



## Electrification Education Series

### Overview

The [North American Council for Freight Efficiency \(NACFE\)](#) and [Rocky Mountain Institute \(RMI\)](#) have announced plans to host Run on Less – Electric (RoL-E) – an electric truck technology demonstration – in 2021. The Run will feature real fleets hauling real freight using battery electric, zero-emission trucks in normal daily fleet operations.

To complement the demonstration and data collection components of RoL-E, NACFE and RMI will be hosting a series of educational events (E-series) designed to convene industry stakeholders to discuss the why and how of electric truck deployments. In line with NACFE's [Electric Trucks in Regional Haul](#) work, the E-series will help support implementation of first- and next-movers, scale best practices in infrastructure deployment, and increase confidence in the value of electrification.

The E-Series will be conducted virtually and is free to attendees. Each session will include an introduction to the topic from NACFE/RMI staff, robust presentations from 2-4 industry experts, a panel Q&A, and optional small group discussions facilitated by NACFE/RMI. We expect to have between 150 and 400 participants for each session.

### Objectives

- Increase industry awareness of electric trucks
- Convene stakeholders to discuss electric truck opportunities and challenges
- Help inform RoL-E target audience about the Run
- Guide NACFE & RMI's future work and research on electric trucks

### Timeline

Launching at ACT Expo in May, sessions will occur biweekly through September. There will be ten virtual sessions in total. After the final session, participants will have the opportunity to test their knowledge to earn a RoL - Electric Truck Expert digital badge that can be shared with friends and colleagues via social media.

Participants and sponsors will be celebrated at the Run on Less – Electric finale events at the North American Commercial Vehicle (NACV) show (September 2021) and GreenBiz VERGE (October 2021).





## Potential Topics

- Charging Infrastructure – design, buildout, management, & maintenance
- Working with your Utility – make-ready infrastructure & rates
- Battery Value Chain – second life, recycling, & supply chain
- Driver Behavior – operating electric trucks for maximum performance and range
- Finance & Incentives – procurement incentives & innovative business models
- Policy & Regulations – climate, public health, and equity/environmental justice efforts
- Managed Charging – software management for SOC, cost control, & battery life
- Maintenance Impacts – the shop (and technicians) of the future
- The “Messy Middle” – low- and zero-emission alternatives to battery electric vehicles
- Global Perspectives – lessons learned from China, Europe, Canada, and/or India
- Interoperability – ensuring a smooth exchange between various vehicle and charger models
- Others – suggest a topic!

*Note: Session topics are subject to change and will be finalized based on audience interest, sponsor interest, and speaker availability.*

## Audience

E-series sessions will attract participants from the trucking industry, utilities, charging system suppliers, policymakers, regulators, and cleantech.

Our 2019 Run on Less Regional “Technology Days” had over 500 participants across 3 days, and we intend to make this education series the best and largest yet.

## Sponsorship Opportunity

Electrification Education Series Event Sponsorship - \$25,000 each

Sponsorship benefits include:

- Recognition of organization at beginning and end of session
- Option to have representative from staff present as part of panel (up to 10 min) and participate in expert Q&A
- Recognition of organization in post-session email to registrants
- List of registrant names, orgs, & emails
- Logo on website (runonless.com) with link to your site
- Signage and mention at events
- VIP attendance at the finale(s)
- Engagement in public relations efforts
- Recognition in the RoL-E final analysis report in 2022

*Contact Jessie Lund – [jlund@rmi.org](mailto:jlund@rmi.org) – for more information or to formalize your commitment.*