, etc.).

- a. Map forthcoming internal and external political opportunities to retrieve momentum (Q2).
- b. Gather TDA ministers to promptly reinvigorate TDA country engagement - webinar or breakfast - before a relevant EU Council meeting to reinvigorate TDA country engagement. (Q1)

- c. Joint video from TDA CEOs to highlight companies' role in transport decarbonisation and invite the private sector to join. (Q2)
- d. Joint video from TDA Mayors to invite other municipalities to join. (Q2)
- e. Draft TDA 10 action plan on 'How countries, cities, and companies can work together to implement the transport emissions reductions measures provided in the NDCs and long term strategies'. (Q1)
- f. Prepare TDA statement on 'Top 10 opportunities for jobs, socio-economic recovery and transport decarbonisation in post-pandemic response measures.' (Q2)
- g. Circulate TDA letter to companies making new net zero commitments to raise awareness of the TDA and entice potential new members. (all year)
- h. Share report by TDA and WRI at **Transforming Transportation** on what cities, companies and countries can do to advance transport decarbonisation as part of a green and equitable recovery. (Q1)
- i. Continue to promote TDA Communities of Interest products. (all year)
- j. Use social media platforms consistently to share information on these advocacy activities. (all year)

Opportunities in the EU:

- k. Capitalise on Portugal's EU Presidency for discussion and decision by the Steering Committee, in the context of the publication of the Smart and Sustainable Mobility Strategy, presented by the European Commission, in December 2020. Elaboration of specific actions to be provided by the Secretariat. (Q1-Q2)

Opportunities in the United States:

- l. Seize upon California's membership and Movin'On 2021 in Montreal to attract new cities/regions in the United States and North America. (Q2)
- m. Joint event with California, capitalising on California's leadership in the United States in transport decarbonisation, to scale up the TDA's profile in the North American context. (Q3-Q4)
- n. Reach out to the US Departments of Transportation, Energy, and others, with the support and advice of California, to best establish lines of communication with relevant partners. (Q1)

Other opportunities:

- o. Continue to probe opportunities in Africa, Asia, and Latin America, with the support of current and incoming members. (all year)

1.2 Strategic engagement in selected intergovernmental processes

A key strategy for delivering TDA advocacy messages is through engagement in key international processes (for a full list see Annex II)

- a. Create an overview events calendar (within Q1) with key international processes and share it with members so the TDA Secretariat can:
 - o Identify members interested in the same international processes/events and create synergies for joint participation (all year)
 - o Elaborate advocacy messaging and outreach strategies. (all year)
- b. Conceptualise and organise sessions at such events. (all year)
- c. Preparation and engagement in UNFCCC COP26 process. (all year with major focus on Q4)

1.3 Strengthened engagement in corporate and urban spaces in 2021 and participation in key international milestones - There are a number of milestone events that provide valuable platforms for advocating for transport decarbonisation, outside the usual UN-organised forums and processes - members have made it clear that it is critical go beyond the UN (for a full list see Annex II)

- a. Identify and participate in relevant transport community events.
- b. Identify and participate in selected business community and corporate events.
- c. Identify and participate in selected urban events.

1.4 Ad hoc TDA participation in initiatives - In order to respond to different opportunities that arise, it is important that the TDA remains flexible in its decisions by the TDA Steering Committee.

KPI: A set of advocacy messages produced with member consultation

KPI: At least one event planned with key partners and members related to outreach to new actors and government representatives

KPI: Communication channel established with potential North American partners

2. ACCELERATION

2.1 Ongoing Communities of Interest

Use the Col platforms to enhance cooperation among TDA members, develop joint pilot projects around common strategies, produce policy recommendations, and showcase studies and illustrate leadership by example.

a. Urban Freight

- Contribute to the elaboration and implementation of the **Global Memorandum of Understanding (MOU)** to advance and accelerate the market for zero-emission medium- and heavy-duty vehicles, to be signed by the largest possible group of signatories.¹ (all year)
- Identify and create opportunities to keep promoting the **How-to guide: Zero-Emission Zones for Freight** on why and how to create successful zero-emission zones for freight (ZEZ-Fs). (all year)
- Continue to promote the Call to Action on Zero Emission Freight Vehicles. (all year)
- Continue to lead the ACTion Group and engage in work related to the Action towards Climate-friendly Transport (ACT) initiative. (all year).

b. Active Mobility

- Produce a roadmap for the period 2021-2024, which will contain ambitions and key objectives shared by all Col members, and a strategy for delivering the Col advocacy messages on active mobility through engagement in key international and intergovernmental processes. (Q2-Q3)
- Set up a shared Col marketing and communications strategy (Q2), to identify and create opportunities to promote the Col's news and activities, as well as messages on why and how to increase and enhance active mobility around the globe. (all year)

c. Executive Education

- Disseminate Executive Education curriculum among TDA Members and with relevant networks to further encourage uptake. (Q2)
- Organise a webinar with the University of Clermont-Ferrand (France), to illustrate the receptivity and suitability of the content of the TDA Training Program in transport decarbonisation. (Q2)
- Outreach to global Universities to create agreements/partnerships to disseminate knowledge and awareness about transport decarbonisation. (Q3)

d. Hydrogen

- Establish if there are enough interested members to continue with it. If affirmative, to strengthen this Col to obtain internal resources as this incipient technology is key for long-distance land transport decarbonisation and needs a bigger boost and dissemination of good examples. (Q1)

2.2 Explore, develop, launch and more boldly support new Communities of Interest

- a. Idea1: Supporting NDC implementation, see Annex 3 on Michelin's proposal (Q1)
- b. Idea2: Charging Infrastructure (Q2)
- c. Idea3: Catalysing site based mobility plans (office buildings, sports stadia, hospitals, manufacturing sites) (Q3)

See annex 4 on member feedback on new Col ideas

KPI: Two new Cols launched and active in 2021

KPI: Specific results from 2 Cols presented, developed, and disseminated

3. AMBITION

3.1 TDA membership development

- a. Roadmap and actions for membership expansion in the first semester of 2021 (Q1)
- b. Expand TDA Membership in Africa (Priority)
- c. Expand TDA Membership in Asia (Priority)
- d. Expand TDA Membership in the Americas
- e. Any other expansion

¹ This Global MOU is driven and inspired by California's leadership and their 15 State MoU, and will align national governments minimum targets.

KPI: 5 new Members from Africa and Asia - 3 new Members from the Americas - 3 new Members from elsewhere

3.2 More engaged TDA Chair and membership

Chair:

- a. Produce a letter from the TDA Chair to all members reflecting on 2020 and inviting engagement in work plan 2021 elaboration, as well as in membership expansion. (Q1)
- b. Use the Call for Zero Emission Freight Vehicles initiative to attract and retain its subscribers who are not yet members of the TDA. (all year)

Secretariat:

- c. Organise a webinar for members on the 2021 Work Plan to gauge their expectations and facilitate their contribution to the overall work of the alliance. (Q1)
- d. Organise a TDA Annual Meeting within the first half of the year. (Q2)
- e. Set up bi-lateral outreach by the TDA Secretariat with TDA Members (focusing on the least active/engaged). (all year)
- f. Focus on deep involvement of members from the African continent in TDA activities. (all year)
- g. Considering 2021 will remain a 'digital' year for events, consider the regular organisation of digital webinars based on CoI activities and/or members strategies. Topics could include:
 - o TDA Countries revised NDCs and LTS (follow up on WRI expert note on linking recovery to raising ambition in NDC's and the high-level panel to advance En Route to COP26 outcomes at Transforming Transportation 2021) (Q2)
 - o Recovery of transport and mobility from the pandemic (Q2)

Members:

- h. Each member to draft and share with the Alliance a Yearbook of transport decarbonisation and mobility best practices. (Q4)

KPI: 3 TDA webinars in 2021

KPI: More balanced engagement of all TDA Members

4. COMMUNICATIONS AND OUTREACH

4.1 Strategic Communications Plan

Proposal for enhanced communicating of TDA brand and added value, exploitation of CoI results (TDA Manifesto, Executive Education, Urban Freight, upcoming results from Hydrogen and Active Mobility), and engagements at key events (moving beyond the traditional 'climate space').

Please see the Strategic Communications Plan produced by Ms. Carole Douglis, Senior Communications Specialist.

4.2 Communication of TDA activities

By TDA members:

- a. Promotion of their own individual actions.
- b. Share with the TDA Secretariat news and updates on their transport decarbonisation efforts. This could be via their Communications Officers/PR person.
- c. Suggest any communications collaboration for particular projects or initiatives.

By TDA Secretariat:

- d. Recruitment and onboarding of a full time TDA Communications position. (Q1)
- e. Promotion of news, updates and events about individual TDA members as well as the TDA's collaborative actions through the TDA website (blog and calendar event) and social media (Twitter and LinkedIn). (all year)
- f. **Preparing monthly TDA Newsletters** to send to all in the TDA network. (all year)
- g. Fireside Chats with members. (all year)
- h. Finalise the 2020 TDA Annual Report. (Q1)
- i. Update TDA member's pages. (all year)
- j. Identify media opportunities to promote the TDA. (all year)

KPIs: At least three TDA Members Updates/News per month in 2021 on website

KPIs: At least one Newsletter every 2 months

KPIs: Increase social media engagement (figures can be measured by incoming communications intern)

5. GOVERNANCE

5.1. Initiate the process to appoint vice-chairs representing cities and companies

5.2 Process towards the appointment of the next TDA Chair

5.3. Country Constituency in the Steering Committee

KPI: Replacement of Portugal in the Country constituency of the Steering Committee (Q1)

ANNEXES:

Annex I - **TDA Governance paper refreshed in December 2020**

Annex II - **Calendar of Key Events**

This an overview of events related to transport decarbonisation for the TDA's consideration. Participation will be analysed case by case.

Annex III - **Michelin Proposal - 15 February 2021**

The NDCs topic has been under the scope of the Transport Decarbonization Alliance since the last TDA Annual Meeting hosted by France in June 2019 -without any concrete implementation so far. It is again mentioned in the TDA 2021 Work Plan, in the very specific context with 2020 deadline for Countries to submit their next generation of Nationally-Determined Contributions (NDCs) for the period 2020–2025. Indeed, TDA should take an interest in one of the burning topics on the way to COP 26, show its commitment and somehow be part to the international conversation with its specific angle – countries, cities/regios and companies trilateral collaboration.

In the perspective of TDA SteerCo's discussion on the workplan 2021, we would like to bring about a new Movin'On's initiative engaging a global public/private Community of Interest that will provide a platform for the private sector to contribute, aiming to:

- getting the business community acquainted with global discussion on NDCs and how it works (learning phase);
- onboarding the business in some NDCs case studies to show them how they can interact with, contribute to and benefit from the national implementation of NDCs (thinking phase);
- impacting the international agenda 2020-2023 in terms of raising ambition, considering companies' global dimension (doing phase).

Movin'On has committed Iddri and SLOCAT to lead this new workstream, with a test phase in 2021 narrowed down to freight transport and logistics sector. Indeed, both stakeholders are linked to MO through a long-term collaboration. And Iddri's Deep Decarbonization Pathway Project DDPP has been consistently funded par the Michelin Corporate Foundation since 2017.

While the roadmap for 2021 activities is in progress, **Movin'On as TDA supporting organization (just like Iddri and SLOCAT) is keen on putting this ongoing work at the service of the TDA.** We believe that this can offer an existing workplace and a springboard from which to eventually launch TDA's members integrated work on NDCs, should the TDA SteerCo agree on including the NDCs in the scope of the TDA's work program 2021. Both workstreams could be articulated in a smart and efficient way and mutually leverage impact.

For TDA SteerCo's consideration - some initial thoughts to help engaging discussion

- **Col topical focus:**

the right angle to address including the TDA constituencies is critical. A few tentative thoughts: all TDA's Countries (but Capo Verde) have submitted their 2020 NDCs and we could start a Col with:

- sharing among Countries peers the experience acquired in the process of building their own NDC, including with regards to setting benchmarks and engaging City's and Company's stakeholders,
- drawing a pathway with their respective long-term strategies,
- reflecting on how and what the other 2 Cs might be able to contribute.

- **Col's lead:**

ideally, we would wish to have a Country leading such a TDA Col on NDCs.

- **Col's support:**

we at Michelin would be happy to contribute in-kind (offering connection with Movin'On Col, ensuring consistent link and interaction). According to extend and scope of a TDA trilateral collaborative project, a sponsorship from the Corporate Foundation could be envisaged.

How can the TDA enhance networking opportunities?

- Organise informal breakfasts/meetups - in the margins of relevant meetings (like breakfast at TRB 2020)
- Join efforts with other networks, such as POLIS, C40, EuroCities,ICLEI, etc.
- Contact via email and telephone all zero-emission freight vehicles call subscribers and get them to be TDA members
- Make the benefits of being a member more concrete
- Propose very specific questions/topics that can be discussed
- Organise a series of short updates on pandemic recovery for transport, where members share information on the direction of activity/needs - and invite others
- Foster innovative projects with TDA members around Col topics - this will mobilise members
- Ensure TDA constituencies participation beyond usual suspects
- Favor joint TDA constituencies participation in COP26 negotiations
- Help bring OEMs into the climate negotiations

New Col ideas

- Scaling up 2/3 wheel electric vehicle deployment
- Medium duty flamingo worldwide routing
- Charging Infrastructure
- Changing fiscal laws to favor Mobility transformation
- Alternative fuels for mobility (e.g. H2)
- International shipping (vessels)
- Last-mile decarbonised logistics (using bikes and electric light vehicles) - evolution proposal for Urban Freight Col
- Zero-emission rail
- Zero-emission ports
- Site-based transport plans (to manage commuters, visitors, deliveries, service) e.g. for Big Office buildings, Manufacturing Sites
- How to benefit from COVID-19 and the Recovery and Resilience Plan to boost mobility decarbonization
- Creation of a TDA Academy on Mobility Transformation education