

Introducing GMA Trucking

A program of the Center for Green Market Activation (GMA)

GMA Trucking is a demand aggregation buyers alliance that aims to accelerate the decarbonization of the trucking sector by driving investment in and adoption of zero emission (ZE) heavy duty vehicles (HDVs). Members of the GMA Trucking buyers alliance, representing more than \$1.5 trillion in market capitalization, have set ambitious sustainability targets and are committed to decarbonizing their value chains. By engaging with GMA Trucking, carriers can connect with sustainability buyers and benefit from an additional revenue stream that can enable further investment in zero emission truck, infrastructure, and energy.

GMA Trucking has developed a first-of-its-kind, scalable procurement model focused on getting Class 8 battery electric vehicle (BEV) and fuel cell electric vehicle (FCEV) trucks on the road. Through a partnership with Smart Freight Centre (SFC), we are able to leverage additional expertise on road decarbonization and demand aggregation.

Demand aggregation + book and claim

- GMA Trucking aggregates demand from climate-minded cargo owners for zero-emission trucking services.
- Through a book and claim mechanism, GMA Trucking members will effectively cover the “green premium” (the additional cost of zero emission service versus traditional diesel service) in return for the right to claim the emission reduction benefits.
- With our program, both the carrier and the GMA Trucking member can make progress towards their climate targets.
- This pilot RFP is focused on opportunities in the US.

**Announcing our pilot RFP for
zero-emission trucking
service attributes:**



Click or scan QR code to learn more

Benefits to carriers

- Meet your climate or sustainability targets
- Lead the adoption of zero emission vehicles and services
- Improve air quality in your local neighborhoods and increase employee satisfaction

GMA Trucking's model provides unparalleled flexibility.

It is not necessary for members' goods to be physically transported on the ZEVs for the carrier to be eligible to participate in GMA Trucking procurements. In fact, the ZEVs will almost certainly be serving a different physical shipping customer, freeing carriers of the burden of finding shippers willing to cover the costs of zero-emissions trucking services.

Submission & deployment pathways

Net new ZE vehicles

Vehicles procured and deployed specifically to meet GMA Trucking demand

Route identification

Project scoping

RFP submission

Shortlisting and selection

Contracting

Purchase & deploy equip.

Operate and gather data

Book and transfer environmental attributes

Existing ZE vehicles

ZE vehicles in operation, but underutilized or operating at a loss

Determining qualification

RFP PROCESS & TIMELINE



FOR MORE INFORMATION

TRUCKING@GMACENTER.ORG

[CLICK TO LEARN MORE ABOUT THE RFP](#)

The Center for Green Market Activation (GMA) is a US-based, globally focused nonprofit that works with leading companies and NGOs to jumpstart new markets in green fuels and materials. Through innovative book and claim systems, new and creative procurement approaches, and demand aggregating buyers' alliances, GMA catalyzes and scales the uptake of low-carbon goods and services within carbon intensive industries such as aviation, maritime, trucking, cement and concrete, and chemicals.