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# Virtual Acceleration Workshops on E-Mobility & Green Industrial Parks

*(Organized as part of Korea 7<sup>th</sup> Green Roundtable events)*

<b><i>BUSINESS MODEL DESCRIPTION</i></b>
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**Pre-events Online Forum: 15-26 June 2020**

**Main events: 29-30 June 2020**

**Post-events Online Forum: 1-7 July 2020**



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**Business Model Name: Sustainable Mobility in Cargo Transportation Colombia**  
<https://p4gpartnerships.org/partnership/sustainable-mobility-cargo-transportation-colombia>

**Lead (Organization/Company): Renting Colombia**  
**Main contact point:** Carlos Serrano

**Status:** Start-up

**Description of Solution:**

This partnership aims to address the myths concerning electric mobility and prove its efficiency with Renting Colombia by leading through example with Bavaria's ambitious pledge to incorporate 200 electric trucks to its fleet and by selecting 20 medium-size companies to test electric cargo trucks and incorporate them into their fleet. Through this pilot program, the partnership aims to foster an enabling environment for electric mobility, which will trigger improved air quality in Colombia's cities and healthier, more sustainable lifestyles for city residents.

**Opportunity:**

Transportation is the second largest source of carbon emissions in Colombia. As a mitigation measure, cities including Medellin and Bogota have restricted vehicle circulation to decrease atmospheric particulate matter in the air. While beneficial for public health, it is an expensive solution and costs the Colombia health system over 15.4 billion pesos in total. However, accessing cleaner technologies such as electric cargo mobility is perceived as more expensive than business as usual alternatives.

**Goals:**

Bavaria, Colombia's largest brewery, will introduce 200 electric trucks into its distribution fleet by 2021 with Renting Colombia, which represents 20% of its distribution fleet. Furthermore, it will innovate incorporating 12-ton electric trucks, a breakthrough in Colombian sustainable mobility.

**Geographical areas of Impact:**

Colombia

**Partners:**

Renting Colombia, Bavaria and Bavaria Foundation