

Electric Mobility

An Approach Towards a Successful Energy Transition

Background

India is third largest market of automobiles in the world. However, the increasing levels of air pollution in Indian cities have propelled the demand for electric vehicles (EVs) in India as a cleaner alternative to conventional petrol and diesel vehicles.

Electric mobility in India represents a significant shift from traditional internal combustion engine (ICE) vehicles to EVs. This shift can reduce the greenhouse gas emissions and dependency on fossil fuels. In India, ICE vehicles contribute to air pollution and high import oil bills. Transitioning to e-mobility offers numerous benefits, including lower operating costs, reduced environmental impact, and enhanced energy security. The Government of India supports this transition through policies and incentives, recognising the potential for EVs to drive economic growth, create jobs, and improve public health. This shift is crucial for achieving a sustainable energy future in India.

Electric mobility represents a significant transition within the mobility sector. Alongside this shift, various associated areas are developing or improving substantially from their previous states. These areas include the job ecosystem, economic advancement in local communities, socio-economic development, and environmental progress. To strengthen these insights and further

engage stakeholders, a digital comic book has been created. With its compelling visuals and emphasis on plot and characters, the comic book will effectively convey the socio-economic and environmental impacts of a just energy transition within the automotive sector, making the information more engaging and accessible.

Objective

The main objective of this digital data comic is to extract and present key findings from various research studies related to electric mobility produced by Friedrich-Ebert-Stiftung (FES) and CUTS, and to create a compelling narrative that sequentially connects these insights. By utilising the end consumer as the protagonist, the comic will offer a cohesive journey through the implications and opportunities within the electric mobility landscape. The narrative aims to visually convey the socio-economic and environmental impacts of a just energy transition within the automotive sector, using diverse characters, settings, and vivid visuals.

Activities

1. Content Development: This involves conducting in-depth research to develop concepts and create detailed storyboards that effectively communicate the impacts of electric mobility across various sectors.

2. Design and Publication: This includes the development and refinement of character designs, creation of illustrations, and ensuring cohesive linking of visuals. It also involves precise proofreading and quality checks to maintain high standards, along with formatting the content for print.

3. Dissemination across formats: This comprises utilisation of social media platforms, websites, and other online channels to disseminate the comic book. This includes sharing excerpts, teasers, and promotional content on platforms such as Facebook, Twitter, Instagram, and LinkedIn to engage a broad audience and generate interest in electric mobility.

Expected Outcome

The objective is to circulate research findings from FES and CUTS on the impacts of electric mobility across various sectors through a digitalised comic medium. This approach aims to make information more accessible to the public and increase interest in the electric mobility sector. Key focus areas such as job ecosystems, livelihoods, local economies, and last mile transportation will be explored through the comic book, providing clear and concise insights into e-mobility. The comic book intends to effectively communicate these insights, encouraging stakeholder engagement and promoting a better understanding of electric mobility's implications.

The data comic book will be prepared for the use of FES, key stakeholder like members of the working groups of G20, government departments, state agencies, industry, citizens' groups, think tanks, and relevant counterparts in the "Social-ecological transformation" project.