

We Must Lead Change

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Environmental pollution is having repercussions on thousands of human lives. According to studies by the Organization for Economic Co-operation and Development (OECD), pollution takes 3.5 million people's lives every year. In Colombia, 10,527 deaths were attributed to low air quality in 2015.

This is a critical issue that governments and the private sector must deal with. Having millions of vehicles in circulation is one of the factors responsible for poor air quality - close to half of the atmosphere's pollutants are estimated to come from mobile sources.

The good news is that many countries and cities are migrating towards clean mobility and have established dates on which the circulation of vehicles with internal combustion engines will be prohibited. Norway set 2025 as its goal, the Netherlands did the same for 2035, and France and the United Kingdom did so for 2040 and 2050, respectively.

Despite efforts, the number of electric cars in the world does not exceed 1.5 million. The goal is to have 100 million units operating by 2060. In Colombia, close to one thousand electric cars currently operate. The Mining and Energy Planning Unit's (UPME in Spanish) goal is to have 400,000 operating by 2030.

Because of that, national and foreign experts that represent the government and the private sector made a call to continue adopting measures that promote clean mobility during the World Energy Council's First E-mobility International Meeting in the country's capital.

Grupo Energía Bogotá also presented its proposals. We must promote policies and regulations to discourage the use of polluting vehicles and accelerate the substitution of vehicles for clean technology. We must also facilitate incentives, since the requirements to access tax benefits become an entry barrier to users and companies. We must promote electric energy's contribution for it to

decrease from 20% to 8.9% at dedicated grid connection points for these vehicles for prices to be more attractive.

But a public policy that supports change is not enough. Companies, which must lead change, must also have strategies. We must structure financial and sales programs that facilitate using electric vehicles. For example, we can drive installing grid connection points in strategic residences, offices and public spaces.

Grupo Energía Bogotá is betting on clean mobility, and we are performing studies to measure financial and health costs, political requirements and financial and sales strategies that must be initiated for it to progress. We hope to lead change with our partners. Policies and the actions of companies in their various markets are key.