

Estée Lauder Companies unveils 2030 electric vehicle aim

The Estée Lauder Companies (ELC) is set to transition 100% of its global corporate fleet of vehicles to electric by 2030.

ELC has also become the first prestige beauty firm to join the Climate Group's EV100 initiative, which brings together companies who are committed to accelerating the transition to electric vehicles (EV).

"The Estée Lauder Companies has a deep commitment to helping accelerate the transition to a low-carbon future, and the electrification of our corporate fleet is an important next step in our sustainability journey," says Nancy Mahon, Senior Vice President, Global Corporate Citizenship and Sustainability, The Estée Lauder Companies.

"Our hope is that our commitment to clean transportation will not only help to reduce our impact and engage our employees in our commitment, but also inspire similar action by others in the industry and beyond."

In 2020, ELC achieved its goal to source 100% renewable electricity for its direct operations, reaching the target it set on joining RE100, the global corporate renewable energy initiative bringing together hundreds of businesses committed to 100% renewable electricity.

"As the first prestige beauty company to join the EV100 global initiative, The Estée Lauder Companies' commitment to EV100 will help to elevate the initiative and encourage more companies to make the commitment to fully electric," says Sandra Roling, Director of Transport, the Climate Group.

"ELC's commitment today further underlines the demand signal leading businesses are sending – the future of road transportation is electric."

ELC is implementing a roadmap to meet this commitment by 2030. In its Europe, the Middle East, and Africa (EMEA) region, the company has ordered EVs for testing and deployment and will continue to expand the charging infrastructure to support its fleet.

While ELC's latest commitment addresses its directly controlled fleet, the company is also reducing emissions from transportation and distribution activities.

Efforts to move to low-emissions vehicles are under way, in partnership with ELC's third-party partners and suppliers.

Additionally, the company is installing EV charging stations across many of its owned facilities worldwide.