1A: Beyond diesel: How transport companies are powering the green shift?
23rd- October 14:30-15:40

Session hosted and coordinated by Stefanie van Damme (stefanie.vd@etp-alice.eu), Efficient and low emission assets and energy Programme Deputy Manager and ZEFES Project Manager

Linked exhibitors: CLEVER, ESCALATE, FLEXMCS, NextETRUCK, MACBETH, ZEFES

Session teaser

The electrification of long-haul heavy-duty logistics is happening. Front runners are paving the way by integrating electric trucks into their operation. R&I projects such as ZEFES, EMPOWER and ESCALATE will demonstrate the feasibility of challenging long-haul electrified missions and projects FLEXMCS and MACBETH demonstrate the feasibility of megawatt charging. In this session, we bring logistic operators and OEM representatives together to discuss how barriers and knock-on effects of electrification can be overcome, so decarbonisation plans can be brought into practice today.

Session Description

The electrification of long-haul heavy-duty logistics is happening. Electric trucks have currently a market share of 3.5% [ACEA, CLEPA]. The market share of zero-emission heavy-duty trucks needs to rise to 30% to reach the European emission reduction targets.

Electric trucks are implemented in logistics nowadays. Front runners and European R&I projects are finding ways to overcome the current barriers and are creating a sustainable ecosystem for the further roll-out of electric heavy-duty vehicles.

The main barriers today are related to the capabilities of trucks, the availability and capabilities of infrastructure and the adaption of processes. Not only logistic processes, like routing and dispatching will need to change, but other processes, for example procurement, are indirectly impacted by electrification. A holistic approach is needed to electrify heavy-duty transport.

The session will look into:

- How front-runners deploy battery electric and fuel-cell electric trucks today, and the lessons that can be learned from them
- The current challenges, especially regarding charging and fuelling infrastructure and the future steps to overcome them
- How a fleet with different power trains can be operated efficiently
- Discussion on how indirect impact on processes can be solved by digital tools, improving the uptake of electric trucks

- How to create the conditions that transport companies are taking the leap to electrification, so electric trucks become common practice

Who will participate

Moderator: **Stefanie Van Damme**, TG1 Deputy Programme Manager/Technical lead

Presentations by:

- **Andrea Condotta**, Sustainability, Public Affairs & Innovation Director, Gruber Logistics and ALICE vice-chair
- **Mads Rasmussen**, Business development, innovation and project management, DFDS
- **Thomas Fabian**, Chief Commercial Vehicles Officer, ACEA (European Automobile Manufacturers' Association)

Panel:

- **Andrea Condotta**, Sustainability, Public Affairs & Innovation Director, Gruber Logistics and ALICE vice-chair
- **Mads Rasmussen**, Business development, innovation and project management, DFDS
- **Thomas Fabian**, Chief Commercial Vehicles Officer, ACEA (European Automobile Manufacturers' Association)
- **Pascal Van Wallendael**, Supply Chain Food Manager, Colruyt Group and ALICE chair TG1 Efficient and low emission assets and energy

Background and link to ALICE activities:

This session falls under the TG1 Efficient and low-emission assets and energy commitment to promote fleets and assets that use low-emission energy carriers and support the affordable transition towards zero-emission logistics, as described in the ALICE Roadmap Towards Zero Emissions Logistics 2025. The session showcased ALICE members (Colruyt Group, DFDS, Gruber Logistics) and associations (ACEA) that are frontrunners in fleet electrification.

The electrification of heavy-duty logistics is demonstrated in ALICE projects. In ZEFES, challenging long-haul logistic use cases are electrified, together with the mapping and demonstration of innovative charging solutions. The projects FLEXMCS and MACBETH delve further in the deployment of Megawatt Charging Systems (MCS).

Road transport decarbonization is a key priority and several policies are steering the achievement of this objective including: Alternatives Fuel Infrastructure Regulation, CO_2 emission performance standards for cars and vans, CO_2 emissions standards of HDVs, Euro 7, Eurovignette Directive, Emission Trading Systems 2 (ETS2) including road transport, Greening Corporate Fleets and Weights and Dimensions (of HDV) Directive. ALICE follows and inform members on the evolution of these policy files through the Policy Monitoring service.

Furthermore, the connection to the Clean Transport Corridor Initiative and the emphasis on emission accounting (CLEVER project) underscore the holistic approach of TG1 in advancing sustainable and energy-efficient freight solutions.

Related call in work programme 2026-2027:

CL5-2026-05-D5-01: **Large-scale demonstration of Heavy-Duty Battery Electric Vehicles (HD BEV)**

towards long-haul logistics operations (2ZERO Partnership)

Deadline: 14th of April 2026

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