

The Shift to Sustainable Mobility



Westpac Auckland Business Awards
powered by Auckland Business Chamber

Finalist 2022 Innovation



GLOBAL FLEET CHAMPIONS

Australasian Winner
2022 Sustainability

zilch

Sustainable Mobility

 Financial

 Environmental

 Social



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The Financial Cost

- 5th Highest Car Ownership Rate in the OECD
- Over \$30 Billion invested into NZ's Vehicle Fleet
- Second biggest financial investment after the house
- Cars are used less than 5% of the time
- 1/3 of our trips in our cars are 2km or less

The Environmental Cost

- 🌿 Vehicles are our fastest growing GHG contributor
- 🌿 20% of NZ carbon footprint comes from transport
- 🌿 For most businesses transport is around 40% of their total emissions
- 🌿 Transport is our easiest emission to tackle



The Social Cost

- 4th highest accident rate in the OECD
- Cars stay on NZ roads for 20 years
- Ave cars pumps out 4.6 tonnes of carbon a year
- 2,247 premature deaths each year, \$10.5b social cost
- Over 13,000 Asthma prevalence in Children



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“If we remove our current cars off the road and replace them with EV’s its going to cost the country and additional \$100 billion over the next 25 years”

Dr Rod Carr, 2020

To meet our Paris Agreement targets
we need to change our behaviour



Importance with Chargers

🔌 Public Chargers – Mostly DC \$20+K 30mins

🔌 Work Chargers – AC 7kW \$1.5K 6 hours

🔌 Home Chargers – AC 7kW \$1.5K 6 hours



The Elephant in the Room

Electrification isn't going to solve our mobility problems

- ✦ Manufacturing an EV requires approx. 2.5 tonnes more of Carbon Emissions than ICE
- ✦ High density batteries require a lot of minerals
- ✦ Electricity Infrastructure investment is significant
- ✦ The cost of EVs and Chargers are prohibitively expensive
- ✦ We need other zero emission mobility solutions

The law of utilisation

The more productive you
can make each asset the
less you will need.

The Why

Fewer cars

Lower Emissions

Better Lives

The logo for 'zilch' features the word in a lowercase, sans-serif font. A small leaf icon is positioned above the letter 'i'.

Public Car Sharing

Christchurch and Auckland

Cars by the minute, hour, day & subscriptions



EV Mobility as a Service (eMaaS)

Nationwide - EV's & Chargers in businesses for a monthly fee

Smart tech to allow business or private trips

EV and Charger change management & support

Cost neutral or better



Genesis Case Study

- ✦ No more carparks and cars in salary packages
- ✦ Fleet rationalisation and increase in EV's via eMaaS
- ✦ Cars available to staff for Business and Private bookings
- ✦ No FBT for the company to pay
- ✦ Private revenue rebated back to your business
- ✦ Zilch Change Management Comms and 24/7 support for staff



Zilch Charger Offering

🌿 Home Chargers

🌿 Work Chargers

🌿 Public Chargers – Zilch cards are like a fuel card

🌿 Ongoing 24/7 charger management

What Problems are we solving

Decarbonisation -Scope 1 & 3 reductions

Change management – data led and ongoing support for staff

Employee Attraction – A substantial perk without FBT

Employee Retention - Zero Emission Mobility Option for Staff after hours

Cost effective transition - Revenue from company cars

Cars and the chargers are Zilch's problem to install and manage





What's coming up....2023

- 🌱 Integration with shared micro-mobility
- 🌱 Rideshare for B2B
- 🌱 International eMaaS expansion (software & hardware)
- 🌱 Social eMaaS

Dr Rod Carr's thoughts

A nighttime photograph of a cityscape. In the foreground, a curved walkway or ramp is illuminated with vibrant pink and blue lights. The walkway curves through a multi-lane highway interchange. In the background, a city skyline is visible, featuring a prominent tower with a red and green spire, likely the CN Tower in Toronto. The scene is lit by streetlights, creating a bokeh effect in the background.

“How we think about transport as a service, public transport, active mobility, the urban environment is critical to whether we use our capital wisely or with high regret “

Thanks

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