



ChargeUp

EUROPE

**MISSION, FOUNDATIONAL VALUES
AND MEMBERSHIP**

March 2020

Mission

ChargeUp Europe represents the Electric Vehicle (EV) charging infrastructure sector. We pursue an expeditious and effortless roll out of EV charging infrastructure in Europe. We advocate for policies that support investment, remove market barriers and facilitate the smooth uptake of electric vehicles and a seamless driver experience for European citizens. We act as a center of expertise for the sector with the aim to educate and inform policy makers, stakeholders and the general public about the important role of EVs and the related infrastructure for achieving zero-emission transportation.

Foundational values

Members of the Alliance:

- work in the sole interest of developing, deploying and operating high quality charging infrastructure that serves the **practical needs of electric vehicle drivers** and optimises the charging experience of the infrastructure owner and the user.
- support and actively promote a **smooth and faster uptake of electric vehicles** to maximize the potential of the transport sector in reducing CO2 and other particles emissions in line with the European Green Deal objective of a carbon neutral economy by 2050.
- believe that electrification of road transport and battery electric vehicles in particular is the **most sustainable pathway to decarbonize the sector**.
- are committed to **working with EU decision makers** to identify the policies and investments needed to **facilitate the scale and volume of electric vehicles** expected to come onto the EU market.
- support an **open market model** backed by forward looking regulations to create the right investment conditions for a cutting edge EV charging infrastructure market of strategic importance both at home and abroad.
- believe that both adequate **infrastructure and adoption of open and uniform communication protocols and standards** are fundamental pre-conditions for the acceleration of the use of electric vehicles and installation of charging stations.
- ensure **price transparency** in our sector and support non-discriminatory policies and regulation if necessary, to avoid abusive charging costs on drivers in the EU.
- while mainly supporting **market-oriented solutions** as the most cost-effective and consumer-centric way to facilitate the mass adoption of electric vehicles, welcome targeted initiatives in which **public support** can play a role in stimulating investment in infrastructure in specific markets.
- are committed to ensuring the highest level of **data protection and cybersecurity** in their ecosystems and in interaction with all key players in the value chain.

Goals

1. To promote a **consumer centric model** for EV charging in Europe by:
 - Raising citizens understanding and support for electro-mobility.
 - Promoting open communication protocols and related standards in EV charging infrastructure.
 - Providing quality and real-time POI data for all consumers of their networks.
 - Ensuring interoperability and choice with regard to authentication and payment systems.
 - Committing to real-time price transparency in every use-case in the networks to optimize driver experience.

2. To advocate for a **predictable, non-discriminatory and market-based regulatory framework for electro-mobility** in Europe that:
 - Supports competitive prices and a seamless driver experience across Europe.
 - Ensures a favourable investment framework for EV infrastructure and removes market barriers.
 - Promotes the synergies between the transport and energy sectors via smart and flexible charging.
 - Supports strong non-financial drivers of EV charging such as ambitious building codes and a strong “right to the plug”.
 - Ensures European, national and regional funding schemes are target oriented.
3. To **work in partnership** with our stakeholders to ensure a smooth transition to low emission mobility in Europe by:
 - Contributing data, insights and constructive input into policy discussions around electro-mobility, charging infrastructure and related issues.
 - Encouraging research and evidence-based data about the role of electro-mobility and technologies that facilitates the penetration of electric vehicles.
 - Building partnerships with civil society (NGOs, foundations, etc.) and universities contributing to our values and goals.

Membership

Different categories of membership

1. Founding Members (core group)
2. Full industry members (Potential future industry members that can join upon founding members (unanimous) agreement)
3. Observers (Civil Society Actors, NGOs, Consumers Associations, related EU associations)
4. Technical Associates (Universities, Technical Institutes)

Membership criteria

All members, associates and observers should subscribe to the foundational values of ChargeUp Europe. Additional criteria for full industry members and associate members include:

1. To commit to an open EV market endorsed by open industry supported specifications and protocols such as OCPP and OCPI, and formal standards from e.g. IEC, ISO SAE, et. al. no lock-ins, freedom of choice of energy supplier.
2. To commit to making e-mobility market a success through investment in e-mobility infrastructure and its value chain (CPO, EMSP, hardware manufacturers...) and delivering a seamless driver experiences for consumers.
3. To have commercial activities in Europe which may include but are not limited to:
 - A European head office;
 - A consumer-facing presence in more than one market in the EU/EEA/EFTA/UK;
 - Investment in infrastructure and/or infrastructure build-out in Europe;
 - Employees on the payroll in European countries;
 - R&D activities in Europe.
4. To commit to pursue end-to-end cybersecurity so as to sustain operation of EV charging services below a defined acceptable risk level.
5. To commit to price transparency and interoperability.