THEORY OF CHANGE

VEL()Z.ora

OPPORTUNITY



Transportation pollution threatens human health, our economy and the planet, demanding a fast transition to zero-emission vehicles.

The global multi-trillion dollar zero-emission vehicle market will deliver benefits for all.

VISION

MISSION

The future of transportation is electric for all.

Veloz is a unique public-private nonprofit driving toward 100% zero-emission vehicles through strategic communications, unprecedented collaborations and purposeful convening.

STRATEGY

Veloz is uniquely able to execute high-leverage opportunities to overcome the three most common barriers to zero-emission vehicle adoption:



Consumer **Awareness**



Upfront Cost



Zero-Emission Vehicle Infrastructure

PROGRAMS

Strategic Communications

Educate and influence consumers and decision makers with bold campaigns and thought leadership efforts.

Unprecedented Collaborations

Engage existing and new members to act as an incubator of smart solutions, including pilot projects and partnerships that advance collective success.

Purposeful Convening

Create opportunities for education, engagement and collaboration among existing and potential members and the public.

MID-TERM OUTCOMES

- Accelerated public demand for zero-emission transportation
- Improved zero-emission market and policy conditions
- Ubiquitous and reliable charging and hydrogen refueling
- Increased zero-emission fleet in the movement of goods
- Cleaner economy
- Member success

LONG-TERM IMPACT



👚 Cleaner air, better human health, cleaner economy and reduced greenhouse gas emissions



★ 100% electrification of transportation sector