

VIRTUAL CONGRESS

# GREEN FLEETS

SEPT/28-30

EXPERIENCES AND OPPORTUNITIES  
FOR EFFICIENT AND SUSTAINABLE  
FREIGHT TRANSPORT

Freight transport plays a very important role in the national economy since it is responsible for moving goods and services to the places where they are required. That is why it is necessary to promote actions to keep the cargo fleet in optimal conditions and at the same time be sustainable.

An important measure to improve the transport conditions is the implementation of green fleets programs and initiatives. Green fleet programs refer to technologies and practices that improve the freight transport efficiency and provide a tool for monitoring and tracking fleet performance. In addition, green fleet programs help to promote technologies and practices in the sector to reduce costs, monitor carbon emissions and benefit the environment.

There are numerous green fleet programs and efforts around the world that have adopted different energy saving and emission reduction strategies. The **Green Fleets Virtual Congress: Experiences and opportunities for efficient and sustainable freight transport** seeks to share experiences of existing programs, lessons learned, best practices and advise for their implementation to promote the use of sustainable freight transport of green fleet programs and initiatives, through collaboration between public and private actors, as well as the promotion of cleaner technologies. At the Congress, different conferences and forums will be held to learn about programs and efforts of green fleets around the world, as well as energy saving and emission reduction strategies.



**CONGRESS OBJECTIVE**

To promote the use of sustainable freight transport through green fleet programs and initiatives due to collaboration between public and private actors.

# PRELIMINARY AGENDA

## Day 1

### TUESDAY 28

#### Experiences from Green Freight programs and initiatives

Objective: Share experiences of existing Green Freight programs, lessons learned, best practices and advice for their implementation.

10:00 – 10:05	Welcome	Organizing committee
		<p><b>Mtro. Tonatiuh Herrera Gutiérrez</b>  <i>Undersecretary for Development and Environmental Standards</i>            Ministry of Environment and Natural Resources (SEMARNAT)</p>
10:05 – 10:20	<b>Inauguration</b>	<p><b>Dennis Quennet</b>  <i>"Ciudades y Transporte Sustentable" Program Director</i>            Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)</p> <p><b>Dr. Adrián Fernández</b>  <i>Executive Director</i>            Iniciativa Climática de México (ICM)</p>
10:20 – 11:20	Keynote Lecture <b>The challenges of transport towards sustainability</b>	<p><b>Ing. Eduardo Olivares Lechuga</b>  <i>Director of Strategic Projects in Low Carbon Technologies</i>            Instituto Nacional de Ecología y Cambio Climático (INECC)</p> <p><b>Marie Colson</b>  <i>Institute for Energy and Environmental Research Heidelberg (IFEU)</i></p>
11:20 – 12:50	Forum <b>International experiences of green freight programs, what have we learned and what needs to be done?</b>	<p><b>Judith Trujillo</b> (MEXICO)  <b><u>Programa Transporte Limpio</u></b>            Ministry of Environment and Natural Resources (SEMARNAT)</p> <p><b>Buddy Polovick</b> (UNITED STATES)  <b><u>Smart Way Program</u></b>            US Environmental Protection Agency (EPA)</p> <p><b>Cristina Victoriano Bugueño</b> (CHILE)  <b><u>Giro Limpio</u></b>            Agencia de Sostenibilidad Energética</p> <p><b>Andreij Pozdniakov</b> (CANADA)  <b><u>Smartway</u></b>            Natural Resources Canada (NRCan)</p> <p><b>María Inés Hidalgo</b> (ARGENTINA)  <b><u>Programa Transporte Inteligente</u></b>            Secretaría de Energía</p>
12:50 – 13:00	End day 1	Organizing committee



## Day 2

### WEDNESDAY 29

#### Innovation and Technology

Objective: Present innovations and current technology advantages that complement Green Freight programs.

9:00 – 9:10	Welcome day 2	Organizing committee
9:10 – 10:10	Keynote lecture <b>Transport, technology and new trends</b>	<p><b>Ing. Salomón Elnecavé</b> <i>Federal Autotransport General Director</i> Secretaría de Comunicaciones y Transportes (SCT)</p> <p><b>Prof. Alan McKinnon</b> <i>Kühne Logistics University</i></p>
10:10 – 11:40	Panel <b>Technological trends in the freight transport</b>	<p><b>Graeme Shriff</b> <i>Investigator</i> UNIVERSITY OF SALFORD</p> <p><b>Gernot Liedtke and Anna Bürklen</b> <i>Commercial Transport Department Chief and Associate Investigator</i> DLR</p> <p><b>Gerrit Stumpe</b> <i>eHighway Business Developer</i> SIEMENS Mobility eHighway</p> <p><b>Luisa Sierra Brozón</b> <i>Energy Program Associate</i> Iniciativa Climática de México (ICM)</p> <p><b>Javier García</b> <i>Transport Energy Saving Director</i> Comisión Nacional para el Uso Eficiente de la Energía (CONUEE)</p>
11:40 – 11:50	End day 2	Organizing committee



## Day 3

### TUESDAY 30

#### Financing and Regulation

Objective: Share experiences from different international Green Freight programs.

10:00 – 10:10	Welcome day 3	Organizing committee
10:10 – 11:10	Conference <b>Promoting the sustainability of freight transport through public policy</b>	<p><b>Judith Trujillo</b> <i>Programa Transporte Limpio</i> Ministry of Environment and Natural Resources (SEMARNAT)</p> <p><b>Guillermo Werner</b> <i>Rango Verde</i> Federación Argentina de Entidades Empresarias del Autotransporte de Cargas (FADEEAC)</p>
11:10 – 12:40	Forum <b>Challenges for the implementation and management of green freight programs: regulation and financing</b>	<p><b>Leticia Pineda</b> ICCT</p> <p><b>Alberto Ixbalanque Estrada</b> NAFIN</p> <p><b>Tatiana Peralta</b> World Bank</p> <p><b>Gustavo Oliveira</b> ICLEI</p>
12:40 – 13:00	Congress closure	<p><b>Adolfo Cimadevilla Cervera</b> <i>General Director</i> Ministry of Environment and Natural Resources (SEMARNAT)</p> <p><b>Aleithya Morales</b> <i>"Programa Transporte Sustentable" Technical Advisor</i> Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ México)</p> <p><b>Luisa Sierra Brozón</b> <i>Energy Program Associate</i> Iniciativa Climática de México (ICM)</p>

#### ORGANIZED BY:

