



**VODAFONE'S
JOURNEY TO AN
ELECTRIC
FUTURE**



WEBINAR

**4TH NOVEMBER
11AM**

Speakers: Paul Hyne and Craig Login



ARVAL
BNP PARIBAS GROUP

For the many journeys in life

Q : As an early adopter of the shift towards EVs, what were the key business considerations that influenced your decision?

“ We regularly survey our drivers to understand how the fleet is operating and to get feedback based on the offers we've got across each of our segments. We were looking at the responses back in late 2018/early 2019 and were **getting quite a bit of negativity on vehicle choice and sustainable vehicle options.** It was from that point we made the decision to make a change and, as we were coming up for renewal in July 2019, this was an opportunity to completely change the way we offered our fleet to our company car drivers. The first steps we took were to get business sign off to adopt a more sustainable fleet.

This had a positive knock-on impact as there were cost reductions for the drivers and the company. ”

Q : Your aim is to be ICE free by 2027 – three years ahead of the national deadline. What are the key milestones to ensure that this is achieved?

“ Initially, when we set out on this journey, we wanted to become ICE free by 2030; we were then asked to accelerate our plans to become ICE free by 2027. But that changed again with our drive to push forward, be innovative, and lead from the front. Our strategy changed; we launched PHEVs first then introduced EVs at a later date. We worked with our HR team to ensure that our policies were updated and explore how we would launch and what we would offer. **We got buy-in very early from our employee community. Adoption was successful, with financial savings and vehicle choices being top of the feedback we received.** We now have an ambition to be net carbon zero by 2027, and I’m pleased to say we have transitioned 66% of our fleet to date. ”

Q : Given that this represents a step-change for the organisation, how did you go about promoting it to staff and encouraging those with more 'traditional' views?

“ We worked quite quickly, so understandably there were a number of negative comments. We worked closely with HR to ensure employees really understood what we were doing. We almost had a 'soft launch' with PHEVs before the hard launch of fully electric vehicles. Whilst we were probably ahead of the curve as we were making the change early, it sometimes feels like it wasn't quick enough for some of the employee community. Promoting it to staff was pretty simple; we set out three different approaches. One was a **ride and driver event with one of the manufacturers on our list**. This gave employees an opportunity to **test-drive** something that was still fairly new and talk to an expert. **The opportunity on this day to become familiar with the technology in these vehicles accelerated the adoption for us.** We also set up webinars internally for employees to ask questions.

”

Q : What financial incentives are there for drivers / businesses moving to EVs?

“ As we adopted fairly early, we were able to take advantage of some of the government grants that were available. Working on Whole Life Cost allowed us to position the vehicles correctly within our fleet. **Some of those incentives still exist today, so if you're sitting listening and still wanting to make that change to switch to EVs, it feels like now's the time. The longer you wait to make that change, the more difficult it may be to access some of these incentives.** From an employer perspective, the national insurance savings, which is tied into Whole Life Cost, is a **very beneficial saving.** ”

Q : Electric vehicles' range and the ability to charge them can be perceived as barriers to adoption. How have you been able to overcome this?

“ I'm not necessarily sure that range anxiety is a thing anymore. I think it's a convenience anxiety as there are a significant amount of charging posts across the country. I think you have to plan your journey in a regular vehicle anyway, it's no different from planning to go to the fuel station. The network is getting better and will continue to upgrade. To overcome this, **we worked out our daily average across the business and set out a minimum range of 200 miles on our vehicles which helped the adoption.** We implemented this to ensure the satisfaction of our drivers, not needing to stop and refuel halfway through a journey. **”**

Q : Have you considered drivers' opportunities to 'charge on the go'?

“

Launching cars was easy compared to launching vans. We used a consultancy team to capture our average mileage, and we also looked at reimbursement. **We started to explore how we could support drivers with public infrastructure**, which became quite challenging. So we relied on a mileage rate and left this decision in the hands of our drivers. Whether that was signing up to a particular public infrastructure or just simply charging at home. **We also installed a number of charging points across our offices so employees could charge when they were visiting, and we also provided guidance on public infrastructure use.** This particularly helped our van drivers, ensuring they had enough 'van uptime' to be charged and ready to get on the road and still be able to hit our SLAs.

”

**Q : There can be a disconnect between the principle and carrying out in practice ...
What have been your greatest challenges and how have these been overcome?**

“

Since our launch, **we've only had one person request to switch back to ICE**, but I think that's a great example of the uptake success. **Those people that were hesitant to adopt at first have really welcomed the change.** We set up a partnership with NewMotion through Arval to **provide home charging installation** for our employees and, although we didn't fund those, we made sure there was a solution in place.

”

Q : How has Arval been able to support you with this?

“

A real collaboration with Arval was achieved. Arval supported us with consultants who carried out a SMaRT assessment and **provided us with the best options to align with our strategy.**

”

Q : What role has Whole Life Costs played in your strategy, and why do businesses need to be looking at this?

“

This was absolutely crucial. In the world of EVs, this was the best way to approach our plans. Whole Life Cost makes for a really competitive vehicle choice. From a finance perspective, **we wouldn't have been able to take on full EVs if we didn't take the Whole Life Cost option.**

”

Q : What advice do you have for those wishing to follow in your footsteps?

“ Why wouldn't you make that change to EV? With the challenges and costs of ICE vehicles rising and with BIK rates rising too, the later you make that change, the more expensive it'll be for your company and your employees. If you're also looking to recruit new talent, this is an attractive option to use in the promotion of your business.

”

THANK YOU merci
mèsitak GRAZIE chokrane
dhanyavad ARIGATÔ dziękuje
GRACIAS danke ευχαριστώ NANDRI
спасибо MAHALO teşekkür
ederim spas JĚRĚJĚF