

Not Just Vehicles, But Vision:

Reimagining Transport for Africa

How Africa's mobility journey is shaping
a cleaner, fairer future.



The Kuehne Climate Center

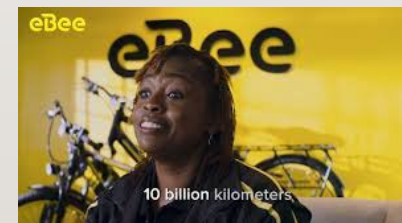
- ❖ Based in Switzerland, working globally
- ❖ Research + Advocacy + Practical Action
- ❖ Key initiative in East Africa: Green Freight Support Program



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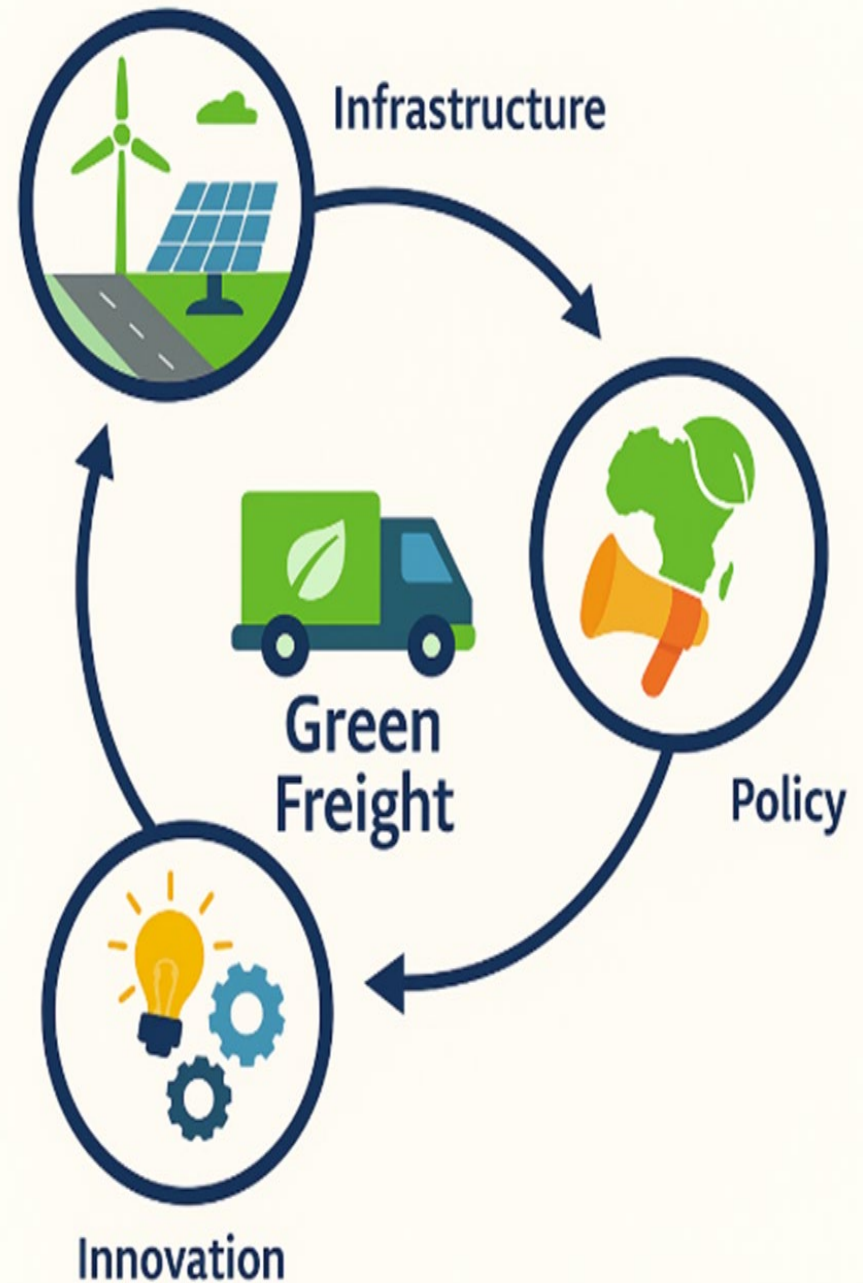


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SYSTEM MAP: ENABLING GREEN FREIGHT IN AFRICA

- A simplified systems map showing:
 - Government Policy
 - Charging Infrastructure
 - Finance/Investment
 - Public Awareness
 - OEM innovation
 - Freight Operators
 - Digital Data & Tracking



THE SPARK: FROM IDEA TO INSTITUTION



Problem: fragmented pilots, no unified voice for e-mobility.



Response: Create an association to convene startups, OEMs, utilities, financiers, academia.



Mission: make e-mobility bankable, visible, and scalable.



Lesson: every revolution needs an institutional home.

BLUEPRINT: SETTING UP AN ASSOCIATION LIKE EMAK



1) Define the gap: policy, standards, skills, finance.



2) Governance: board, secretariat, technical committees, youth chapter.



3) Legitimacy: legal registration, MoUs, codes of conduct for members.



4) Early wins: policy briefs, standardization input, visible pilots.



5) Data: publish market baselines and TCO tools to guide decisions.



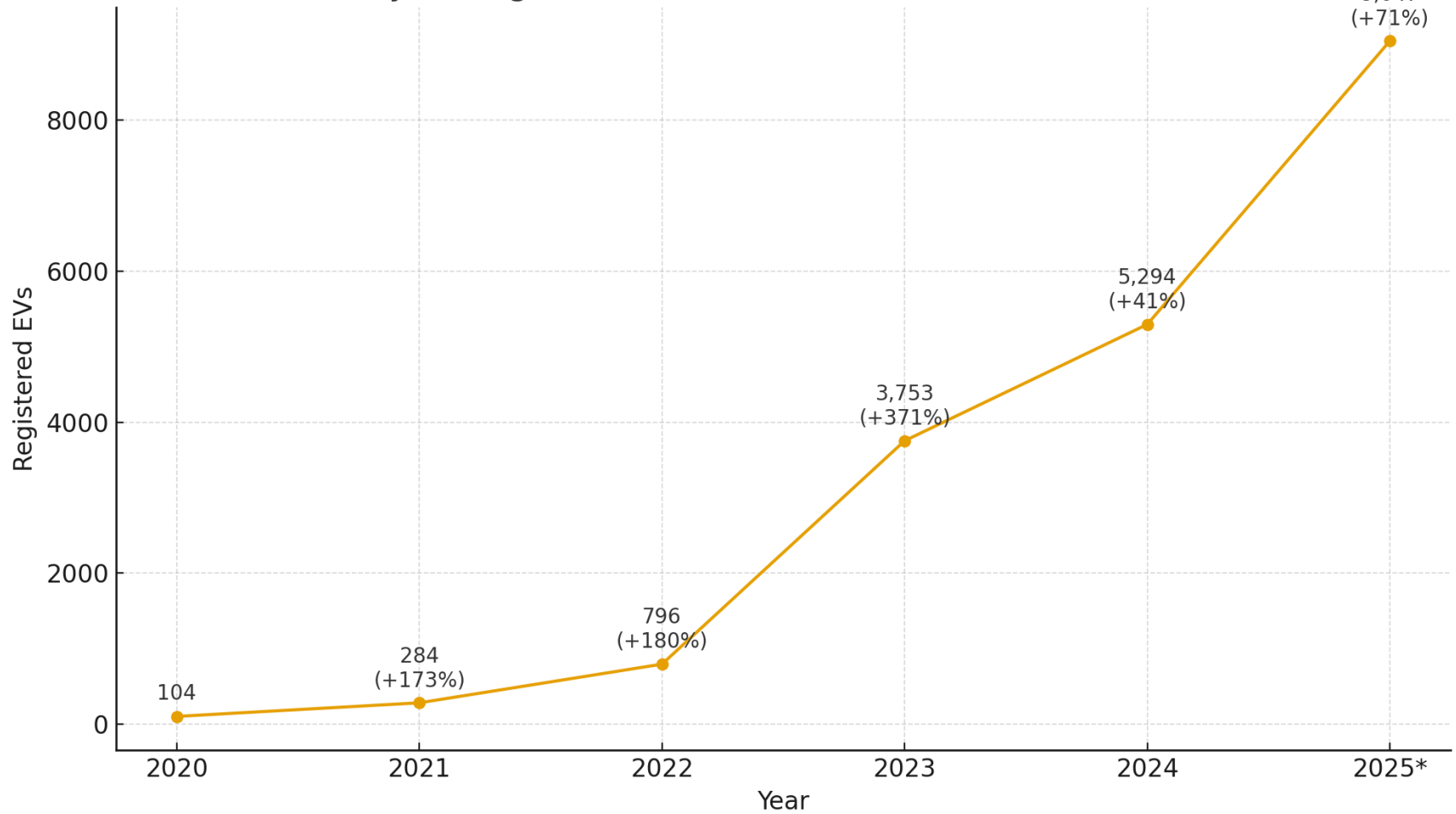
Policy & Standards: What Success Looks Like



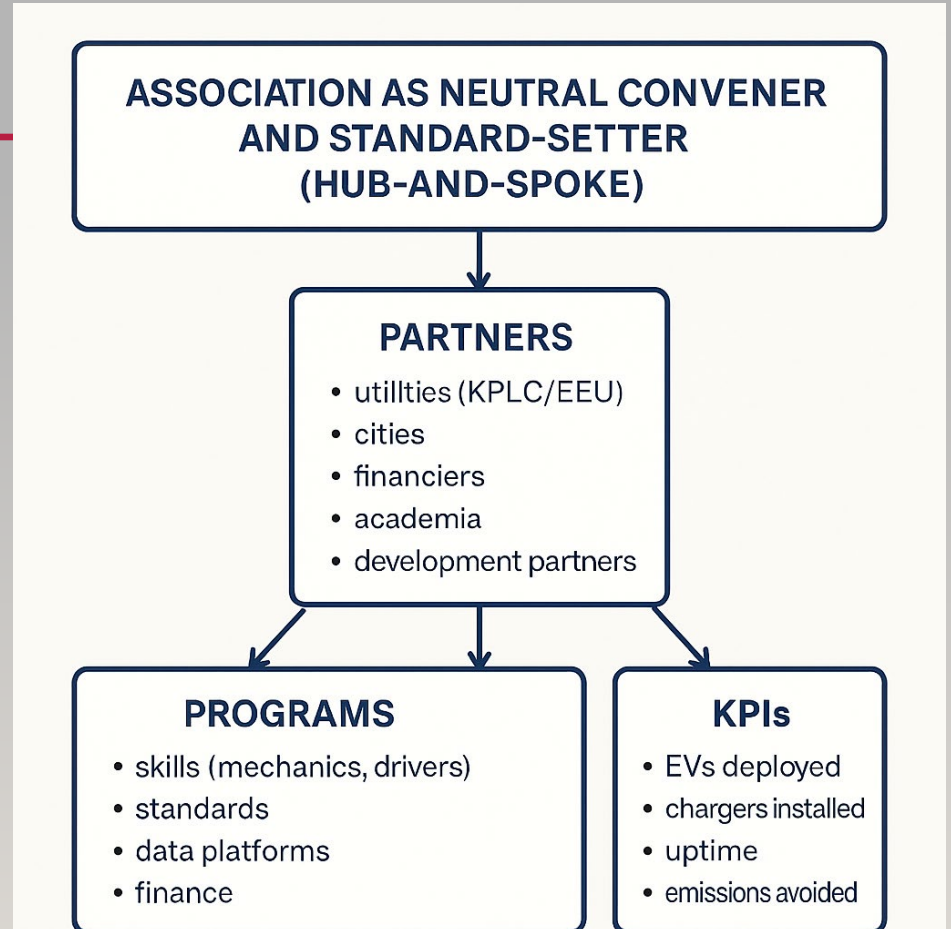
POLICY & STANDARDS: WHAT SUCCESS LOOKS LIKE

- VAT zero-rating on e-bicycles (Finance Act 2023) as a catalytic signal.
- Draft national e-mobility policy & EV charging standards underway.
- Harmonize across corridors (AfCFTA) to unlock scale and lower risk.
- Anchor with data: safety, interoperability, lifecycle, recycling.

Kenya - Registered Electric Vehicles (EVs), 2020-2025*



THE ECOSYSTEM IN MOTION



WHY IT MATTERS FOR BUSINESS



Lower TCO: fuel + maintenance savings over lifecycle.



New value chains: assembly, charging, analytics, battery second life.



Bankable demand: fleets (logistics, buses) + corridor freight electrification.



ESG & brand: early movers win tenders, investors, customers.

WHY IT MATTERS FOR GOVERNMENT



ENERGY SECURITY:
REDUCED FUEL-IMPORT
EXPOSURE, FOREX STABILITY.



JOB & SKILLS: TECHNICIANS,
DRIVERS, SOFTWARE,
RECYCLING—FORMAL &
MSME.



CLEANER CITIES: BETTER AIR
QUALITY & PRODUCTIVITY,
LOWER HEALTH COSTS.



NDC DELIVERY: TRANSPORT
ELECTRIFICATION AS A
NAMED MITIGATION
MEASURE.

CALL TO ACTION: BUSINESS & GOVERNMENT

- BUSINESS: co-invest in charging, training, data; join the association; pilot fleets.
- GOVERNMENT: lock in incentives & standards; enable corridor harmonization.
- JOINTLY: publish shared data; design blended finance for scale.
- Not just vehicles, but vision—let's move Africa forward, together.

REFERENCES & IMAGE IDEAS

- Kenya Finance Act 2023 (VAT zero-rating for e-bicycles).
- Draft National E-Mobility Policy (Kenya) & EV Standards (charging, safety).
- GIZ Changing Transport: transport $\approx$ one-third of Africa's energy-related CO₂.
- WIPO/IEA transport demand trends to 2050 (growth baselines).
- Image sources: EMAK Gallery; BasiGo/ROAM press photos.