



Mini-guide for HR Professionals: Electric company cars and charging policies

*How can HR
professionals
ensure a
smooth
transition to
electric driving
within their
organisation?*

traxall.be

“

“A well-defined charging policy is not only an operational necessity, but also a strategic decision that reduces costs and increases employee satisfaction.”

- Bart Van Elsacker, Consulting & Project Manager



Electric driving is no longer the future. It is the present.

More and more companies are moving towards fully electric company car fleets, driven by tax incentives, sustainability objectives and long-term cost savings. However, the transition to electric vehicles (EVs) also brings new challenges.

As an HR professional, you are likely to receive questions from employees about charging options, costs, charging cards and pool cars. A well-defined charging policy and clear communication are essential to help employees adapt to this new way of driving.

The federal mobility budget also plays an increasingly important role in this transition. Under Pillar 1 (the company car), only fully electric vehicles are now permitted. This accelerates fleet electrification and makes a well-considered EV and charging policy even more important.

This guide provides practical tips to optimise your charging policy and support your employees throughout the transition to electric driving.



TOPICS

1. Who pays for the home charging station?

2. How can you make an electric company car an attractive benefit for new employees?

3. What is the best charging strategy?

4. How do you develop an effective charging policy?

5. How do you manage pool cars during the transition to electric driving?

1. Who pays for the home charging station?

Many employers wonder whether they are required to provide a home charging station when employees are expected to drive an electric company car.

The current situation

Most companies still provide a home charging solution, including installation and reimbursement of charging costs. However, the market is evolving.

More and more employees already have a charging station, whether from a previous employer, their partner or a private installation. Charging infrastructure may also be required in newly built homes.

This raises new questions:

- Can employers take over an existing charging station and integrate it into their reimbursement system?
- Is a second charging station necessary if an employee already has a private one?
- How should employers handle employees who use their partner's charging station?

Strategic options for HR and employers

New models are emerging to address these challenges:

- Full-service solution: Employers provide the charging station, installation and reimbursement of charging costs.
- Reimbursement of charging costs only: Employees arrange and pay for their own charging station and installation. Employers only reimburse electricity costs, similar to a mobile phone subscription.
- Charging-as-a-Service: Employers rent a charging station, much like a TV decoder. When an employee leaves the company, the charging station can be reused for another employee.



Action point for HR: Make sure your car policy reflects this new reality and clearly explains how employees can claim reimbursement for their charging costs.

2. How can you make an electric company car an attractive benefit for new employees?

New employees who are entitled to a company car will increasingly only be able to choose an EV. But how can you ensure they see this as a benefit rather than a limitation?

Three types of employees and their needs

1. Experienced EV drivers

- Have already driven an electric vehicle and would not want to switch back.
- Want clarity on which EVs they can choose and how charging costs are reimbursed.

2. First-time EV drivers

- Have never driven an electric vehicle and have practical questions.
- Need guidance: How does charging work? What about costs and energy consumption?
- Highlighting tax benefits, such as a lower benefit-in-kind tax and the environmental advantages, can help convince them.

3. Petrolheads (EV sceptics)

- Are used to combustion-engine vehicles and often have preconceived ideas about EVs.
- Need reassurance: Isn't charging too complicated? What about driving range? Will charging costs be fully reimbursed?
- Storytelling can help change perceptions. Encourage colleagues to share positive experiences and offer test drives.



Action point for HR: Develop a dedicated onboarding programme for first-time EV drivers, including a trial period and an easy-to-follow guide covering the most frequently asked questions.

3. What is the best charging strategy?

With so many charging options available, it is important that employees know where and how to charge their vehicles efficiently.

This not only makes the transition to EVs easier but also helps avoid unnecessary costs.

Three main charging options



Home charging

- The most convenient option for employees.
- Often also the most cost-effective option for employers.
- Reimbursement can be managed through a connection to the charging station or an app.



Workplace charging

- Often cheaper than public charging, especially when the company manages its own charging points.
- However, some companies pay public charging rates when they do not own the charging infrastructure, for example in shared car parks. Make sure to check this carefully.



Public charging

- Essential for employees who cannot charge at home or frequently travel for work.
- Be aware that public charging is often the most expensive option, especially DC fast charging.
- Provide employees with the right tools. Ideally, work with a charging card provider that offers a user-friendly app.



Action point for HR: Clearly communicate where and when employees should charge their vehicles to minimise costs.



4. How do you develop an effective charging policy?

A clear charging policy ensures employees understand exactly how to claim reimbursement for charging costs and helps prevent misunderstandings.

Essential elements of a charging policy

- Make sure employees receive their charging card before collecting their new vehicle.
- Provide one charging card per employee and avoid confusion with charging cards supplied by the vehicle manufacturer. These are not linked to the employer's account, meaning charging costs will not be reimbursed.
- Give employees access to the charging card provider's app so they can check charging locations and prices.
- Establish a clear procedure for lost charging cards, including how quickly a replacement can be provided.
- Consider innovative solutions such as split-billing systems or apps that alert employees to expensive charging points.



Action point for HR: Make sure your charging policy is simple and easily accessible, for example through an FAQ section on your company intranet.

5. How do you manage pool cars during the transition to electric driving?

Pool cars are an important consideration in the transition to electric driving. More and more employees expect these vehicles to be electric as well.

How should you manage your pool cars?

- Some employees may still prefer to drive a combustion-engine vehicle temporarily.
- Make use of existing vehicles for employees who are not yet ready to switch to electric driving.
- Be cautious when entering into new lease contracts for petrol or diesel vehicles, as these may become increasingly difficult to allocate in the future.
- Make electric driving more attractive by clearly communicating its benefits: tax advantages (including a lower benefit-in-kind tax for drivers), lower energy costs and access to premium vehicles.

The sooner you transition to electric vehicles, the better you can keep your costs under control.



Action point for HR: Future-proof your pool car fleet by gradually investing in electric models and encouraging employees to embrace the transition.

Conclusions

HR plays a key role in developing a smart EV policy

Electric driving brings new challenges, but also significant benefits.

With a smart charging policy and clear communication, you can ensure employees experience the transition positively while keeping costs under control.

**Discover more insights in our
video series on YouTube.**



**Need support
in developing
an EV charging
policy tailored
to your company?**

Get in touch with us.

FOLLOW US

