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ABB and Green.TV to drive further e-mobility adoption with 2021 World EV Day

Global event will continue to drive progress towards a zero-emissions mobility future

After the enormous success of the inaugural World EV Day, ABB continues its headline partnership with sustainability media agency, Green.TV, for the 2021 World EV Day, to be held on 9th September.

This year, education, accessibility and sustainability will be the headline themes for the 2021 World EV Day campaign. The day, continuing its work to deliver action will be focused on motivating more people to engage with e-mobility and to support sustainable transport solutions for all.

With 2021 also being the year that the global community comes together with COP26 - the 26th UN Climate Change Conference of the Parties - World EV Day will contribute to enhancing progress towards sustainable mobility and focus on decarbonization.

Frank Muehlon, President of ABB's eMobility Division, comments: "We are committed to enabling low-carbon societies and driving the further adoption of e-mobility solutions is a crucial part of achieving this objective. In 2020, World EV Day became a global focus for raising awareness around e-mobility and the important role it plays for the future of sustainable transport. The initiative was a huge success across the e-mobility community, and something ABB is delighted to continue supporting as headline partner."

Green.TV, the creators of World EV Day, will be working with leading global companies, and organizations, to plan a series of content streams, and events, to accelerate the transition to sustainable transport with consumer, business and policy outcomes.

Ade Thomas, Founder of Green.TV, and of World EV Day, said: "I'm thrilled that ABB are continuing their headline partnership for the 2021 World EV Day. In its inaugural year, the campaign became an international movement, with a media reach of 1.9 billion: the most successful automotive digital communications activity of the year."

ABB (ABBN: SIX Swiss Ex) is a leading global technology company that energizes the transformation of society and industry to achieve a more productive, sustainable future. By connecting software to its electrification, robotics, automation and motion portfolio, ABB pushes the boundaries of technology to drive performance to new levels. With a history of excellence stretching back more than 130 years, ABB's success is driven by about 105,000 talented employees in over 100 countries. www.abb.com

Green.TV: Green.TV is the sustainability media company focused on campaigns, content and channels that communicate the shift to a sustainable way of working and living. www.green.tv

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