European Clean Trucking Alliance

Brussels, June 2024

Position paper

"Greening Corporate Fleets"

As a coalition of companies and organisations active in logistics, consumer goods, manufacturing, retail and supply chain management from across Europe, the European Clean Trucking Alliance (ECTA) recognizes the importance of transitioning quicker to zero-emission heavy-duty vehicles to mitigate climate change and improve air quality. For this reason, ECTA welcomes initiatives aimed at increasing and accelerating the share of zero-emission fleets on EU roads together with the creation of a practicable ecosystem for zero-emission trucking.

As the European Commission assesses the need for EU action on "corporate fleets", ECTA considers that the Commission could explore possible EU-level demand-side measures to promote the deployment of zero-emission trucks, but stresses that these would need to go hand-in-hand with the promotion of key enabling conditions. Notably, the following aspects should be thoughtfully considered.

1. **With great power comes great responsibilities**: Having taken several steps in deploying zero-emission trucks in the last years, ECTA members are fully committed to further advancing and accelerating the transition towards zero-emission transportation solutions. The deployment of zero-emission trucks currently occurs through a meticulous case-by-case analysis, aiming to align with specific operational requirements. This deployment is dependent on clear enabling factors: the availability of charging points and energy infrastructure, vehicle technology, and adequate grid infrastructure. Through a collaborative and nuanced approach that addresses these challenges with sensitivity, ECTA members can realize their ambitions while fostering a sustainable future for clean trucking in Europe.

2. **Ensuring enabling factors is key for logistic operators**: Enabling conditions that allow logistic operators to deploy zero-emission trucks should be at the heart of any initiative on "Greening Corporate Fleets". The availability of key enabling factors such as charging infrastructure, grid capacity and grid connections is an imperative condition in ensuring a successful transition to zero-emission trucking. Currently limitations on grid capacity, grid connections, and significant charging installation costs and procedures mean the operational use of zero-emission trucks can be challenging. The European Commission should address these factors and particularly the development of infrastructure, both on public roads but also on private grounds. This includes adequate charging infrastructure, increased grid capacity improved grid planning, accelerating connections, pursuing solutions for more cost and energy efficient grid use, including smart

charging, and supportive policies to facilitate the transition to zero-emission trucks, including the availability of renewable energy.

3. **Demand-side measures could be part of an ambitious EU transport decarbonisation strategy:** The integration of EU-level demand-side measures to foster the adoption of zero-emission trucks within the transportation sector, alongside ambitious CO2 standards for heavy-duty vehicles and legislation to guarantee sufficient charging infrastructure, should go hand-in-hand with promoting key enabling factors (see above). Indeed, whilst at same time guaranteeing enabling conditions that allow to operate zero-emission trucks seamlessly, demand-side measures could form an integral part of an ambitious EU transport decarbonisation strategy.

4. **Striking a right balance between stimulating demand and avoiding imposing burdensome regulatory requirements**: It is imperative to strike a delicate balance between stimulating demand for zero-emission trucks and avoiding imposing overly burdensome regulatory requirements on a sector composed of more than 95% by small and medium enterprises (SMEs). Imposing strict and/or supervisory measures may inadvertently risk putting the burden of the transition on smaller operators, especially SMEs. Policymakers must tailor incentives and regulatory mechanisms to account for the sector specificities and logistics requirements; in particular, when considering demand-side measures, policy makers should carefully assess the impact on zero-emission trucks' prices and eventually their total costs of ownership (TCO). Moreover, and most importantly, the critical issue of charging and energy infrastructure availability must be addressed. Proportionate measures by Member States and the Commission to realise charging infrastructure and grid adaptation, allowing to utilise vehicles effectively within operations, are necessary for any mandatory target on zero-emission truck purchase.

5. **Promoting EU measures and national incentives**: While enabling conditions are crucial, ECTA also recognizes the importance of incentives to stimulate demand and encourage the adoption of zero-emission trucks. Focus should be placed on fiscal incentives to support an increase in demand, and to help companies integrate zero-emission solutions into their fleets. It is important, however, that incentives truly reduce the cost of the vehicle, and not be seen as a 'premium' on top of existing prices. Moreover, whilst important, the growing patchwork of different national and local incentives to promote the uptake of ZEVs can be difficult to navigate for businesses with operations in multiple EU countries. Therefore, for reasons of scale and to avoid creating distortions in the internal market, EU level harmonisation is needed to guarantee a steady deployment of zero-emission trucks across Europe.

In conclusion, promoting the adoption of zero-emission trucks also through demand-side EU-level intervention is essential for achieving a sustainable transportation sector and addressing transport-related emissions. However, to successfully drive sustainable transformation within the road transportation sector and fully unlock the potential of demand-side measures, ECTA stresses the need

to address critical challenges associated with enabling conditions – charging infrastructure, grid capacity, grid connections, smart grid use, the availability of renewable energy, incentives – and supportive policies for logistic operators engaged in the transition towards zero-emission trucks.

We therefore call on the European Commission to explore potential EU-level demand-side measures to support and accelerate the deployment of zero-emission trucks, while carefully assessing their possible impact on the operations of the logistic sector.

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More about the European Clean Trucking Alliance

The European Clean Trucking Alliance is a coalition of over 35+ companies and organisations active in logistics, consumer goods, manufacturing, retail and supply chain management from across Europe calling for zero-emission road freight. ECTA members employ over 2.3 million people and use a total road fleet size of over 380,000 vehicles.

For more information, please visit the website: www.clean-trucking.eu

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