



# REQUEST FOR EXPRESSIONS OF INTEREST

## Implementation Consultant for Drive to Zero India

### BACKGROUND

CALSTART is seeking an independent contractor and subject-matter expert in clean transportation in India to serve as a consultant to support implementation of CALSTART's [Global Commercial Vehicle Drive to Zero](#) program and campaign (Drive to Zero™) in India.

CALSTART is a US-based clean transportation non-profit headquartered in California, working nationally and internationally with businesses and governments to develop clean, efficient, and equitable transportation and mobility solutions. CALSTART's 300+ member firms and agencies include vehicle fleets, manufacturers, suppliers, technology firms, alternative fuel providers, electric utilities, government agencies, academic institutions, non-governmental organizations (NGOs), financial institutions and other businesses interested in the future of sustainable transportation.

Launched in September 2018, Drive to Zero is CALSTART's global, multi-stakeholder collaborative program aimed at accelerating the uptake of zero-emission commercial vehicles<sup>1</sup> (ZECVs) in key regions, connecting stakeholders to develop and share actions that spur faster adoption of clean commercial vehicles and drive global demand for similar vehicles and components. Drive to Zero's vision is for ZECV technology to be commercially viable and cost effective in first-success applications (referred to as "beachhead" segments) and first-mover regions by 2025, and to dominate new vehicle sales worldwide by 2040. The program has gained incredible momentum since its initial launch, and currently counts on more than 150 pledge partners worldwide, and several strategic regional and global partnerships. In partnership with the Netherlands, CALSTART/Drive to Zero recently launched a [Global Memorandum of Understanding](#) (MOU) on zero-emission medium- and heavy-duty vehicles (ZE-MHDVs) at COP26 in Glasgow, Scotland, signed by 16 countries and endorsed by over 40 subnational government and industry partners, to enable 30% sales of new ZE-MHDVs by 2030 and 100% sales by 2040.

India is the 6<sup>th</sup> largest market for commercial vehicle sales (after United States, China, Europe, Canada and Japan) with roughly 855,000 vehicles sold in 2019. Medium- and heavy-duty vehicles (trucks and buses) represent about 5% of

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<sup>1</sup> "Commercial vehicles" refer to medium- and heavy-duty vehicles including many types of trucks and buses (USDOT FHWA Class 2b-8)



the on-road fleet, but consume roughly 70% of on-road fuel and emit over 70% of on-road particulates that negatively affect air pollution and human health. Promoting ZE-MHDT adoption thus represents an effective target for emission control. Progress in this area will help India achieve three of its national priorities, namely air quality, energy security, and industrial competitiveness, in addition to supporting its greenhouse gas emissions targets established under the Paris Accord.

### **DRIVE TO ZERO INDIA OBJECTIVES**

Drive to Zero India aims to accelerate the growth of ZECVs in India, aligned with the global vision that ZE technology will be commercially viable and cost competitive by 2025 in beachhead segments and regions, achieve 30% new vehicle sales by 2030, and 100% new sales by 2040 across all vehicle segments and regions.

In 2021, CALSTART/Drive to Zero initiated program activities in India, with a focus on identifying strategic partners, conducting an industry assessment and roadmap, and developing Drive to Zero India's work plan. In its first year, the Drive to Zero India initiative introduced Drive to Zero's theory of change by engaging broadly with NGO, industry, and government stakeholders; completed an in-depth industry assessment and roadmap for zero-emission trucks and buses; and secured Telangana's endorsement of the Global MOU. Building on this foundation, Drive to Zero India is now focused on accelerating ZECV deployment in India with the following three objectives in 2022-23:

1. Engage Indian state and central governments in Global MOU implementation and support the development of strong ZECV policies and regulations, with the aim of increasing ZE-MHDTV manufacturing and deployment within leading states;
2. Identify first-success applications for ZE-MHDTs and develop an Indian "beachhead" strategy to accelerate ZECV technology implementation;
3. Deepen industry engagement with both Indian and global industry stakeholders and mobilize industry support for both ZECV policy development and ZECV technology implementation.

### **IMPLEMENTATION CONSULTANT RESPONSIBILITIES**

To support the implementation of the Drive to Zero India work plan, CALSTART is seeking an independent contractor based in India with relevant subject matter expertise and a strong network of established government and industry relationships. We are looking for a highly motivated self-starter to support all aspects of Drive to Zero India implementation, including but not limited to the following tasks:

- Develop and manage partnerships with government and industry stakeholders



- Advise key stakeholders on policies, incentives, infrastructure investments, and pilot projects to advance the commercialization of ZECVs
- Support the development and dissemination of knowledge products to Indian audiences
- Identify, coordinate, and participate in events and related communications activities with Indian and global stakeholders

## **DESIRED QUALIFICATIONS**

Relevant experience and qualifications may include:

- Demonstrated understanding and experience with policies, incentives, infrastructure investments, and projects to advance ZECVs
- Established relationships with relevant Indian government, industry, and NGO stakeholders
- University degree in engineering, environmental sciences, economics, or related disciplines preferred, or comparable work experience.
- 5 years of relevant work experience with a strong background and proven knowledge of clean transportation policies and technologies
- Proficiency in Microsoft Office suite of applications (Excel, Word, PowerPoint, Outlook) and other relevant industry analysis, modeling, and simulation tools
- English fluency

## **HOW TO RESPOND**

CALSTART welcomes expressions of interest from individual subject matter experts interested in supporting Drive to Zero India as an independent contractor. To respond, please submit a resume/CV with references and a brief cover letter summarizing relevant experience and qualifications for this opportunity to [info@globaldrivetozero.org](mailto:info@globaldrivetozero.org).

## **TIMELINE**

Responses will be accepted and reviewed on a rolling basis beginning 1 June 2022. We aim to select a consultant to commence activities in July 2022.