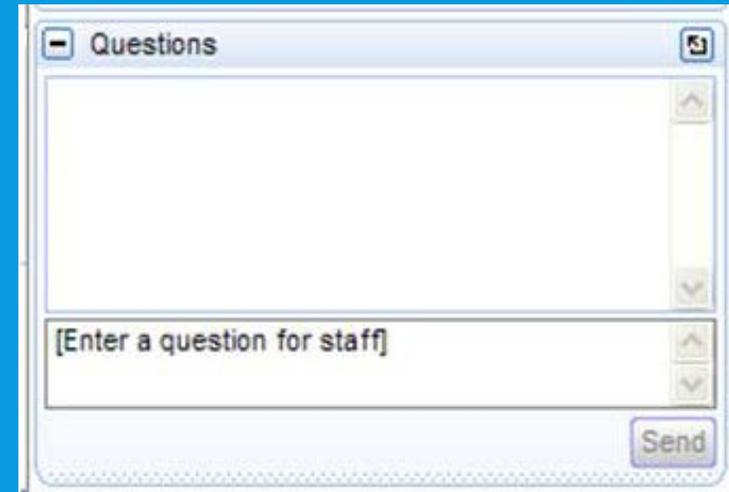


WEBINAR HOUSEKEEPING

- Submit a question via the Questions pane on your GoTo control panel.
- After the presentation, as time permits, our EPA presenter will answer questions submitted via the Q&A box.
- Please complete the survey at the end of today's webinar. Your feedback is important to us!



WEBINAR HOUSEKEEPING

The presentation slides will be available at:

<https://www.epa.gov/smartway/smartway-webinars-events>

Note: Today's webinar is being recorded.

SmartWay

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Learn how SmartWay partners create more efficient freight systems and help advance sustainable transportation!

This month's featured partners:

- o Saddle Creek Transportation
- o Georgia Pacific Consumer Products Group



SmartWay Latest News

July 8, 2016: The 2016 SmartWay Logistics Company Tool is now available with supporting documents.

More SmartWay News

1 2 3 4 Featured Partners

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- o [Why Freight Matters](#)
- o [How SmartWay Advances Sustainability](#)
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- o Partner Education Webinar: [The Business Case for Becoming a SmartWay Carrier](#)
August 17, 2016

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SmartWay Webinars & Events

EPA hosts events and webinars to help you learn how to get the most out of the SmartWay Program. To participate in an upcoming SmartWay webinar, you must pre-register. Registration links are provided below in webinar descriptions. After registering, you will receive a confirmation email containing information about joining the webinar.

Webinars are free: Please register promptly because registration may be closed to new attendees after 12:00 noon on the day of the webinar.

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[Event Type Legend](#)

Type	Date	Event Name
Education Webinar	August 17, 2016	The Business Case for Becoming a SmartWay Carrier
Education Webinar	August 24, 2016	The Business Case for Becoming a SmartWay Shipper
Freight Matters Webinar	September 14, 2016	SmartWay Global Green Freight Action
Freight Matters Webinar	November 16, 2016	Efficiency Begins at Home, but Then There're the Neighbors: Getting to Know Your SmartWay Carriers!

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UNITED STATES OF AMERICA



THE BUSINESS CASE FOR SMARTWAY CARRIERS

USEPA SmartWay Program

August 17, 2016

Presented by: Tracie Jackson Hall

WHAT WE WILL COVER

- What is SmartWay?
- Why Freight Sustainability Matters to Businesses Today
- Why Registering with SmartWay Makes Good Business Sense
- How SmartWay Works

YOUR PRESENTER

- Tracie Jackson-Hall
- USEPA SmartWay
- jackson-hall.tracie@epa.gov



WHAT IS SMARTWAY ALL ABOUT

- EPA's SmartWay program helps companies **achieve freight sustainability** throughout their supply chain by measuring, benchmarking, and improving freight transportation efficiency.

THE CHARTER PARTNERS



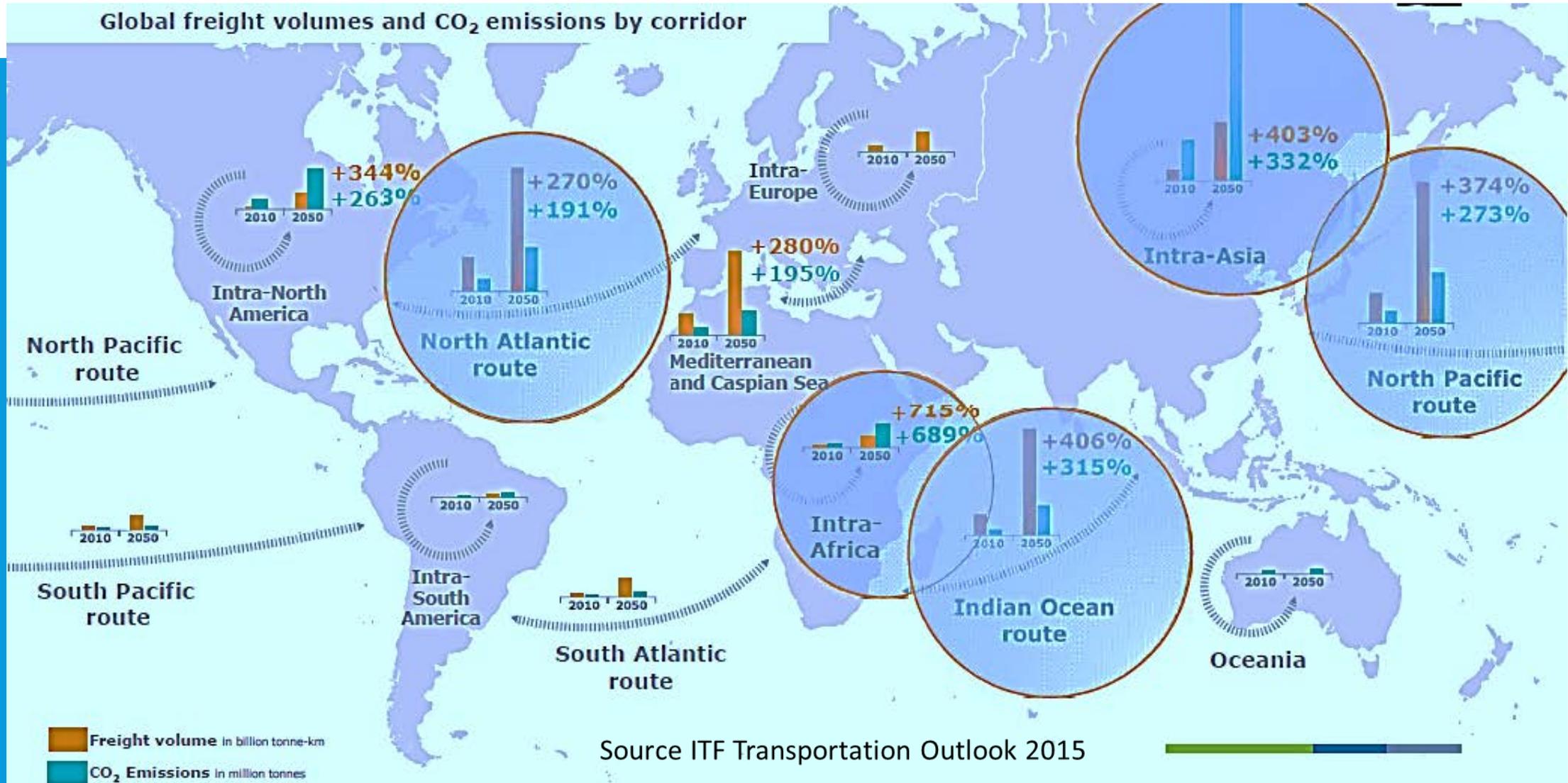


WHY FREIGHT SUSTAINABILITY MATTERS TO BUSINESSES TODAY

CONCERN ABOUT CLIMATE IS GROWING



CLIMATE IS A GLOBAL ISSUE



INVESTORS EXPECT CORPORATE ACCOUNTABILITY ON SUSTAINABILITY

Fig. 2: Sustainable investing offers competitive results

MSCI KLD 400 Social Index versus MSCI US Index (June 1990 = 100)



Source: Bloomberg, FactSet, UBS, as of 3 July 2013

FREIGHT IS A SIGNIFANT CONTRIBUTOR TO CLIMATE CHANGE

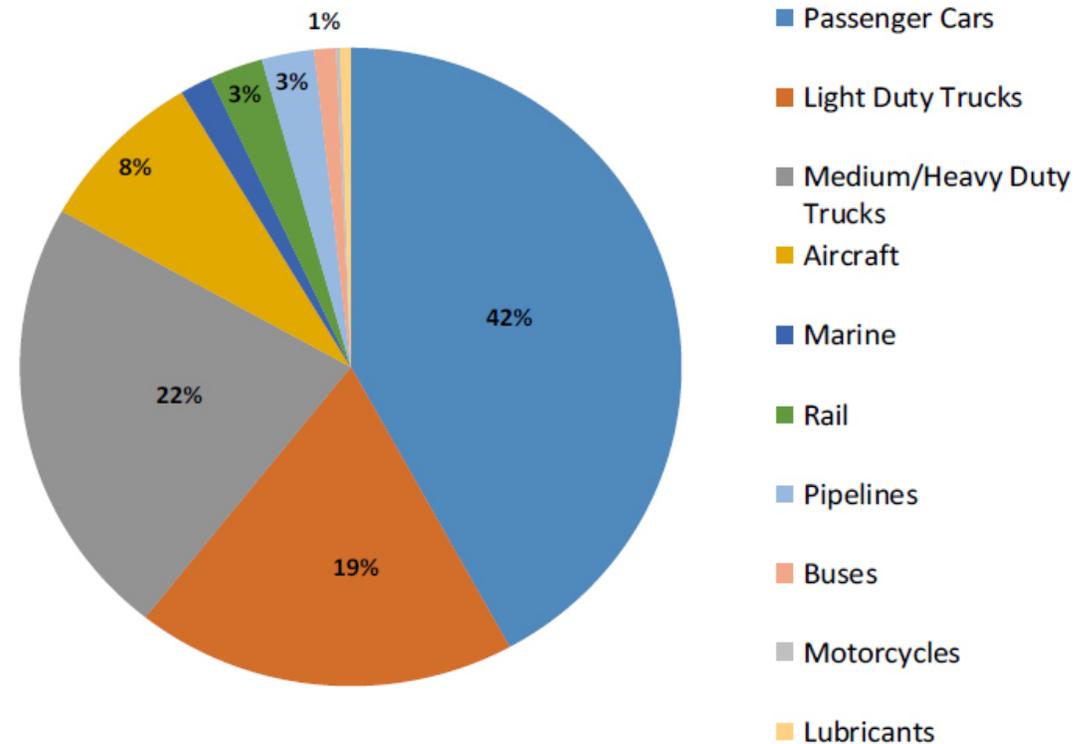
Transportation in U.S.:

- Over 1/4 total GHG emissions;
- About 2/3 petroleum-based fuel use.

In Transport Sector:

- Freight accounts for over 25% of all fuel consumed and GHGs emitted.
- Freight is also the fastest growing source of transport GHGs.

Transportation Greenhouse Gases



SUPPLY CHAINS ARE WHERE THE
EMISSIONS AND THE OPPORTUNITIES ARE

SUPPLY CHAINS ARE RESPONSIBLE FOR

UP TO 4 TIMES

THE GREENHOUSE GAS EMISSIONS OF A
COMPANY'S DIRECT OPERATIONS

CHALLENGES NOT GOING AWAY

- REGULATIONS
- RISK
- RESILIENCY



WHAT YOUR CLIENTS ARE DOING ABOUT FREIGHT SUSTAINABILITY

SHIPPERS AND LOGISTICS COMPANIES ARE:



- Reporting emissions both under their direct control and through their supply chain
- Looking for carriers that can be partners in achieving sustainability goals
- Seeking carriers that are high-performers on efficiency and carbon metrics
- Urging or requiring carriers to disclose performance data
- Giving more business to/switching to more efficiency carriers
- Using SmartWay's registered carrier list as the fastest way to find the carriers they're looking for.



WHY REGISTERING AS A SMARTWAY CARRIER IS GOOD BUSINESS SENSE

FIVE REASONS TO REGISTER WITH SMARTWAY

- Your clients care...and so should you
 - They are looking for supply chain partners committed to sustainability
 - They're using SmartWay to find those carriers
 - They're increasingly demanding transparency and performance
- Green=Green
 - Fuel efficiency cuts emissions and costs
 - The business strategies that are good for your bottom-line are also good for your client's sustainability efforts (and your own)
- Efficient carriers are more resilient
 - Despite dropping oil prices, fuel is still the 2nd highest cost of truck operation (34%); driver wages & benefits (35%).
- Go green now, less risk later
 - Litigation over environmental issues, including climate, is likely to increase
- You can't improve what you don't measure
 - SmartWay Carriers measure, benchmark, track and improve their performance on the metrics that matter most to fuel efficiency and sustainability



HOW SMARTWAY WORKS

HOW SMARTWAY WORKS

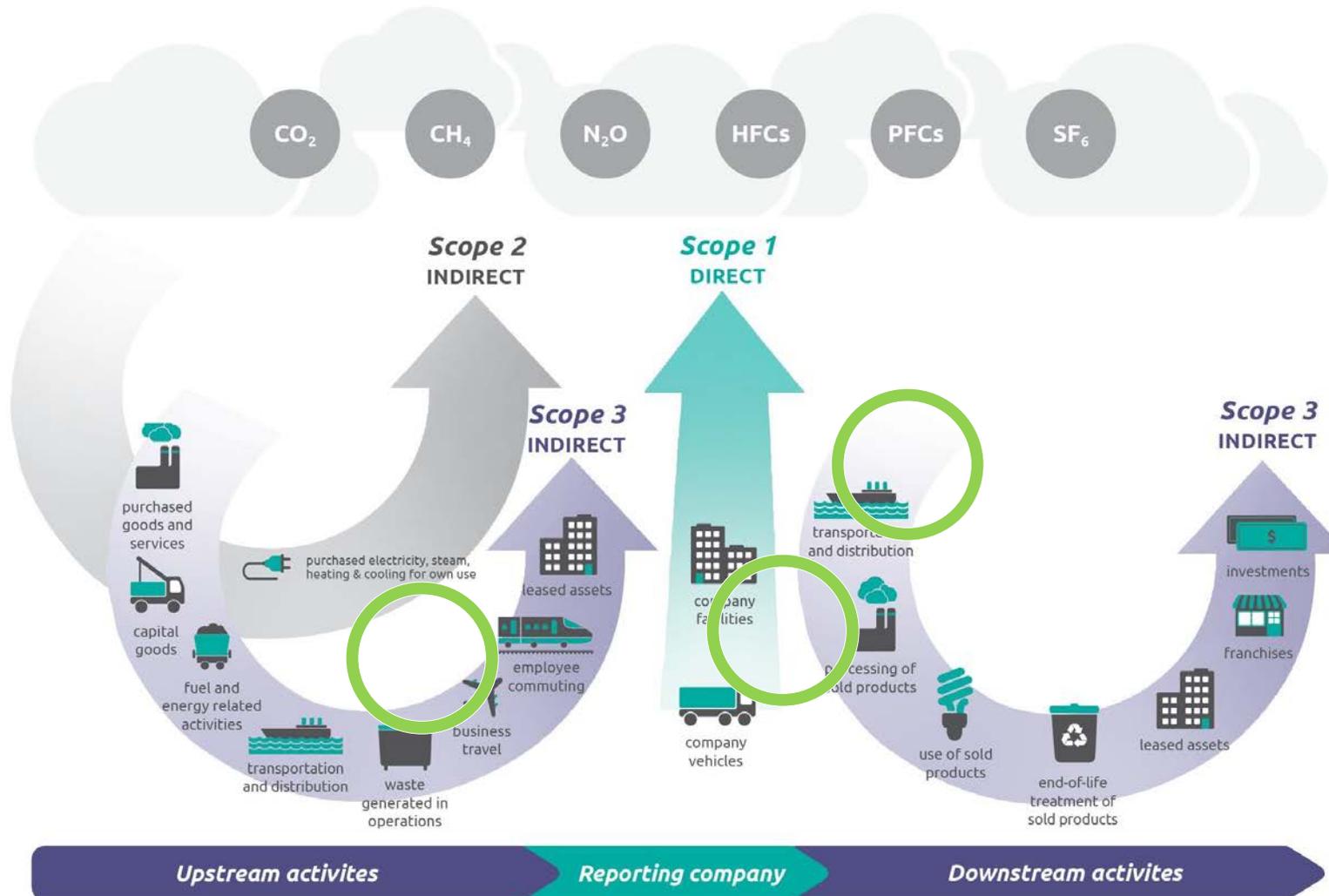
- Companies and organizations that ship, manage, or carry freight can join SmartWay as registered SmartWay Partners.
- **SmartWay has three types of partners:**
- **SmartWay Shipper Partners:** Organizations that ship freight, including:
 - Fortune 500® companies
 - Small and medium sized businesses
 - Local, state, tribal, and federal governments
 - Colleges and universities
- **SmartWay Carrier Partners:** Businesses that carry or move goods for shippers, including:
 - Truck carriers
 - Rail carriers
 - Barge carriers
 - Air carriers
 - Multimodal carriers
- **SmartWay Logistics Company Partners:** Firms that hire freight carriers and manage freight shipments for shippers.

HOW SMARTWAY WORKS



SMARTWAY USED FOR SHIPPER SCOPE 3 REPORTING

Figure [1.1] Overview of GHG Protocol scopes and emissions across the value chain

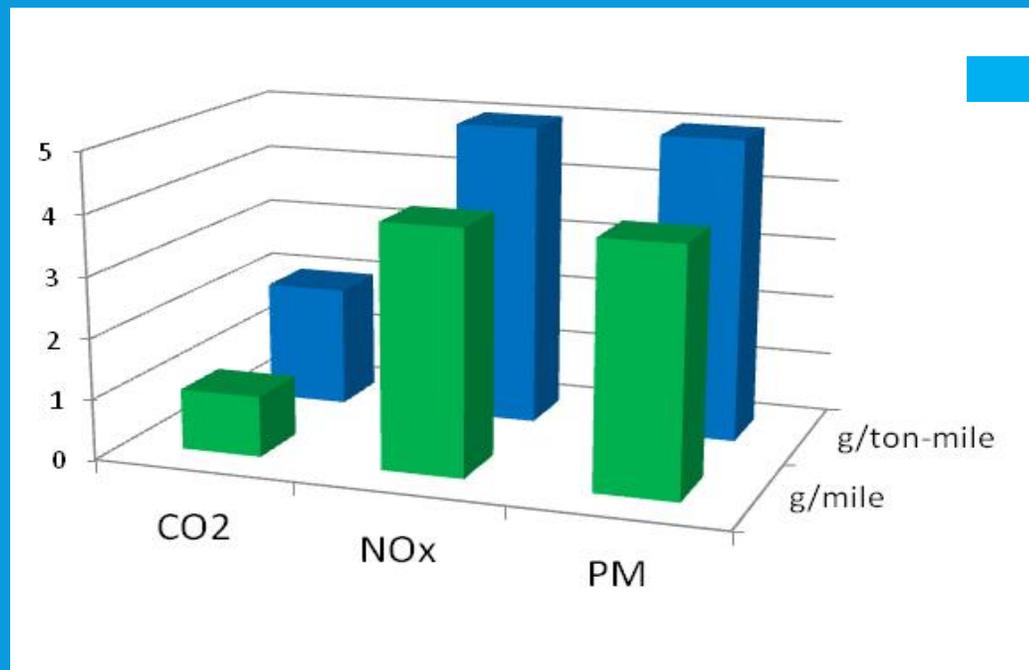


CARRIER DATA USED TO DETERMINE PERFORMANCE

- Short haul vs. long haul
- Fuel types and gallons consumed
- Model year and truck class
- Miles (revenue and empty)
- Average payload (tons)
- Average volume (cubic feet)
- Percent capacity utilization
- Typical speed (estimated percent of VMT)
- Average annual idle hours per truck

SMARTWAY CARRIER BENCHMARKING

- 15 Truck Carrier Categories
 - TL, LTL, Refrigerated, Tanker, etc.
- Barge, Rail, Air, Multimodal, Logistics
- 6 Emission Factors
 - 2 metrics x 3 pollutants



Quintile Rankings

Illustration: Truckload
CO₂ g/mile)

Top 20% TL Dry Vans 600-1600 g/mile	• 1550 g/mile
Second 20% TL Dry Vans 1600-1700 g/mile	• 1650 g/mile
Middle 20% TL Dry Vans 1700-1800 g/mile	• 1750 g/mile
Fourth 20% TL Dry Vans 1800-1900 g/mile	• 1850 g/mile
Bottom 20% TL Dry Vans 1900-3600 g/mile	• 1950 g/mile

Save Fuel, Money and the Environment with a SmartWay Truck



A SmartWay tractor and trailer annually save 2,000 to 4,000 gallons of fuel and reduce CO₂ emissions by up to 20% as compared to similar trucks on the road. Learn more at www.epa.gov/smartway

PARTNER RECOGNITION

SmartWay Excellence Awards




SmartWay Transport Partnership
U.S. ENVIRONMENTAL PROTECTION AGENCY

2009 SmartWay Excellence Award

American Trucking Associations
Best Buy Co., Inc.
Bison Transport Inc.
C.F. England, Inc.
Covacade Sierra Solutions
Catalon Trucking Services Inc.
Challenger Motor Freight Inc.
Covenant Transport, Inc.
Georgia-Pacific Consumer Products LP
Gordon Trucking Inc.
Hub Group, Inc.
J.Cheney Co.
J.B. Hunt Transport Services, Inc.
Kinross-Clark Corporation
Knight Transportation, Inc.
Kohl's Department Stores
Kroff Foods Global, Inc.
Limited Brands, Inc.
Lowe's Companies Inc.
LTJ Trucking Services, Inc.
MacKinnon Transport Inc.
Mentia Worldwide Logistics
Nevada Valley Transportation
PepsiCo, Inc.
Quint/Crosshairs, Inc.
Rohrer Transport, Inc.
Schneider National, Inc.
Sharp Electronics Corporation
Starr Koch & Sons Trucking
Statens Logistics Services, Inc.
Stonyfield Farm, Inc.
Swift Transportation Co.
The Home Depot
Transplace
UPS
USG Corporation
U.S. Xpress Enterprises, Inc./Xpress Global Systems

*Transporting the SmartWay has its rewards.
Congratulations to the 2009 SmartWay Excellence Award winners.*

The U.S. EPA's annual SmartWay Excellence Award recognizes these partners for their environmental excellence, recruiting effectiveness, promotional efforts, innovation and creativity.



SmartWay Transport Partnership is an innovative collaboration between the U.S. Environmental Protection Agency and the freight industry designed to increase energy efficiency while significantly reducing greenhouse gases and air pollution.

www.epa.gov/smartway

PARTNER SPOTLIGHTS



SmartWay Helps Tyson Foods Drive Out Miles Tackle Greenhouse Gas Emissions



SmartWay Helps Lead Kimberly-Clark to Greater Efficiencies and Reduced Transportation Costs

September 2012

Company Profile



Tyson Foods, Inc., Springdale, Arkansas, is one of the world's largest processors and marketers of chicken, beef and pork, the second largest food production company in the Fortune 500 and a member of the S&P 500. Tyson produces a wide variety of protein-based and prepared food products, serving customers throughout the United States and in more than 100 countries. Tyson employs approximately 115,000 team members at more

Company Message

"We're serious about our responsibility to the environment, so we joined the SmartWay Transport Partnership. The framework enabled us to evaluate, measure and reduce the environmental transportation operations in a more comprehensive and specific way. SmartWay has helped us reduce fuel usage and emissions, and improve our operational efficiency."

- Kevin J. Igli, SVP and Chief E

Why Tyson Foods joined SmartWay

Tyson Foods has been a long time supporter of SmartWay's transportation sustainability, and joined the partnership almost immediately after EPA launched it in 2004. Upon joining the company goal was to use SmartWay's tools to accurately measure carbon from its transportation activities and make that data available corporate-wide carbon inventory.

Company Profile



Kimberly-Clark

Kimberly-Clark Corporation is a global health and hygiene leader serving 1.3 billion consumers in more than 80 countries featuring such global brands as Huggies, Kleenex, Scott, Kotex, Pull-Ups and Depend. In the U.S., Kimberly-Clark contracts with a base of roughly 100 carriers - including its "Core 7," a group of seven large truck carriers that move about 80 percent of the company's product by volume via intermodal, over the road, LTL and package truckloads.

Company Message

"At Kimberly-Clark, we see SmartWay as both good environmental policy and good business. The transportation strategies that SmartWay recommends are saving us fuel, lessening our carbon footprint, and making a big difference in bringing us closer to our sustainability goals." - Stelios Chrysandreas, Transportation Manager

Why Kimberly-Clark joined SmartWay

Kimberly-Clark is committed to sustainability in all areas of its business, including the delivery of its products. Joining SmartWay presented K-C's Corporate Transportation team with a great opportunity to more actively engage and expand its role in the company's sustainability plans.

Upon joining SmartWay in 2006, K-C's most immediate objectives were to improve communications and gain efficiencies among the fleets it hires.

SmartWay Focus

Through SmartWay and supporting sustainability practices K-C adopted several programs that are effectively increasing intermodal usage, reducing length of haul, total miles, empty miles, as well as wait time and idling at shipping and receiving docks.



Penske Logistics

The SmartWay to Logistics Management



Company Profile

Penske Logistics is a wholly owned subsidiary of Penske Truck Leasing. With operations in North America, South America, Europe and Asia, Penske Logistics provides supply chain management and logistics services to major industrial and consumer companies throughout the world. Penske Logistics delivers value through design, planning and execution in transportation, warehousing, and international freight forwarding and air carrier management.

Point of Contact:
Andrew Gullon
Vice President
Energy & Telecommunications

Company Message

"We're currently working to optimize our fleet as it relates to responsible sustainable practices, which includes the reduction of fuel consumption and lowering emissions. The SmartWay program has provided us with the necessary strategies to accomplish this."

- Marc Altman, President, Penske Logistics

Why Penske Logistics joined SmartWay

Penske has always partnered with companies to create supply chain management solutions, so it made perfect sense to partner with EPA SmartWay. The collaboration between industry and government offers tremendous value. In addition, SmartWay's second generation tools have allowed Penske Logistics the opportunity to assess its freight operations and to improve efficiency.



ABOUT SMARTWAY REGISTERED PARTNERS

- Since 2004, over 3,000 companies have become SmartWay-registered
 - top 100 U.S. truck carriers
 - all Class 1 rail lines
 - Fortune 500 shippers from key economic sectors
 - major logistics firms
 - recently added: barge and air cargo carriers
- Partners gain access to individual partner account manager, best practices, forums and events, education and outreach, technical assistance

WHAT SMARTWAY PARTNERS HAVE ACHIEVED SO FAR

- In 11 years, cut 72 MMT CO₂, 1.4 M tons NO_x, 59,000 tons PM
 - saving businesses and communities nearly \$25 billion in fuel costs
- Conserved 170 million barrels oil
 - equivalent to
 - taking 15 million cars off the road for an entire year
 - eliminating annual energy use in over 6 million homes

FOR MORE INFORMATION

- WEBSITE-- www.epa.gov/smartway
- TO LEARN HOW TO REGISTER:
<https://www.epa.gov/smartway/become-smartway-carrier-partner>
- EMAIL--smartway_transport@epa.gov
- PHONE-- SmartWay Helpline:734-214-4767