



TRANSPORT
DECARBONISATION
ALLIANCE



2022 Work Plan

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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 targets 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 members as a catalyst for acceleration. Jointly, the members 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 countries, cities, regions and companies.
- 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 the best practices.



2021 Breakthroughs

For a full picture of our accomplishments in 2021, please read the 2021 TDA Annual Report [here](#). Please find below a high-level overview of the key accomplishments of the TDA on which we are building momentum in our core areas of work:



Advocacy

In line with objective 4 of TDA Work Plan 2021, increasing advocacy and outreach to promote success stories and strategies for decarbonising transport, the TDA co-organised sessions and/or participated at multiple key international events, including the following:

- [Autonomy Digital 2021](#).
- [Council of the European Union](#).
- [International Transport Forum \(ITF\) Summit 2021](#).
- [5th High-level Meeting of the Transport, Health and Environment Pan-European Programme \(THE PEP\)](#).
- [Transport and Climate Change Week](#).
- [UNFCCC Africa Climate Week 2021](#).
- [UNFCCC Asia-Pacific Climate Week](#).
- [UN Global Compact Network UK Webinar](#).
- [World Car Free Day Summit](#).

The Alliance also co-organised [six thematic sessions](#) at [COP26](#), joined by 400 in-person and 350 streaming participants. This resulted in TDA's recognition as one of the most important international initiatives working on transport decarbonisation in the [UK Glasgow Breakthroughs](#).

These advocacy efforts helped nourish the sustained exchange on transport decarbonisation solutions between public and private sector organisations, profiling the ongoing efforts and achievements by TDA members and partners, as well as created interest in potential members of joining the Alliance.



Acceleration

As part of TDA engagement in member-focused and member-lead platforms, key engagements included:

- [The TDA Annual Meeting 2021](#).
- [Communities of Interest \(CoI\) of Active Mobility](#) and [Urban Freight](#) - which were strengthened and refreshed with new leadership, both of which integrated relevant topics such as infrastructure, education, gender, pandemic recovery, regional approaches and challenges in their [learning workshops](#) and [webinars](#).

- New CoI dedicated to [Charging Infrastructure](#), which pushed forward a [Call to Action on Charging Infrastructure](#), signed by 37 supporting countries.

The TDA also supported the launch of the [Global MoU for Zero-Emission Medium - and Heavy-duty Vehicles \(ZE-MHDVs\)](#) and released the working papers: [How Countries, Cities, Regions and Companies Should Work Together to Deliver on the Transport Emissions Reduction Commitments Made under the Paris Agreement on Climate Change](#) as well as the [Green Recovery Paper: Steering a Green, Healthy, and Inclusive Recovery Through Transport](#).

Two new working streams were launched to diversify the platforms for TDA members: the [Alliance Talks](#) and the [TDA Academy Series](#). The kick-off of the latter led to the adoption by the [University Tecnológico de Estudios Superiores de Cuautitlán Izcalli](#) of the TDA's [curriculum on Executive Education](#) for their transport studies programme. The Mexican university became the first academic partner of the Alliance.

More on [TDA Working Streams](#).



Ambition

Pursuing an expansion of TDA membership, while ensuring a balance among the different natures of its constituencies - and at the same time enlarging the alliance's geographical footprint and global presence - was objective 2 of the 2021 Work Plan. In 2021, the alliance welcomed [British Columbia](#), [Lille Metropole](#), [Mobycon](#) and [Uruguay](#) as new members.

Regarding outreach and communication strategies, the TDA coordinated [Fireside Chats](#) with key leaders from within the TDA community to gauge their insights and experiences, as well as highlight key accomplishments of members. In addition, the TDA disseminated [monthly newsletters](#) to increase awareness and enhance understanding of the TDA's objectives, initiatives and activities. The Alliance developed digital cards¹, infographics² and videos³ to highlight members' initiatives, barriers and solutions to transport decarbonisation.

As a result of the TDA's efforts to enhance presence in social media platforms and increase visibility, brand recognition and reach new audiences: followers on [LinkedIn](#) increased by 46% and interaction rate increased from 0% to 4% during the year. On [Twitter](#), followers increased by 21% and the interaction rate increased from 0.94% to 1.2 %. A full revamp of the TDA website was also executed to improve the user experience and make the site more attractive, intuitive and easier to navigate. After the implementation of these changes, the engagement rate reached 52.32% on the website.

2022 Road Map



1. Operating Environment

- This year starts on a motivating note with 90% of the global economy now committed to net zero, and the G7 commitment to align their short and long-term strategies to the 1.5 degrees objective.
- The unprecedented attention to transport at the 2021 [UN Climate Change Conference \(COP26\)](#).
- TDA's recognition by heads of state and governments in their COP26 Declaration and in the Glasgow Breakthroughs as one of the key international initiatives in making progress and coordinating activities towards zero-emission road transport should lead to a closer relationship with the UK (and COP Presidency) government in 2022.
- The ongoing pandemic will continue to impact physical meetings which could be a challenge to the TDA considering face-to-face interaction has proved to be crucial for membership expansion and members' recognition of the TDA's added value.
- New United States Administration's commitment to tackling climate change.
- Opportunities could come to light from the corporate net-zero commitments in 2022 in connection with the Business Ambition 1.5 campaign that will increase attention to supply chain decarbonisation.

¹ [Digital cards](#) summarising the [Nationally Determined Contribution \(NDCs\)](#) of TDA countries and [digital cards](#) on the findings of the TDA and WRI report: [Green Recovery Paper: Steering a Green, Healthy, and Inclusive Recovery through Transport](#).

² [Infographic](#) on the session Barriers and Solutions to Accelerated Transport Decarbonisation- Electric Freight Vehicles, compiling the outcomes of the session organised at the International Transport Forum 2021.

³ Videos on how [Cities and Regions](#) Take Action on Transport Decarbonisation and how [Companies](#) Take Action on Transport Decarbonisation.



2. Guidelines for Implementation

Discussions within 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:

- TDA members are the life force of this Alliance. In order for TDA to succeed, member input and support is necessary. The extent to which this Work Plan can be executed will depend on the active contribution and engagement of TDA members. Members are not expected to engage in all activities, but all members are expected to engage actively in a few activities. To this end, when reading this Work Plan, please identify areas where you will participate and please inform the Secretariat of the activities to which you wish to contribute in 2022.
- TDA Members are actively invited to help identify opportunities for TDA initiatives that may arise during the year.
- Sub groups 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 TDA Work 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 and the Steering Committee for consideration. These activities should have a clear aim and products that are appealing and should go beyond specifying the 'how'.
- 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 on other actions described here.
- Activities of the Work Plan are subject to the availability of resources, staff capacity and approval by the Steering Committee and Presidency.
- The implementation of the plan will be regularly assessed by the TDA Steering Committee.
- Unless specifically indicated, activities are to take place consistently throughout 2022.
- It should also be noted that this is a living document and as the year progresses, we can reflect more detailed efforts that are promoting the work and communities of the TDA.



3. Strategic Impact

3.1 Objectives

The focus of 2022 will be supporting the mission and work of the TDA around advocacy, acceleration, and ambition. The intentional focus this year will be placed on the continued discussion on the global stage; delivering tangible products; membership expansion; and building capacity with an eye to the next 2-5 years of TDA.



3.1.1 Advocacy Focus

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. Despite some progress in global climate policy since the TDA was launched in 2018 transport greenhouse gas emissions continue to grow (up 17,2% between 2010 and 2019) and significantly threaten urgent global efforts to reduce emissions. The advocacy strategy of this year includes:

- Building on the momentum from COP26 – including opportunities related to the Glasgow Breakthroughs and building on the TDA profile through clear contributions to international agenda setting and processes.
- Identifying opportunities to build bridges between countries, cities, and companies who are solving specific and related problems on transport decarbonisation.
- Elaborating on our advocacy messaging and outreach strategies demonstrating the growing acceptance that decarbonising transport is the new normal.
- Identifying key events where TDA and the COIs can spur action.
- Taking the lead in organising focused multi-stakeholder activities and gatherings on transport decarbonisation, pending financial support from members.
- Building opportunities that continue to drive conversation on the global, country, city, and local stages for transport decarbonisation through alliances with countries, cities, regions and companies.



3.1.2 Acceleration

Sharing experience and expertise to accelerate transport decarbonisation, reducing emissions faster and cheaper. Working together on common problems, sharing experience, knowledge and challenges openly for the common good. This year's acceleration strategy includes:

- Increasing engagement of TDA members and enhancing their collaboration and cooperation around transport decarbonisation.
- Continuing to promote TDA Communities of Interest and members to deliver tangible products and processes that can spur accelerated adoption of climate policies at the global, country, city, region and local levels and deliver these products and processes at selected high-level international events.



3.1.3 Ambition

Building momentum for transport decarbonisation by expanding the TDA and raising ambition. This year's ambition strategy includes:

- Pursuing a balanced expansion of TDA membership.
- Increase presence of TDA in key urban fora.
- Support the Alliance capacity building.

3.2 Deliverables



3.2.1 Advocacy

3.2.1.1 Organisation and promotion 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).

- Map upcoming external political opportunities to vitalise momentum (**Q1, lead TDA Secretariat**).
- Gather TDA ministers to promptly reinvigorate TDA country engagement - webinar or breakfast before a relevant meeting e.g. ITF Summit to reinvigorate multilateral action and TDA country advocacy (**all year, lead the TDA Secretariat**).
- Continue to promote TDA Col products and outcomes (**all year, TDA Secretariat**).
- Creation of a yearbook gathering members good practices in transport and mobility decarbonisation (**Q4, the TDA Secretariat and the TDA Presidency**).

3.2.1.2 Strategic Opportunities in the EU

- Capitalise on France's Presidency of the EU Council (until July 2022) (**Q1 and Q2, lead France**).
- Strengthen the efforts and membership expansion in Europe (**all year, lead TDA Presidency and Steering-Committee members**).

3.2.1.3 Strategic Opportunities in North America

- Organise a joint event with California, capitalising on California's leadership in the United States in transport decarbonisation, to stimulate more action and raise TDA's profile in North America (**Q2, lead TDA Presidency**).
- Reach out to the United States Departments of Transportation, Energy, and others, with the support and advice of California, to best establish lines of communication with relevant partners (**Q2, lead the TDA Presidency**).

3.2.1.4 Other Strategic Opportunities

- Continue to probe opportunities in Africa, Asia, and Latin America, with the support of current and incoming members (**all year, lead TDA Presidency and Steering-Committee members**).
- Continue seeking opportunities and collaborations in relevant activities organised by TDA partners (**all year, lead TDA Secretariat**).
- Global South products on electrification [to be explored with Maputo, Quelimane and Cape Verde, in discussion with Climate Works] for presentation at COP27 (**Q3, lead TDA Secretariat**).

3.2.1.5 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 I Transport events map 2022**).

- Create an overview events calendar with key international processes and share it with members (**Q1, lead the TDA Secretariat**).
- Identify members interested in the same international processes/events and create synergies for joint participation (**all year, lead the TDA Secretariat**).
- Elaborate advocacy messaging and outreach strategies. Examples include: UNFCCC Regional Climate Weeks, UN-Habitat's 11th World Urban Forum, and others (**all year, lead TDA Secretariat**).
- Organise impactful activities at such events (**all year, lead the TDA Secretariat**).
- Preparation and engagement in the regional Climate Weeks and COP27 process (**all year, lead TDA Secretariat**).

3.2.1.6 Strengthened engagement in corporate and urban spaces in 2022 and participation in key international milestones - There are a number of milestone events that provide valuable platforms for advocating for transport decarbonisation (for a full list see Annex I) (**all year, lead TDA Secretariat and company members**).

- Identify and participate in selected business, community and corporate events.
- Identify and participate in selected urban events.

3.2.1.7 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.

- Disseminate the advocacy messages produced through TDA members consultation (**all year, lead TDA Secretariat**).
- Organise events with key partners and members related to outreach to new actors and government representatives (additional funding needed for this). Upon budget and staffing availability, and the approval of the Steering Committee, execute the events. (additional funding needed for this) (**all year, lead TDA Secretariat**).
- Development of a communication channel established with potential North American partners (**all year, lead TDA Presidency**).

3.2.2 Acceleration

3.2.2.1 Engaging the membership

- Letter from TDA presidency to members and partners introducing the TDA and call to action on Charging Infrastructure and on Zero Emission Freight Vehicles (**Q1, lead TDA Presidency**).
- Organisation of the 2022 TDA Annual Meeting hosted by the TDA Presidency (**Q2 or Q3, lead the TDA Presidency**).
- Pending financial support, organisation of two meetings besides the Annual Meeting for members to inform, discuss and engage (**all year, lead TDA Presidency**).
- *Creation of a TDA WhatsApp Group for members to ask quick questions and share relevant information* (**Q1, lead TDA Secretariat**).

3.2.2.2 Bilaterals between Steering-Committee and other TDA members - In order to strengthen the engagement and involvement of all TDA members, Steering-Committee members should reach out to other TDA members to have a bilateral meeting and check on their milestones, priorities and pain points (**all year, Steering-Committee members**).

3.2.2.3 Discussion of new platforms for TDA members engagement: revision of standing working groups - Discuss new platforms for member engagement replacing standing working groups with little engagement with one's more conducive to specific activities to solve concrete issues and defined outcomes (**Q2, lead by TDA Secretariat**). A few of the potential solutions could be:

- Identifying member pain points in their transport decarbonisation efforts.
- Meetings to solve and answer specific questions and challenges established by a member and/or members. Meetings will need to have a clear outcome and product.

3.2.2.4 Academy Series (a space for learning and sharing) and **Alliance Talks** (a space for collective action, networking and dialogue) (**all year, lead TDA Secretariat**) - Organise Academy Series and Alliance Talks based on members' suggested topics, inputs and engagement.

3.2.2.5 Ongoing Communities of Interest - Use the CoI platforms to enhance cooperation among TDA members, looking to specifically develop joint pilot projects around common strategies, as well as recommendations, positions and studies that showcase exemplary leadership (**Q1, lead TDA Presidency and Col Chairs**).



- Revise jointly the current Col “meeting structure” as 2021 feedback from Col Chairs have reflected that members are “zoomed out” and there’s a lack of engagement in monthly virtual meetings.
- Define a strategic approach to keep working with Col partner organisations.
- Define products and outcomes coming from Col’s. Reflect on current format “Call to Actions”.

3.2.2.6 Active Mobility

- Produce a white paper: how to invest in capacity building and not only in infrastructure (**lead Col Chair**).
- Launch of a promotional video of the Col on active mobility and white paper on capacity building (**lead Col Chair**).
- Launch of a call to action on global financial institutions: how to invest not only in infrastructure but also in people. Aim to launch at COP27 (**lead Col Chair**).

3.2.2.7 Charging infrastructure

- Identify the new Chair for the COI (**Q1, lead TDA Presidency and Steering-Committee members**).
- Continue the promotion of the Call to Action on Charging Infrastructure. Increasing the number of signatories (**lead Col Chair**).
- Seek an opportunity with the Norwegian EV Association to present to the Col -how they got to 80% EV sales in some regions (**lead TDA Presidency**).

3.2.2.8 Executive Education

- Disseminate the Executive Education curriculum among TDA Members and with relevant networks to further encourage uptake (**all year, lead TDA Secretariat**).
- Outreach to global Universities to create agreements and partnerships to disseminate knowledge and awareness about transport decarbonisation (**all year, lead TDA Secretariat and Steering-Committee Members**).

3.2.2.9 Urban Freight

- A joint workshop - best related to a bigger conference where many of the members will be present, to minimise our own emissions (**lead Col Chair**).
- An updated version of the How-to-Guide, in cooperation with POLIS, the WRI and further partners (**lead Col Chair**).
- Col meetings with external contributors/webinars throughout the year; speakers for these are at hand already (**lead Col Chair**).
- Continue to promote the Call to Action on Zero Emission Freight Vehicles (**lead Col Chair**).
- Continue to lead the ACTION Group and engage in work related to the Action towards Climate-friendly Transport (ACT) initiative (**lead Col Chair**).
- Integrate California’s research on ZE Freight potential for TDA jurisdictions and build a strong narrative on how freight decarbonisation can be tackled and what benefits it delivers and what enablers it needs (in close conjunction with the Col Charging Infrastructure) (**lead Col Chair**).



3.2.3 Ambition

3.2.3.1 Membership Expansion

- Membership expansion strategy to be developed by TDA Presidency and supported by TDA Secretariat, the Steering Committee, Col Chairs and members (**Q1, lead TDA Presidency**).
- More actively seek relationships with vehicle Original Equipment Manufacturers (OEM) (**all year, lead TDA Presidency**).
- Steering-Committee members to outreach at least three TDA potential new members (**Q2, lead Steering-Committee members**).
- Seize California's presidency and Movin On 2022 in Montreal, International Transport Forum, NY Climate Week, COP27 to attract new cities, regions, and companies in the United States and North America (**all year, lead TDA Presidency**).



3.2.4 Communication

- Update website landing page with Col activities and 2021 accomplishments and more explicitly invite organisations to join the alliance (**all year, lead TDA Secretariat**).
- Circulate a TDA letter to companies making new net zero commitments to raise awareness of the TDA and entice potential new members (throughout 2022) (**all year, lead TDA Presidency**).
- Use social media platforms consistently to share information on advocacy activities (**all year, lead TDA Secretariat**).

- Re-edition and promotion of Joint Videos of Mayors and CEOs published in 2021 (*all year, lead TDA Secretariat*).
- Creation of a TDA Library on TDA's website with relevant latest publications and reports that TDA, members and its partners have published (*all year, lead TDA Secretariat*).



3.2.5 Governance

- Replacement of the City of Porto in the city constituency of the Steering-Committee (*Q2, Steering-Committee members*).
- Replacement of Portugal in the Country constituency of the Steering Committee (*all year, lead Steering-Committee members*).



Annex 1 Key Events

Events for possible TDA Engagement 2022



Q1		
Date	Event	Location
3/28/2022	Middle East and North Africa Climate Week 2022	United Arab Emirates
3/23/2020	The 7th Annual Future and Transport Conference	Brussels
Q2		
Date	Event	Location
5/18/2022	International Transport Forum	Leipzig, Germany
5/25/2022	MOVE EV 2022	Singapore
6/2/2022	Stockholm+50	Stockholm, Sweden
6/3/2022	Urban Future	Helsinborg
6/11/2022	Electric Vehicle Symposium 35	Oslo, Norway
6/13/2022	The 2022 World Transport Convention	Beijing
6/14/2022	Velo-city 2022	Ljubljana, Slovenia
6/14/2022	World Urban Forum 11	Katowice, Poland
6/15/2022	EVision 2022 - Power Sector Accelerating e-mobility	TBD
Q3		
Date	Event	Location
8/3/2022	MOVE Last Mile	Singapore

Q4

Date	Event	Location
11/5/2022	Asia Pacific Rail	Bites, Bangkok Thailand
11/7/2022	COP27	Sharm El-Sheikh, Egypt
11/8/2022	Urban Transitions 2022	Sitges, Barcelona, Spain
11/10/2022	Transport Innovation Summit 2022	TBD

TBD

Date	Event	Location
TBD	Asia-Pacific Climate Week 2022	TBD
TBD	Africa Climate Week 2022	TBD
TBD	2022 Movin'On	TBD
TBD	Clean Energy Ministerial / ZEV Transition Council	TBD



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