



THE
CLIMATE
PLEDGE

Joint Action Project

JOULE: Joint Operation Unifying Last-Mile Electrification

This project involves building comprehensive EV infrastructure that's powered by renewable energy—with the goal of reducing the dependency on fossil fuel-heavy grids in India. Signatories that commit to this project will gain access to charging stations in order to decarbonize last-mile deliveries, cab rides, employee business travel, and employee commutes.

Why this project matters

- The transportation sector is the fastest-growing source of carbon emissions in India, and it contributes to more than 13.5% of the country's total emissions.
- With India's growing population, rapid urbanization, and increase in e-commerce, urban freight demand is expected to increase by 130% this decade.
- Commercial passenger vehicle movement is expected to increase by five times by 2050.
- When it comes to transitioning to EVs, companies face several challenges, including range anxiety, a lack of charging networks, the high cost of EVs, financing difficulties, evolving battery technologies, and policy issues.

Expected results

- Drive investment: Collective investment of over \$2.65 billion into the project by 2030
- Clean energy adoption: Estimated 6.2 megawatts of renewable energy capacity needed by 2030
- Fossil fuels saved: estimated to save over 11.2 million liters of fuel and improve Bengaluru's air quality
- Reduce greenhouse gas emissions: Abate an estimated 25,700 tonnes of carbon dioxide
- Job creation: create an estimated 185 full-time jobs in Bengaluru between 2024 and 2030
- EV adoption: increase the EV adoption rates in the city

The big picture

The Climate Pledge launched a series of collaborative projects to help tackle some of the planet's biggest climate change challenges alongside the best in the business. These joint action projects bring signatories together to enable and scale a solution that aligns with the pillars of the Pledge and leads to measurable results.

Learn more at theclimatepledge.com/jointaction.

Join this project

Scan the QR code or visit amzn.to/joinaproject to let the Pledge team know you are interested in this project.

Have questions? Contact us at ccr-sustainability-spp@amazon.com.

