Emerging E-Mobility: Lessons from Costa Rica
We need winning strategies to debunk myths about e-mobility…
... and to win countries everywhere, especially in the developing world.
Costa Rica
Nearly all Costa Ricans (99.5%) have access to electricity.
We have an ambitious Paris Agreement climate target. It can’t be achieved without de-carbonizing transportation.
Surveys confirm the public supports our country’s leadership in renewables and sustainability.
Since the early 2000s, we have had a moratorium on oil exploration and exploitation.
The Congress is debating an e-mobility law; one of the first ones in emerging economies.
The law seeks to provide incentives for 5 years (or until we reach 100,000 EVs)
Most consumers, car-dealerships, journalists repeat EV myths...
...so debunking **myths** is our priority.
Myth 1

“There’s no infrastructure to charge EVs. So what’s the point?”
Myth 2

“These cars are problematic. The range of EVs is terrible.”
Myth 3

“Charging takes forever.”
Myth 4

“We need 10,000 charging points and the country can’t afford it.”
Myth 5

“Electric cars are for rich people in rich countries.”
Our myth-busting in progress...
**Myth**

“There is **no** infrastructure. So, what’s the point?”

**Reality**

**Home-charging will dominate.** Most houses have garages.

Source: ESCOIA analysis.
Our housing pattern is **home-charging** friendly.

**Majority of us live in houses with garages**

- **Costa Rica**: 93% in detached houses, 2% in semi-detached houses, 4% in flats, 1% in other types.
- **EU-28**: 34% in detached houses, 26% in semi-detached houses, 40% in flats, 1% in other types.

Source: ESCOIA analysis
charge at home

Start your day fully charged.
Charge your car safe & fast
with the most reliable charging solution.
Myth

“An EV is like a Prius.”

Reality

“If it does not have a plug, it isn’t an EV.”

Source: ESCOIA analysis.
Diferencias entre híbridos y eléctricos

**Híbrido no enchufable**
Eficiente en el uso de gasolina.
(Usa electricidad auto generada). No tiene cable.

**Híbrido enchufable**
Cargable con electricidad (tiene cable) – pero puede usar gasolina también (*hybrid plug in)*

**100% eléctrico**
Cero emisiones, no tiene mufla, *no usa* gasolina.
Se carga con cable.

Resumen ciudadano #CostaRicaLimpia
Outside Oslo, June 16

Zoe ad

Galapagos, Oct 16

Our national utility
Myth

10,000 charging points are needed

= $500,000 million

Reality

~ 117 fast-charging stations (273 chargers, 5 yrs)

= ~ $15 million

Source:ESCOIA analysis.
Projection: charging stations in Costa Rica in 2023 with intervals of ~60 km and for urban centers.
Myth

“EVs are for rich people in rich countries.”

Reality

“The offer of relatively affordable EVs grows by the month.”
We ran a citizen consultation, focus group (January 2016): 87% would by an affordable EVs
EVs are part of a bigger story: clean, intelligent mobility
Unsustainable urbanisation needs solutions

- Clean air
- Less congestion
- Smarter cities
- Shared mobility
- Better public transit

Electrification is a bigger societal imperative.
Electric public transit is critical in our country – and nearly everywhere
Electric bicycles are critical part of the e-mobility ecosystem.
We are organizing our first e-mobility fair,
April 22-23, 2017

- Test Drives
- Hear EV owners
- Charging options

- Clean-is-Cool campaign
- There are solutions!
Success means going electric **globally**, not only in a few countries.
Costa Rica’s Green Energy Feat Shows Hope For The Planet

Almost all the energy produced in the developing country this year came from renewable sources.

© 12/22/2015 07:57 pm ET
Monica Araya:

A small country with big ideas to get rid of fossil fuels

TEDSummit · 15:52 · Filmed Jun 2016

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Full house at our event **fossil-free Costa Rica** plus 1,100 watching LIVE
pura vida

= Electric
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