



In April of 2009, Rocky Mountain Institute convened a diverse group of trucking industry stakeholders at the Transformational Trucking Charrette to discuss barriers to and opportunities presented by the prospect of doubling the efficiency of trucking throughout North America.

Stemming from that event, the North American Council for Freight Efficiency (NACFE) was formed. The intent of the NACFE is to collect, assess, and circulate performance information from testing agencies and laboratories; collect marketing and user data; and provide understandable, up-to-date efficiency information to share with technology developers, Council members, fleet owners, and truck drivers.

Barriers to Adoption

With the many types of cargo delivered by trucks and the different delivery locations required by consumers, a one-size-fits-all efficiency solution rarely applies. Many fleets and owner-operators accept equipment test results with skepticism and disbelief of the technology benefits. End-users also often express a uniqueness and exclusivity in their driving profile that eliminate any potential for efficiency gains.

Three primary challenges reinforce this situation:

1. Prevalence of conflicting information from multiple sources
2. Lack of translatable/customizable data (across all modes of operation)
3. Spread of incorrect/incomplete information (within and between end-users)

This lack of confidence in the performance and the business case involving trucking efficiency solutions means most industry players see the investment in solutions as an unnecessary risk.

Defining the NACFE

In collaboration with this diverse set of stakeholders,* RMI crafted the key parameters that define the NACFE. The council aims to establish a trustworthy “brand” acknowledged throughout the North American trucking community as an acceptable, credible source for detailed information describing the performance and reliability of efficiency solutions.

VISION A rapidly evolving, more profitable, efficient, and safe freight industry that ensures the environmental sustainability of North American goods movement.

MISSION The NACFE will drive the development and adoption of efficiency-enhancing, environmentally beneficial, and cost-effective technologies, services, and methodologies in the North American freight industry by establishing and communicating independent and performance-based benefits.

Work done by the Council will leverage studies from testing agencies, laboratories, fleet managers, and drivers. As a part of its chapter organization and nationwide presence, the Council will collect marketing and user data and share it with technology developers to guide the innovation of more efficient systems.

Visit www.NACFE.org/get-involved to help us drive innovation.

*Stakeholders:

Achates Power, ATDynamics, Clemson University/ICAR, EPA, Cascade Sierra Solutions, ICCT, Kraft, Logistics Management Inc., Michelin, OOIDA, RMI, Silver Eagle Manufacturing Co., Sturman Industries

North American Council for Freight Efficiency

www.NACFE.org