

Assignment: Conceptualise a Global Industry Collaboration to Promote EV Adoption

Kazam recognizes that fostering widespread EV adoption requires a concerted effort to unify the fragmented electric vehicle (EV) industry. Collaborative platforms are essential to establishing standardised technological protocols and building public trust in EV infrastructure.

Objective: Conceptualise a global industry collaboration that will drive significant growth in EV adoption.

Task:

1. **Tangible Goals:** Define clear, measurable objectives for this collective initiative that would meaningfully impact the EV industry.
2. **Potential Members:** Identify key industry players, organisations, and stakeholders who could contribute to this collaboration's goals.
3. **360-Degree Marketing Plan:** Outline a comprehensive marketing plan that ensures widespread awareness and engagement from all stakeholders, including consumers, industry members, and government entities.

Expected Deliverables: Summarise your research findings and concepts in a brief proposal, highlighting how your proposed collaboration could catalyse EV adoption on a global scale.