

Fossil fuel cars VS electric cars

Nowadays, the topic of electric cars is often discussed by specialist and customers. It is frequently considered as a great opportunity for decreasing the CO2 emission in the world.

First, of all if we speak about electric vehicles, we need to mention the issue of CO2 emission. Over a year, just one electric car on the roads can save an average 1.5 million grams of CO2. That's the equivalent of four return flights from London to Barcelona.¹ We can perfectly see, how powerful the EV can be, if more and more vehicles would be changed into their electric substitute, we could rapidly decrease the CO2 emission rate. This change could influence our life style highly, also it could play an extremely important part in saving our planet.

In my point of view, according to the newly received knowledge on the classes, we should concentrate on the blue ocean, instead of concentrating on how to compete with the competition. My goal is to find a blue ocean, what is not full-filled at this moment. EV mechanism could be perfectly used in the sector of agriculture. Also, we need to consider, that ONLY in the EU 11% of the agricultural land is unused, because of its inconvenient location and low level of human capital (more than 20 million ha).² We are speaking only about EUROPE! We also need to reflect the potential field on other continents, in Africa, America, Asia and Australia. EV agricultural market could concentrate on the rural areas, what are not used by other people for now. With this action they could create a new market, what is not used, yet.

Also, these EV wouldn't need any driver, human capital. The expenses of companies using EV would be decreased by the salary of the person driving the classic fuel tractor. Furthermore, there is a big problem in the agricultural sector. The number of workers, employees in this sphere is getting lower, also their average age is getting older and older, what will cause a huge problem in the following years. Since these cars/tractors do not need any driver, the human capital problem could be solved easily.

¹ <https://www.edfenergy.com/for-home/energywise/electric-cars-and-environment>

² <https://ec.europa.eu/jrc/en/publication/eur-scientific-and-technical-research-reports/agricultural-land-abandonment-eu-within-2015-2030>

Furthermore, we need to mention that 11% of the world's population is undernourished, more than 820 million people are starving all around the world.³ If EV tractors would work on rural areas, and could ensure and provide the production of higher number of nutrients, the undernourished rate could be highly decreased. Another big problem of the world could be solved.

Also, we cannot forget that the global meat production has skyrocketed — by more than 370 percent — since 1960, straining resources and consuming land.⁴ Meat production, especially beef has very negative effect on our planet. The production of 1 kg beef creates, produces 13,03 kg CO₂.⁵ With EV tractors and the active usage of rural areas, the vegetable (soya- protein base replacement for meat) and fruit production could be increased. These products could provide high nutrition-based elements for the population of the world.

Why would be these electric vehicles, more efficient than classic fossil fuel tractors?! First of all, unused, rural areas could be used efficiently thanks to them. Also, they need no human capital/ or minimal for its existence (in our case it is a positive factor, since the interest about to work in the sector of agriculture is getting lower year by year). Also, higher amount of nutrient could be produced and less people would suffer of starving all around the world. Finally, it has a positive effect of the CO₂ production, too. The meat products could be replaced by high protein-based vegetables and fruits (soya, green peas, quinoa).

SOURCE:

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³ <https://ourworldindata.org/hunger-and-undernourishment>

⁴ <https://insideclimatenews.org/news/21102019/climate-change-meat-beef-dairy-methane-emissions-california/>

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Will Electric Vehicles Be Killed (again) or Are They the Next Mobility Killer App? Christian Thiel * , Anastasios Tsakalidis and Arnulf Jäger-Waldau European Commission, Joint Research Centre (JRC), 21027 Ispra, Italy; Published: 10 April 2020

NIO- Mission and Vision Statement

Developer of next-generation electric cars designed to shape the future of mobility in the hopes of establishing a sustainable future. The company engages in the research, development and production of smart, high-performance, premium electric vehicles that offer an artificially intelligent engine coupled with an intuitive human interface that provides verbal and visual connections both within the vehicle and with the outside world, enabling passengers to experience an augmented vision while being driven autonomously.

- **Mission Statement**

The future is in smart, electric and autonomous vehicles, and we aim to lead the way.

The mission statement for NIO Inc is a public document that details the values and strategic aims of NIO Inc. The mission statement of NIO Inc also identifies the purpose of the organization existence, highlighting the services and the products it offers. Further, the mission statement also identifies the organization's operational goals for NIO Inc, the processes the company uses to achieve those, the target customer groups, and the region where the company operates.

- Customer satisfaction
- Based on core competencies
- Realistic and clear
- Motivational and inspirational
- Specific and sharp
- Reflects the company's offerings

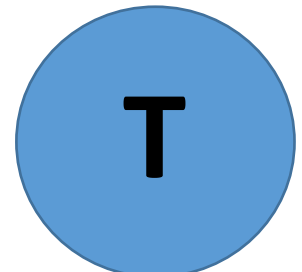
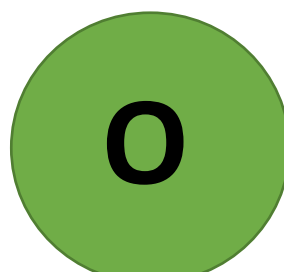
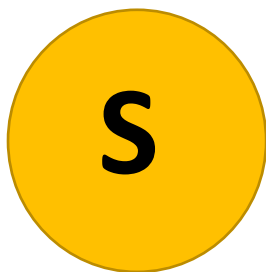
- **Vision Statement**

Our vision " leading to a more sustainable future for the planet"of a blue sky will come true.

The vision statement for NIO Inc is its strategic plan for the future – it defines what and where NIO Inc Company wants to be in the future. The vision statement for NIO Inc is a document identifying the goals of NIO Inc to facilitate its strategic, managerial, as well as general decision making processes.

- Concise
- Encompassing description
- **Values:** Openness, Innovation, Sustainability

SWOT- EV MARKET



- Better for the environment
- Quiet
- Tax benefits
- Lower costs (electricity cheaper than gasoline)
- High-quality performance
- special highway lanes, benefits for electric cars
- Positive public image
- Local air quality benefits
- No fossil fuel use

- Not zero emission
- Long charging
- High price
- Small market-low choice-aesthetics
- Limited distance with 1 charging
- Few charging stations
- Battery replacement expense
- Low consumer knowledge

- Reused, recycled batteries
- New models cheaper and with longer ranges
- Future ICEV bans in countries and cities
- Good option to decarbonize transport
- Development of alternative battery and cell technologies
- Charging station number
- Privileges from EV owners, free parking, etc

- Lithium mining
- Better other low/zero-emission mobility options
- Raw material constraints and spikes in commodity prices
- Child labor and health/safety issues in some mines
- Economic crises
- Competition
- Uncertain customer behavior