



GMA | TRUCKING

2024-2025 RFP Webinar

January 17th, 2025

Today's Objectives

- **Educate participants on book and claim for road transport**
- **Provide clarity on GMA Trucking RFP requirements and process**
- **Answer questions participants have on RFP**

Agenda

- I. Welcome
- II. Introduction to GMA and GMA Trucking
- III. Book and claim for road transport
- IV. GMA Trucking Request for proposal
- V. Q&A



Please drop any questions into the Q&A chat



This session will be recorded and provided publicly

Antitrust Compliance Statement

It is the policy of the Center for Green Market Activation to fully comply with U.S. federal and applicable state antitrust and unfair competition laws, and all applicable foreign competition/unfair competition laws (collectively, "Antitrust Laws."). Prospective members also are expected to conduct themselves in strict compliance with Antitrust Laws. While shippers who are actual or potential members may or may not compete with one another in the sale of goods and services, they all purchase road transport services from carriers. The Center for Green Market Activation may establish additional guidelines that prohibit conduct that does not itself violate antitrust laws to reduce the risk that such conduct may prompt antitrust investigations or litigation.

Members attending today's meeting should not reveal any nonpublic, competitively sensitive information about their companies relating to goods or services that they either sell to or purchase from third parties, including road transportation carriers. Such information includes, but is not limited to, the following topics relating to such members or the goods or services they purchase or sell:

- (a) current or future prices/costs;
- (b) current or future volumes purchased/sold;
- (c) current or future nonpublic strategic, marketing or other business plans; or
- (d) current or future plans to enter or exit any product/service or geographic market

Further, attendees may not agree nor solicit agreement from one another or from any Center for Green Market Activation representative regarding any of these subjects. Further, attendees may not agree, solicit agreement, nor recommend to one another to refuse to deal with any carrier or other third party.

Introduction to GMA



GMA | Who we are

The Center for Green Market Activation (GMA) is a US-based, globally focused nonprofit that leverages innovative **book and claim systems**, new and creative **procurement approaches**, and demand aggregating **buyers alliances** to catalyze decarbonization and scale critical climate technologies within hard to abate sectors, including:



Aviation



Maritime



Trucking



Cement &
Concrete



Chemicals



Future
Programs

1

System Design & Build



Organize stakeholders; gather perspectives on key design questions



Align on system design elements, e.g. unit of measure, certification requirements, etc.



Establish system, e.g. work with partners to stand up registry, certification process, etc.

2

Demand Aggregation & Execution



Find, on-board and educate buyers' alliance members



Facilitate member choice of procurement criteria e.g., time period, emissions threshold, etc.



Evaluate proposals, negotiate contract terms, facilitate member contracts

GMA goes beyond target-setting to help members **execute on demand** through collective procurement.

Buyers Alliance Impact

Established initiatives span three transport sectors – aviation, maritime, and trucking – and have driven hundreds of millions toward critical climate technologies

AVIATION

 **SABA**

SUSTAINABLE AVIATION BUYERS ALLIANCE

GMA serves as secretariat
In partnership with RMI and EDF

\$200M

spent on sustainable aviation
fuel certificates over 5 years

30

corporate air transport
customers in membership
& counting...

MARITIME



GMA works closely with
Aspen Institute on ZEMBA

82,000+

metric tons of CO₂ avoided
over 2 years

30

maritime logistics and freight
customers in membership
& counting...

TRUCKING*

 **GMA | TRUCKING**

Supported by
Smart Freight Centre (SFC)

200,000

metric tons of CO₂ avoided
over 7 years

9

founding buyers alliance
members
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Aviation

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SUSTAINABLE AVIATION BUYERS ALLIANCE

*GMA serves as secretariat
In partnership with RMI and EDF*



Maritime



*Aspen Institute serves as the
Secretariat with technical
support from GMA*



Trucking

 **GMA**
TRUCKING

*In partnership with the
Smart Freight Centre*



Cement &
Concrete



Chemicals



Future
Programs

Developing initiatives

We aggregate demand to drive zero-emission heavy-duty transport adoption

How does GMA Trucking work?



DEMAND AGGREGATION

Convene a group of shippers and freight-forwarders as members and develop preferences for procurement



BOOK AND CLAIM SYSTEM DESIGN

Develop and refine book and claim guidance and infrastructure to ensure credible accounting and tracking of attributes



PROJECT IDENTIFICATION

Through a competitive RFP process, identify zero-emission road transport service funding opportunities



CONTRACT FACILITATION

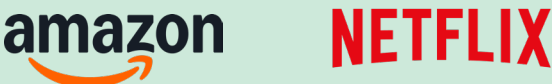
Help our members negotiate and sign bilateral contracts for ZE trucking service attributes



Smart Freight Centre

is a strategic partner of GMA Trucking to provide additional support and expertise in road transportation and book and claim systems

Who is in GMA Trucking?



Note: membership in GMA Trucking does not require all members to participate in the RFP process

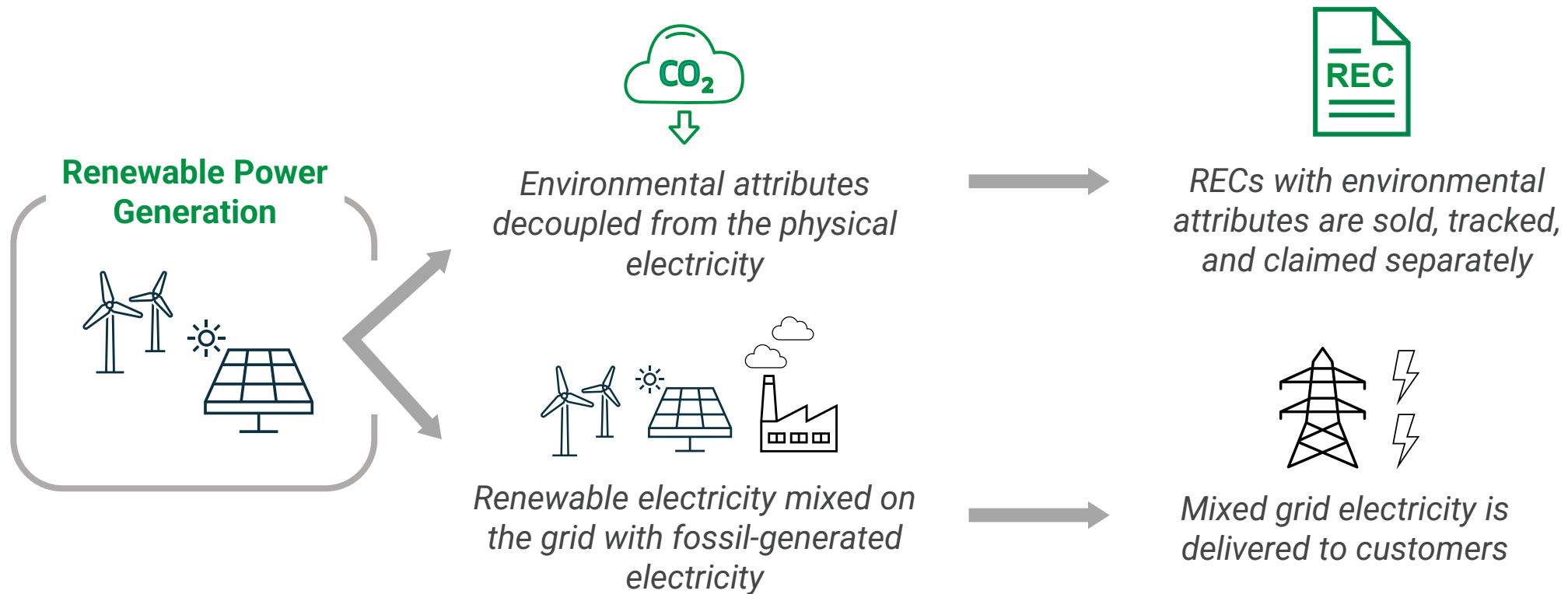
Book and Claim for Road Transport



Renewable energy certificates are the most recognizable and notable book and claim system operating today



Renewable Energy Certificates (RECs) enable companies to invest in renewable energy – even when they cannot be sure that renewable electrons are delivered to them

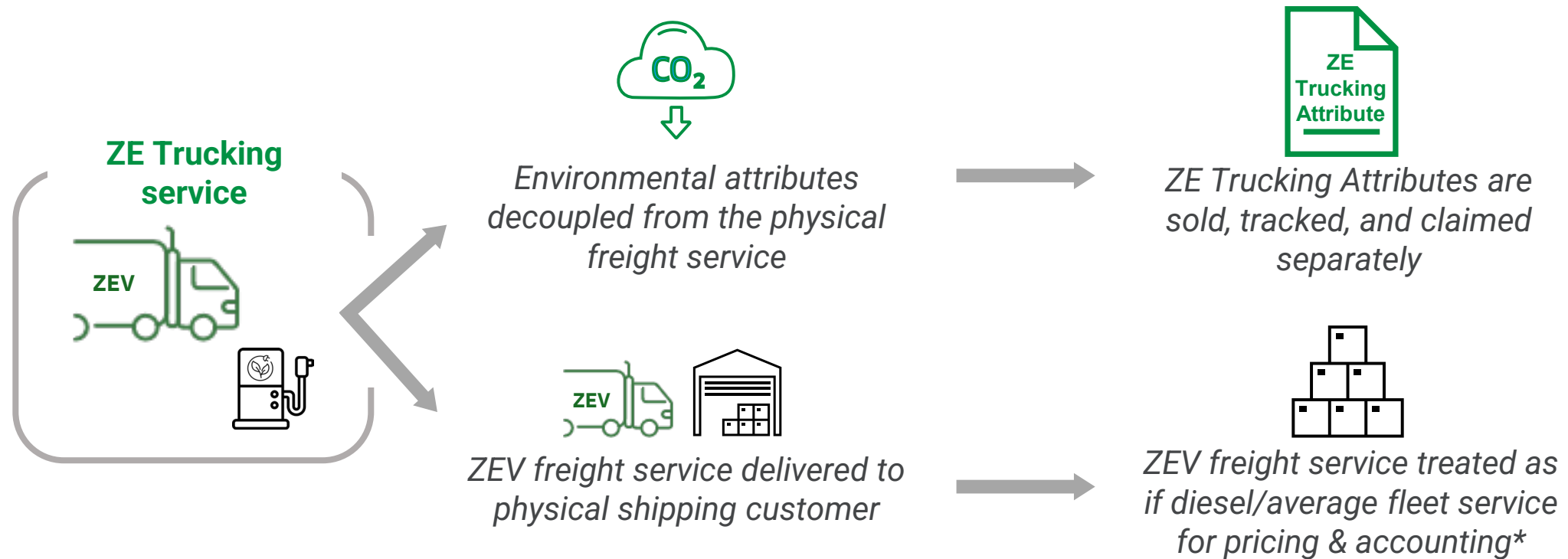


Attribute functional unit: **tCO₂e per MWh**

GMA Trucking uses a similar system to separate the emissions profile from the trucking service



ZE Trucking Attributes – denominated in kgCO₂e per ton-mile of trucking service – are the book and claim unit for the trucking sector. ZE Trucking Attributes will enable companies to invest in ZE freight moves, even when their physical goods are not being delivered by the zero emission trucks



*Because they have not contributed to the green premium of the ZE Trucking Attribute, the physical shipper(s) whose goods are being transported on ZEVs funded through a book and claim system cannot claim the environmental benefits of the service. Carriers must pass along a baseline (diesel) emissions intensity that is either representative of the fleet excluding those vehicles whose attributes have been sold or an industry average benchmark.

Benefits of Book and Claim

Shipper

Carrier

OEM/Solutions
Provider



Drives **sale and use** of ZE technology and infrastructure



Enables streamlined **collaboration between purchasers** to organize larger-scale joint investments



Provides contract structures that facilitate multi-year **infrastructure developments and long-term assets**

GMA Trucking RFP

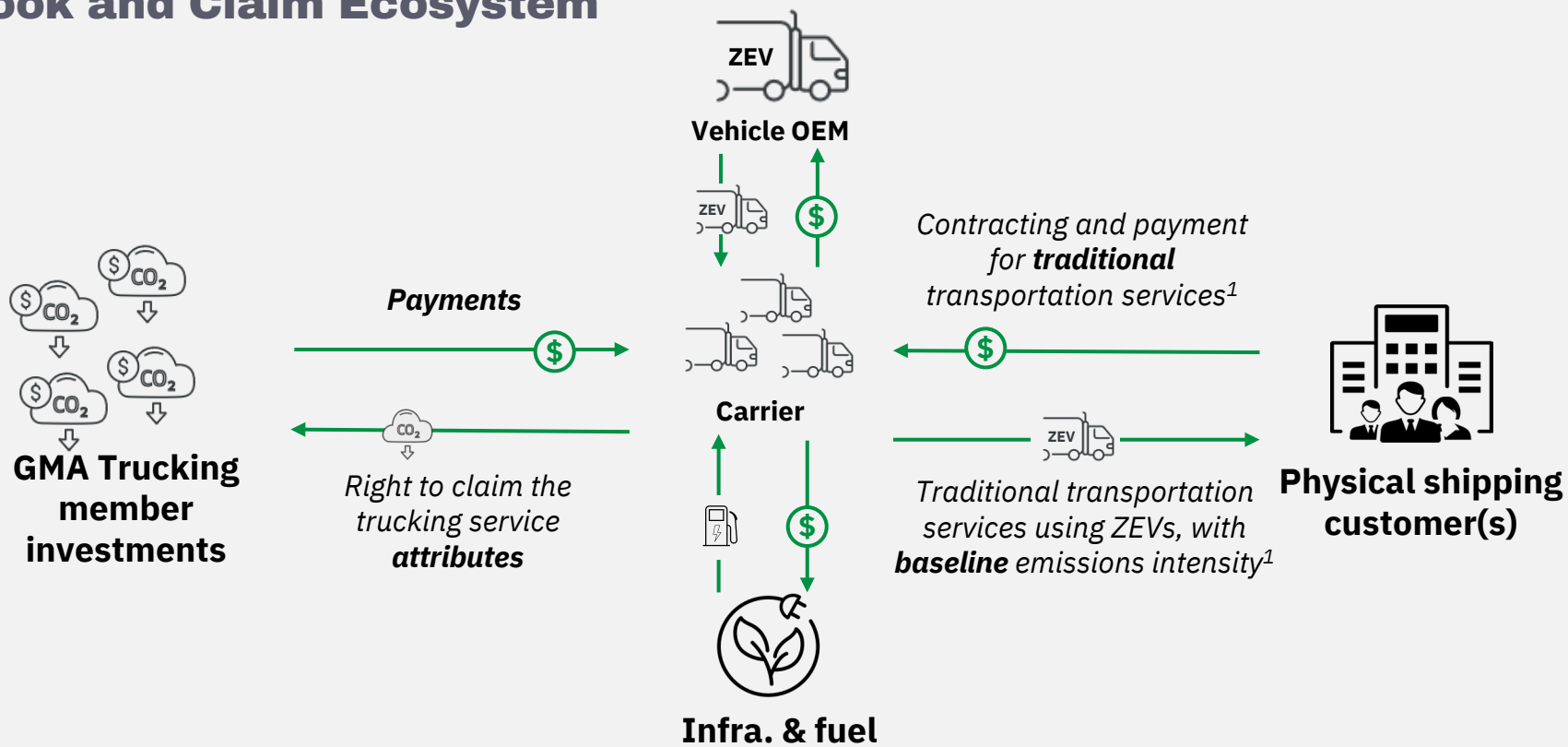


Carriers are key players in the book and claim ecosystem, linking GMA Trucking members, OEMs, and fuel providers to deploy ZEVs

The program centers around **carriers sourcing ZEVs, chargers/charging, fuel, etc.** as they are best positioned to generate ZE trucking service attributes (denominated in kgCO2e/ton-mile of trucking service). They then **sell those attributes** to GMA Trucking members.

ZE Trucking Book and Claim Ecosystem

Illustrative



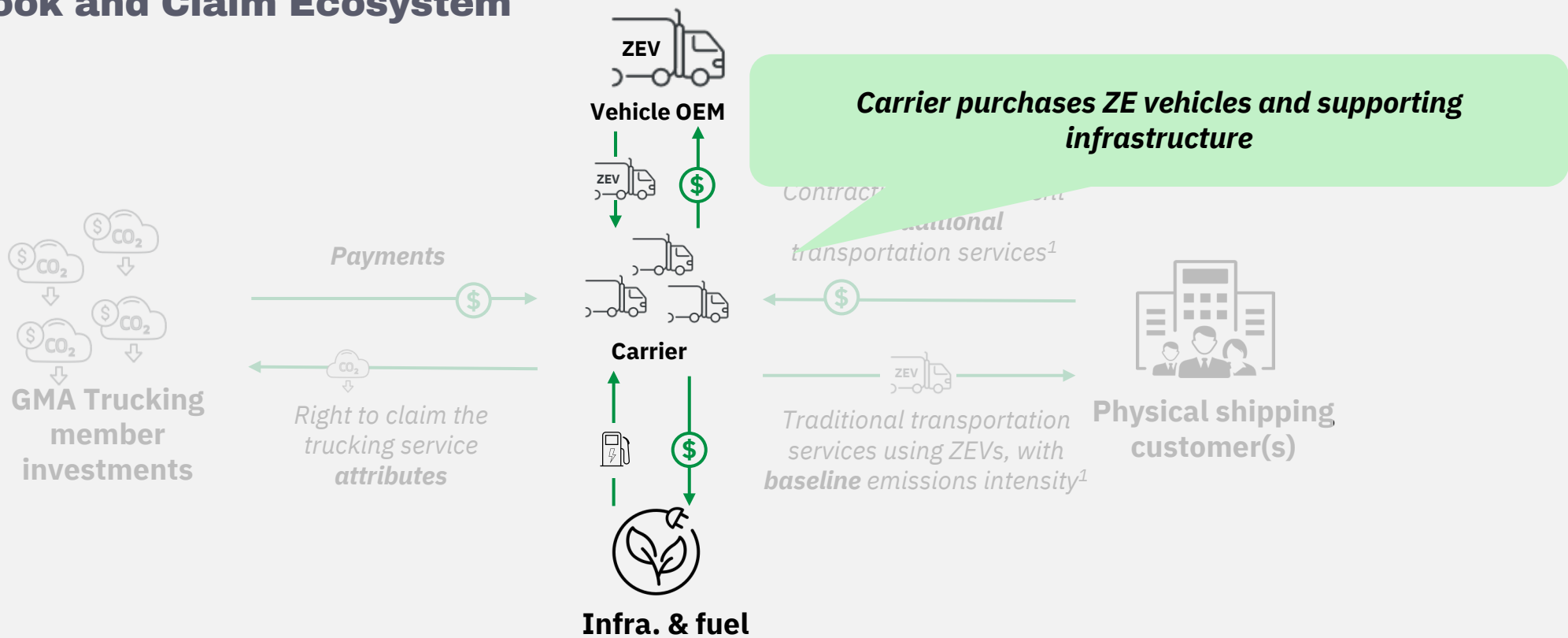
¹Traditional services includes pricing as well as emissions intensity of service; the physical shipper(s) whose goods are being transported on ZEVs funded through this project cannot claim the environmental benefits

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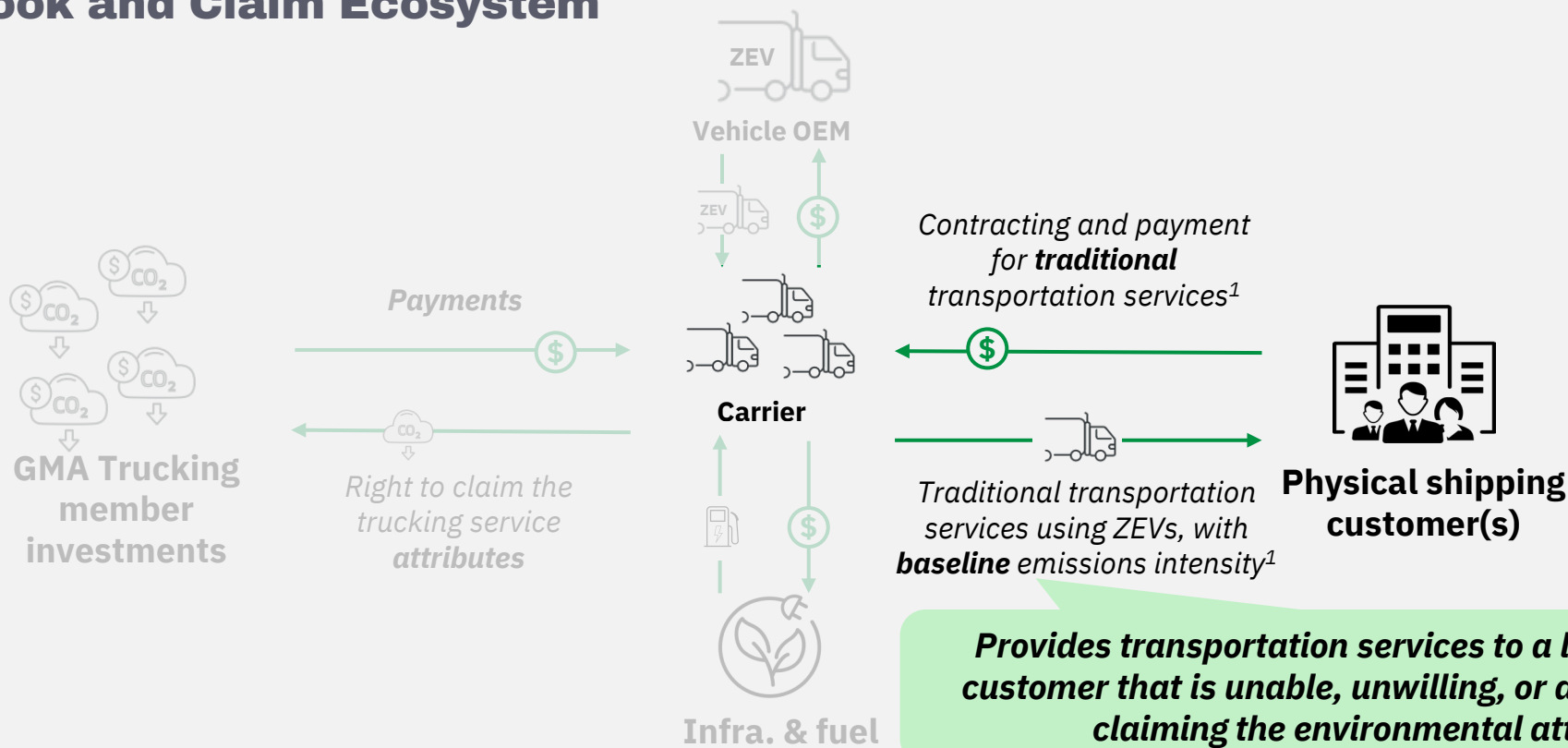
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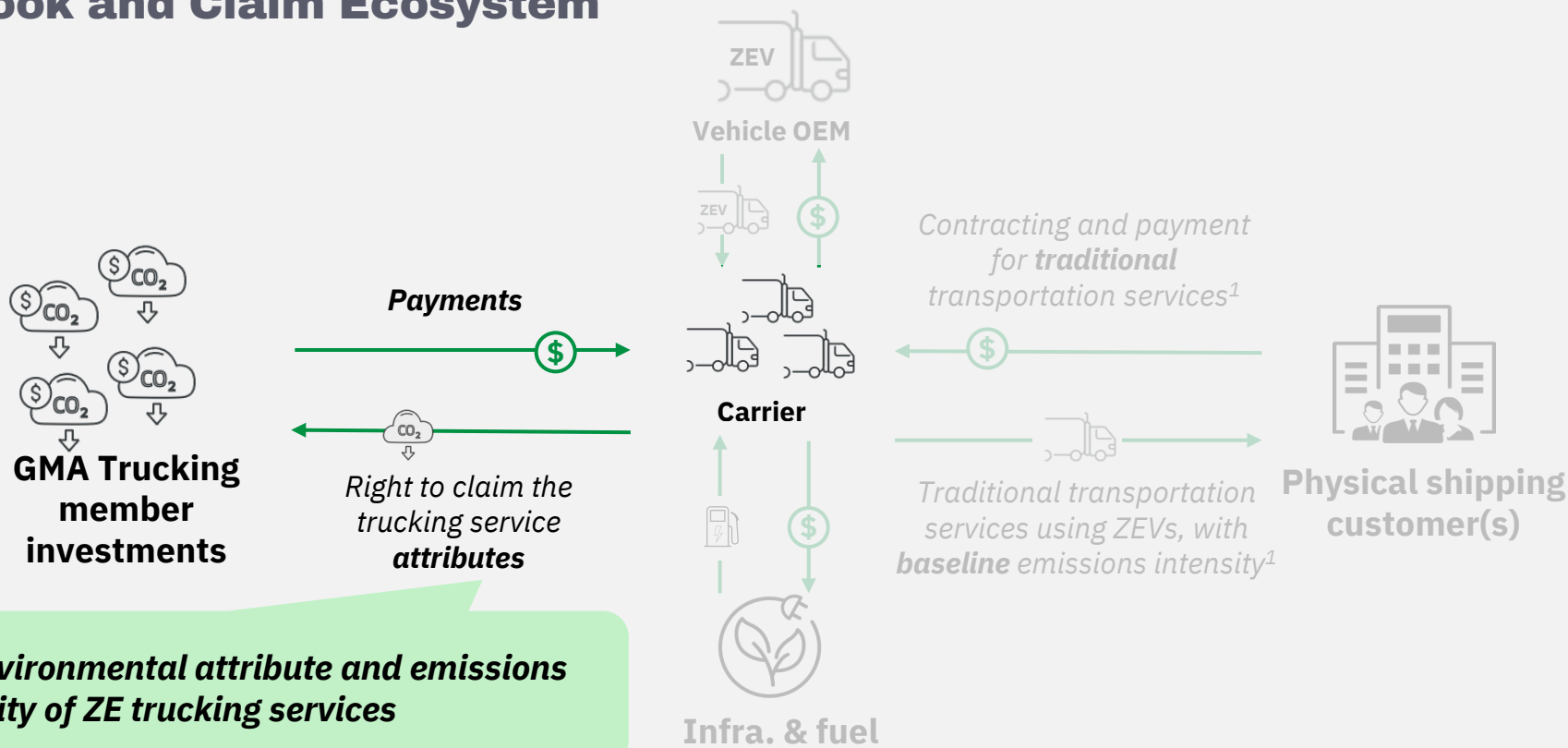
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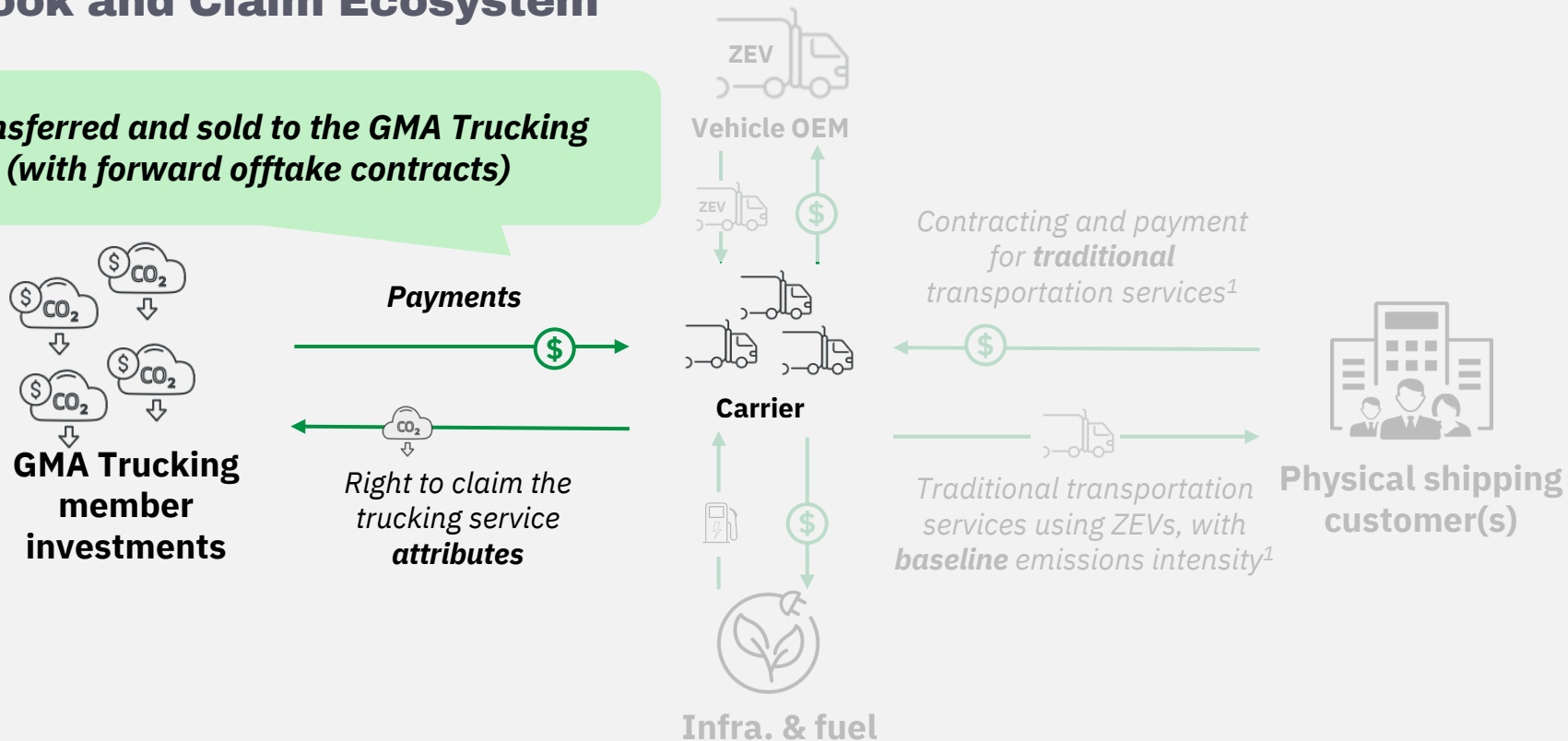
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ZE Trucking Book and Claim Ecosystem

Illustrative

Which are transferred and sold to the GMA Trucking members (with forward offtake contracts)



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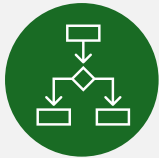
This first pilot is directed towards fully decarbonized, heavy-duty freight services in the continental US

Requirements for 2025 RFP

Operational Requirements



Vehicles must be **class 8 trucks**



Freight logistics operations



Operating in **continental U.S., excluding California**



Net-new or existing vehicles operating at a loss

Emissions Requirements



Battery electric or fuel cell electric drivetrain



Well-to-wheel **near-zero emissions**



BEVs: powered by **100% renewable electricity**



FCEVs: hydrogen must be **electrolytic and meet IRA 45V**



Alignment with the **Atmospheric Benefit Principle**

Bidders can respond to the RFP with proposals for existing and/or net-new vehicles, with a preference for net-new

Attributes may be generated by:



Net-New Vehicles

Vehicles procured and deployed specifically for the generation of attributes to meet GMA Trucking demand.

Net-new vehicles are defined as those **not yet purchased** by the carrier. Vehicles that have been "reserved" for a nonbinding fee may also qualify as net-new.



Existing Vehicles¹

Vehicles registered and potentially in operations, where carriers are not currently covering green premium compared to diesel vehicles.

GMA Trucking will only consider vehicles that are

- 1) Deployed but underutilized**
- 2) Deployed but operating at a loss**

¹Vehicle attributes that have been generated in the past and "booked" for future sale will not be considered.

The RFP gathers detailed information on ZE trucking service attribute bids

Bidders provide information on the ZEV status, charging and fuel infrastructure plans, operational use case, and pricing, among other items¹



Number of ZEVs



Geography



**Expected annual
milage and payload**



**Offered price per ton-
mile**



**Transport Operations
Category (TOC)**



Fuel and Energy



**Preferred Payment
Schedule**



**Preferred Contract
Length**



**Service Volume
Assurance (Net-New
Only)**

¹List is not exhaustive of all requests in the RFP.

Bidders must answer questions and provide data across several tabs in the RFP

Page Title	Description
Cover Page	Title page with contract information
1. Binding Terms	Confidentiality, indemnity, and other binding terms regarding GMA Trucking bidding process
2. Instructions	Detailed instructions on how to complete the RFP document including terms and conditions
3. Company Information	General questions on company information and operational capabilities
4. Bid Scope – Net New	For net new vehicles: explanation of bid scope, pricing, and several assurance-based questions
5. Bid Scope - Existing	For underutilized vehicles: explanation of bid scope, pricing, and several assurance-based questions
6-X. Additional Bid Scope ¹	If bidder would like to submit multiple bids, they may copy and fill out multiple versions of the “Bid Scope” tab



No input required from bidders



Input required from bidders

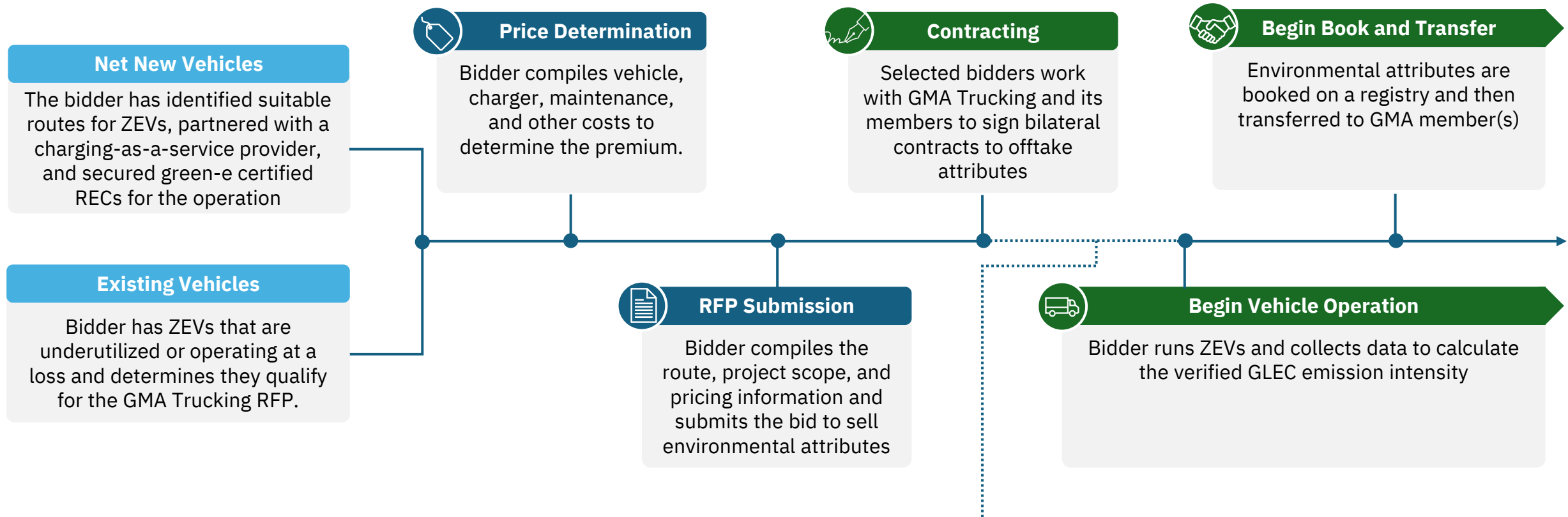
Optional input from bidders

Example

Request for proposal (RfP); Zero Emission Road Transportation Services 2024																
Instructions																
By submitting this RfP you acknowledge that you have read, understood and agree to the RfP Terms and Conditions at the bottom of this page																
Introduction																
Thank you for participating in the GMA Trucking, Zero Emission Road Transportation Services RfP. We appreciate your efforts in responding to this request. Please ensure that you follow the instructions on this page and those contained in further pages to increase chance at project selection.																
Explanation of colour coding of RfP cells																
	Example answer															
	Required input															
	Optional input															
	Information or calculations; cannot be modified															
	Instructions or descriptions															
Table of contents / overview of workbook	Supplier task															
1. Cover Page 2. Instructions 3. Company info 4. Bid Scope A.	Request for proposal (RfP); Zero Emission Road Transportation Services 2024															
Company Information																
Introduction																
<p>Please provide a response to each question in the cells below. Questions highlighted in are mandatory, while those highlighted in are optional. For any questions requesting an attachments, please ensure that you specify the attachment name in the answer space so that the attachment can be correctly tracked to the relevant question.</p> <p>For bidders submitting bids as a consortium, please submit: The lead carrier within the consortium, in Section </p>																
Company information																
<p>Company information</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%; background-color: #2e8b57; color: white; text-align: center; padding: 5px;">Login name of bidder</td> <td style="width: 20%; background-color: #2e8b57; color: white; text-align: center; padding: 5px;">Street</td> <td style="width: 20%; background-color: #d9ead3; text-align: center; padding: 5px;"> </td> </tr> <tr> <td style="background-color: #2e8b57; color: white; text-align: center; padding: 5px;">Address of headquarters</td> <td style="background-color: #2e8b57; color: white; text-align: center; padding: 5px;">City</td> <td style="background-color: #d9ead3; text-align: center; padding: 5px;"> </td> </tr> <tr> <td style="background-color: #2e8b57; color: white; text-align: center; padding: 5px;"></td> <td style="background-color: #2e8b57; color: white; text-align: center; padding: 5px;">State</td> <td style="background-color: #d9ead3; text-align: center; padding: 5px;"> </td> </tr> <tr> <td style="background-color: #2e8b57; color: white; text-align: center; padding: 5px;"></td> <td style="background-color: #2e8b57; color: white; text-align: center; padding: 5px;">Postcode</td> <td style="background-color: #d9ead3; text-align: center; padding: 5px;"> </td> </tr> <tr> <td style="background-color: #2e8b57; color: white; text-align: center; padding: 5px;"></td> <td style="background-color: #2e8b57; color: white; text-align: center; padding: 5px;">Country</td> <td style="background-color: #d9ead3; text-align: center; padding: 5px;"> </td> </tr> </table>		Login name of bidder	Street		Address of headquarters	City			State			Postcode			Country	
Login name of bidder	Street															
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	Country															
RfP Contact																
Primary	Secondary															

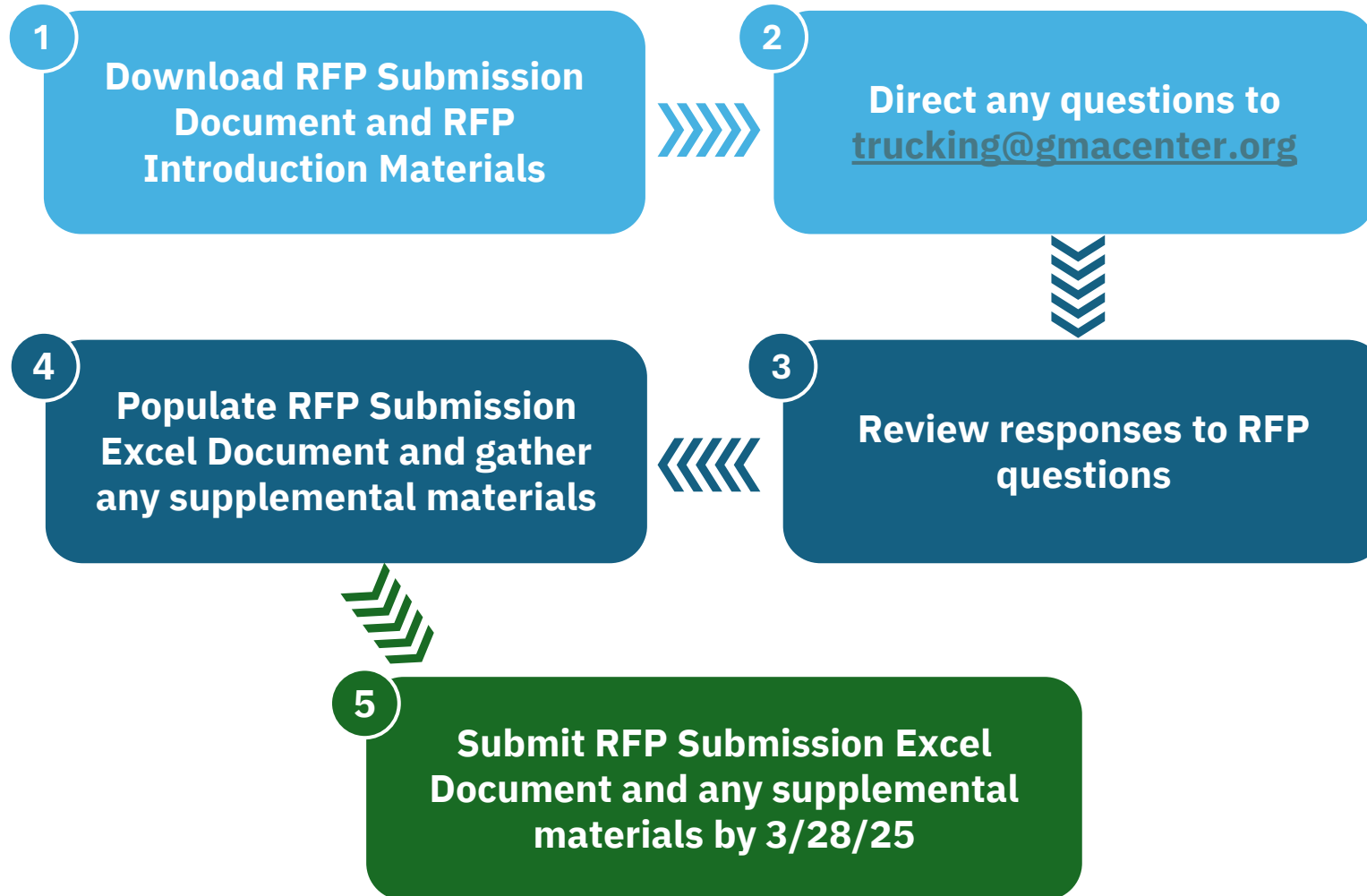
Following selection and contracting, the ZEVs will be operated – “generating” the attributes which are then transferred to the purchasing member

ZE truck attribute bidding steps



Note, duration between contracting and vehicle operation will vary, expecting longer lead times for net-new vehicle application

RFP Submission Process



1 GMA TRUCKING RFP - SUBMISSION PORTAL

First Name *

Job Title *

Company Name *

Email for primary RFP contact *

Website

Phone number of primary contact *

Headquarters Address *

City

Zip/Postal Code

2 PAGE SECTION 2

RFP RESPONSE
Please upload your RFP response using the upload button below.

RFP Response *

Drop file here or [click to upload](#)

1 Please upload your RFP response here (one file max).

Pricing Supplementary Material

Drop file here or [click to upload](#)

1 Please upload any additional pricing material that should be included with your submission here (one file max).

Additional Supplementary Material

Drop file here or [click to upload](#)

1 Please include any additional supplementary material here (one file max). If you have additional materials you would like to submit, please email them to trucking@gmacenter.org

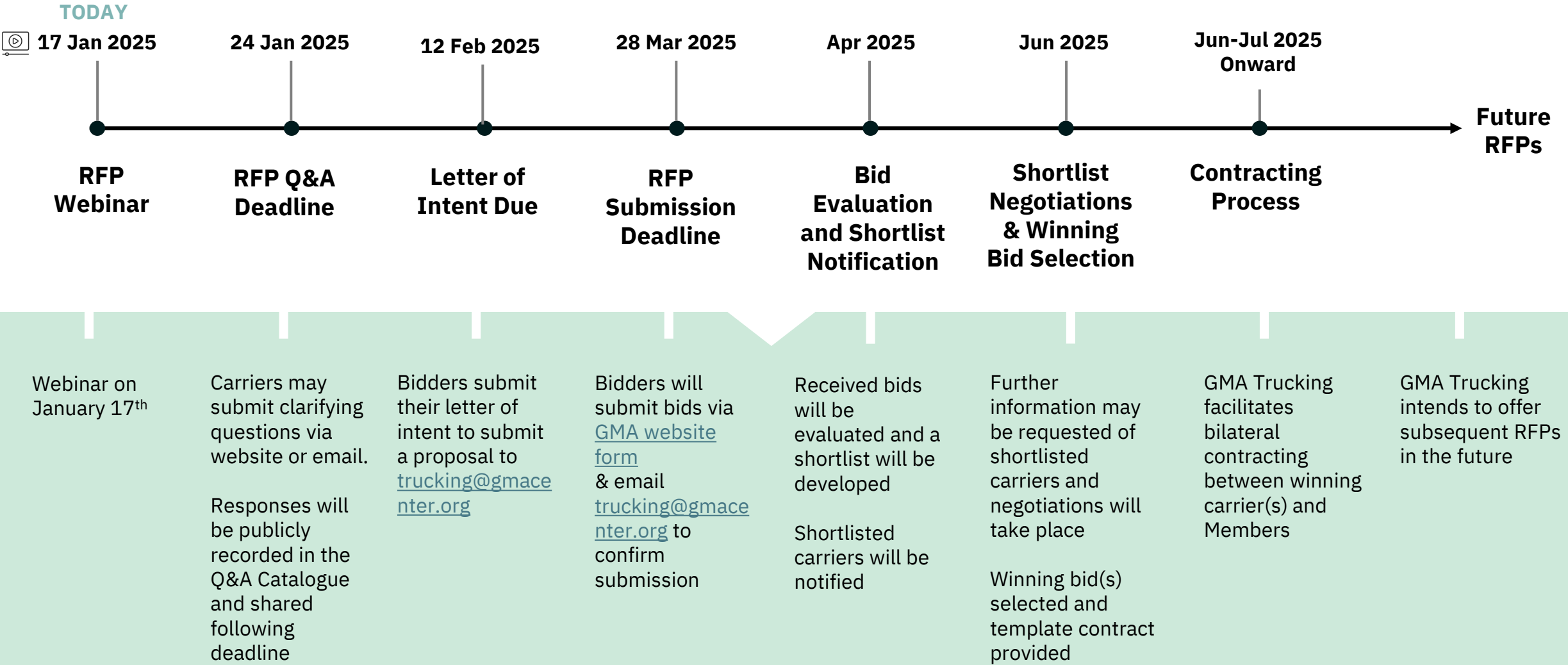
Additional feedback or comments (optional)

Drop file here or [click to upload](#)

1 Please share any other feedback or comments using this section.

Submit

Bidders have until March 28th to respond; winner(s) will be selected in June after a period of evaluation and negotiation



GMA Trucking team



The GMA Trucking Team

Center for Green Market Activation



Kim Carnahan
Founder and CEO



Andre de Fontaine
Senior Director



Clayton Gerber
Program Manager



Sam Pearl Schwartz
Program Associate



Stacey McCluskey
Executive Assistant
/ Analyst

Smart Freight Centre



Cristiano Façanha
Director of Road
Freight Electrification



Meena Bibra
Fleet Electrification
Program Manager



Quintin Barnes
Program Manager

Q&A

