

Why Join GMA Trucking

What is GMA Trucking?

GMA Trucking is a buyers alliance that leverages corporate demand to decarbonize heavy-duty trucking, with a focus on the procurement of zero-emission trucking service attributes. The initiative is run by the Center for Green Market Activation (GMA).

Mission Statement

GMA Trucking is a non-profit initiative committed to accelerating the decarbonization of heavy-duty trucking by driving investment in zero-emission vehicles (ZEVs) and associated charging infrastructure, reducing costs through demand signaling and economies of scale, and supporting member education and decarbonization efforts.

The Value of GMA Trucking

GMA Trucking drives value for members through six main pathways.

1. **Procurement Access** – Secure access to market-competitive scope 3 attributes and services by joining GMA Trucking’s aggregated procurements. Members benefit from rigorous vetting that ensures catalytic investments, preferential deal terms, and comprehensive contracting support.
2. **Shape Standards** – Play a pivotal role in shaping GMA Trucking’s sustainability framework and navigating changing accounting practices; have your voice heard by leading standard-setting organizations like the GHG Protocol, Science Based Targets initiative (SBTi), Smart Freight Centre (SFC), and the Advanced and Indirect Mitigation (AIM) Platform.
3. **Market Influence** – Influence and develop the zero-emission trucking industry through demand aggregation that leads to catalytic, large-scale investment.
4. **Leadership Recognition** – Position your company’s ambitions and actions at the forefront of heavy-duty trucking decarbonization by being featured on the GMA website, in press releases, and social media; connect with fellow members and influential stakeholders at virtual and in-person GMA Trucking member events.

5. **Educational Resources** – Make informed decisions with access to zero-emission trucking educational materials, standard and policy updates, and market insights shared in member meetings and other opportunities; leverage the GMA Trucking team’s expertise for your ZEV inquiries and learn from other members’ decarbonization efforts.
6. **Cross-Sectoral Expertise** – As one of GMA’s many buyers alliances for hard-to-abate sectors, the GMA Trucking team incorporates learnings from other sectors in member materials and can provide insight into other market developments.