

EVs Are Framed as the Planet's Saviours. But There Is a Huge PR Challenge – Their Batteries

Media Analysis Summary



Electric vehicle manufacturers promote EVs as a sustainable solution to climate change but growing concerns over the use of their batteries create scepticism and public apprehension.

Central to the media debate are concerns about the mining and processing of raw materials like lithium, cobalt, and nickel, which are crucial for battery production. Reports often delve into the ecological consequences of mining these resources, touching on issues such as water pollution and habitat destruction in some producing countries.

Topics in the EV batteries debate by share of voice



28%

Environmental impact



25%

Supply chain and resource scarcity



21%

Human rights



17%

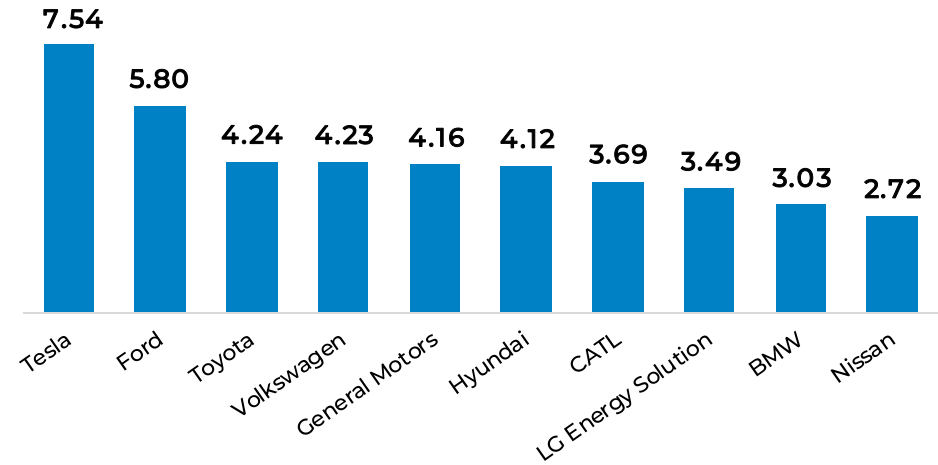
Cost and affordability



9%

Safety concerns

Top 10 organisations in the EV batteries debate by media impact score



Tesla became the most influential company as it ramped up battery production in the US, which many analysts perceived as upending the hierarchy of the industry for good.

5 takeaways from the EVs debate:

- Batteries make the media question EVs' eco credentials
- Supply chains and resource scarcity = geopolitical tensions
- Human rights issues cast doubt on the EV industry's social responsibility
- The price tag raises doubts over EVs' benefits
- Hydrogen cars emerge as competition

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