

# MOVE TO GREEN

UPDATE – VOL. 1



## MOVE TO GREEN

e-scooter



- ✓ It's "GREEN"
- ✓ It's smart
- ✓ Read more about how we now are going to MOVE TO GREEN

### ZERO EMISSION





**MOVE  
TO GREEN**

## MOVE TO GREEN

Our ambition is to create an eco-system for mobility and green consumption of energy  
We call it MOVE TO GREEN.

**MOBILITY:** by transforming vehicle fleets from fossil fuel driven to hybrid and/or electric - e.g. e-scooters and EVs (electric vehicles).

**ORGANIZATIONS:** the transformation lies in the consumption of more renewable energy and focus on own footprint — e.g. solar power and changed work habits.

The transformation can take place by using already developed technologies yet putting them together in a new way and with the support of funding/grant opportunities.

The MOVE TO GREEN concept ambition is to be carbon neutral by transforming mobility and consumption to zero fossil use. Our aim is to do this by involving relevant stakeholders from the governmental & non-governmental organisations (multi- and bilateral) to the commercial sector - to be an example to scale up for cities and countries.

*Mads Kjær, CEO KJAER GROUP*



# MOVE TO GREEN

2020 - NOVEMBER

# MOVE TO GREEN

*An update on our "green" transformation*

## Call for co-creation

Facing the Covid-19 pandemic, it is more important than ever to co-create in our organisations. To be able to work on existing tasks and yet find new solutions and services that we can use internally and/or bring to market and to our valuable customers.

One example of co-creation is the adoption of the new Covid-19 behaviour and protocol across all our facilities and towards our customers.

Another example is MOVE TO GREEN, which you will find more about in this edition of MOVE TO GREEN update.

For us in KJAER GROUP, it is still early days for our new environmentally neutral business offering ZERO EMISSION mobility on e.g. e-scooter or electric vehicles (EV's).

Some say that if you can see your future, you can also own it! We see a strong future for our group and its people with lots of opportunities for personal development and business. There are lots of co-creation possibilities to come and with the ambition to build a sustainable and carbon neutral business, it will be for the the benefit of our planet and our society.

Thank you.  
Richard, Peter & Mads  
Executive Management Team

FROM EXECUTIVE MANAGEMENT





## Green is not a new color to us

We have already taken several “green” steps throughout the years. It is and has been a journey for us since our commitment to the UN Global Compact in 2003.



### MOVE TO GREEN – our organization

With the knowledge of our own CO<sub>2</sub> footprint, we are eager to find solutions to reduce our footprint. Therefore, projects have been started to measure our power consumption. The ambition is to use renewable energy, like solar energy for our entities. In Denmark, we are already using wind power. Instruments are now set up as a test in Uganda by the company [www.Gsolenergy.com](http://www.Gsolenergy.com), to help us measure our consumption and the possibility to move to green energy. Another project is to find out how we turn our company fleets to green/electric. We have discovered that many of our customers are wondering about the same.



...we would like to continue this journey, preferably together with our stakeholders, to create something bigger than us, something worth for all of us...and most importantly – for our planet. We hope many will join us on some of these “MOVES”/projects that we see on the roadmap ahead.



### MOVE TO GREEN – mobility

We realize that there are many obstacles in the way of our ambition to change mobility into green in Africa. Yet, we feel that this is too important not to try. Instead of waiting for the market to request this change, we would like to test the possibilities with the help of our customers & other partners, and provide solutions as we go. That is in our DNA - finding solutions for our customers whatever the challenges are.



**MOVE  
TO GREEN**



## NIU e-scooter

The NIU E-Scooter is now in stock in Denmark, Mozambique and Uganda. We have signed an agreement with NIU International, a successful chinese manufacturer of electric scooters. Distribution will be through our subsidiaries MOTORCARE in Mozambique & Uganda, and to our international NGO's and UN through KJAER & KJAER.

NIU started in 2014 and has already sold over 1 million e-scooters and won several international design awards. The scooters are smart and easy to handle. They come with features like real-time tracking, anti-theft, and scooter diagnostics, which are all manageable via the NIU App.

The product portfolio consists of 7 different series. We have selected 2 of them for Africa. We see the scooters as an obvious and easy tool to move to green. They have no emission and are easy to handle so they can contribute to solving the increasing problem of air & noise pollution in big cities.



### Comfortable ride

NIU NQI GTS Sport

- ✓ 70 km/h
- ✓ Up to 105 km range
- ✓ 3.5h charge time
- ✓ 114 kg net weight



### Urban smart

NIU UQI GT Pro

- ✓ 45 km/h
- ✓ Up to 95 km range
- ✓ 9h charge time
- ✓ 82 kg net weight

## WOW FACT

*... China has become the world's largest producer and consumer of electric bikes. There are 250 million electric bikes in operation across the nation at the moment. Meanwhile, the nation's more than 700 manufacturers produce more than 33 million units per year, worth a total 135 billion yuan.*

*China Daily, 2018*

**MOVE  
TO GREEN**

**The future of mobility is electric**

## **e-SCOOTER**



**A handful of reasons why you should drive the zero-emissions way with an electric scooter:**

- ✓ *Reduce your carbon footprint*
- ✓ *Eliminate CO2 emissions*
- ✓ *Reduce air and noise pollution*
- ✓ *Benefit from using renewable energy sources*
- ✓ *Support Global SDG 2030*

Most companies & organizations have developed green policies, yet at times wrestle when it comes to converting green ambitions into tangibles. We feel it is too important not to try.

Instead of waiting for the market to request the green change, we want to offer a green choice and zero emission mobility in a plug-and-go solution. An affordable choice that can get the office started and replace many inner-city trips with a zero-emission mode of transport.

## **ZERO EMISSION**





## NISSAN LEAF - New to East Africa

Move to Green mobility extends to electric vehicles.

Therefore, we have decided to take it one step further by introducing the NISSAN LEAF in Uganda and Mozambique. We want to give our customers a taste of the future.

The NISSAN LEAF was introduced in 2010 as the world's first mass-market electric vehicle, and the first EV to reach 400,000 units sold worldwide. The LEAF has been designed as a high-quality, well-thought-out electric vehicle, which we believe is the right model to propel EV-mobility in Africa.

We will have them in stock end November 2020 in Uganda and Mozambique.

*The LEAF has been updated several times, latest in 2019, with a larger battery giving more range.*

We launch 2 different versions of the LEAF:

- ✓ **Range of 385 km**  
- the largest battery of 62 kwh
- ✓ **Range of 270 km**  
- a 40 kwh battery

**Zero Emission**

