



Strut Your SmartWay Stuff

September 7, 2016

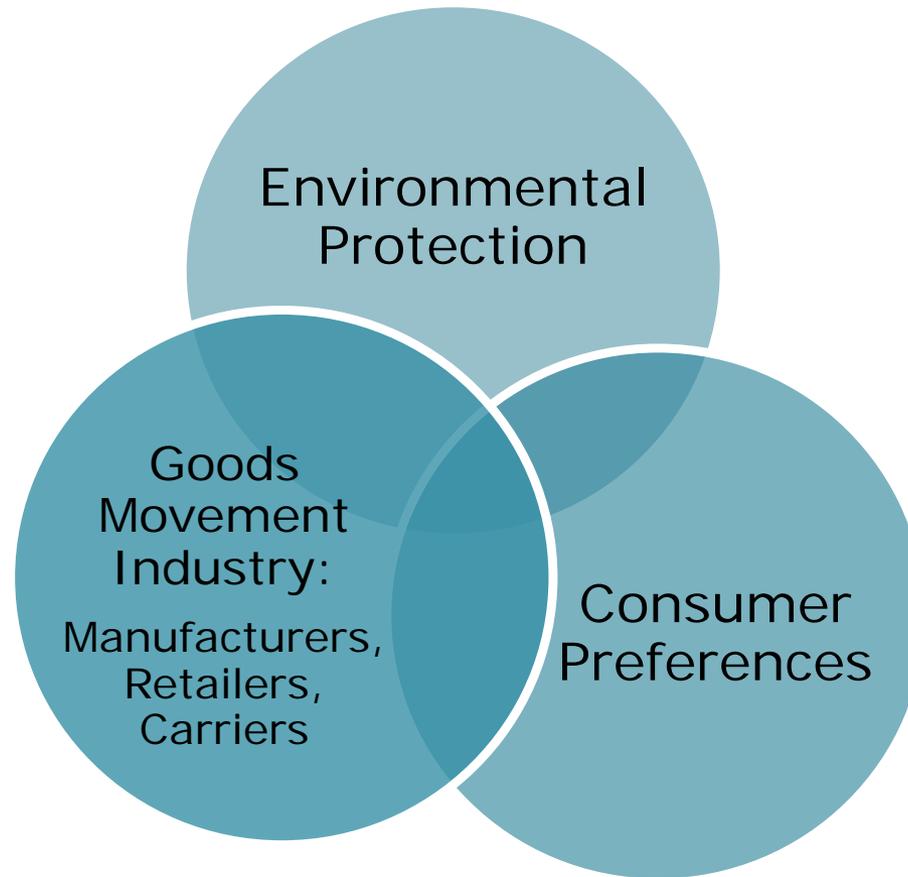




Discussion Agenda

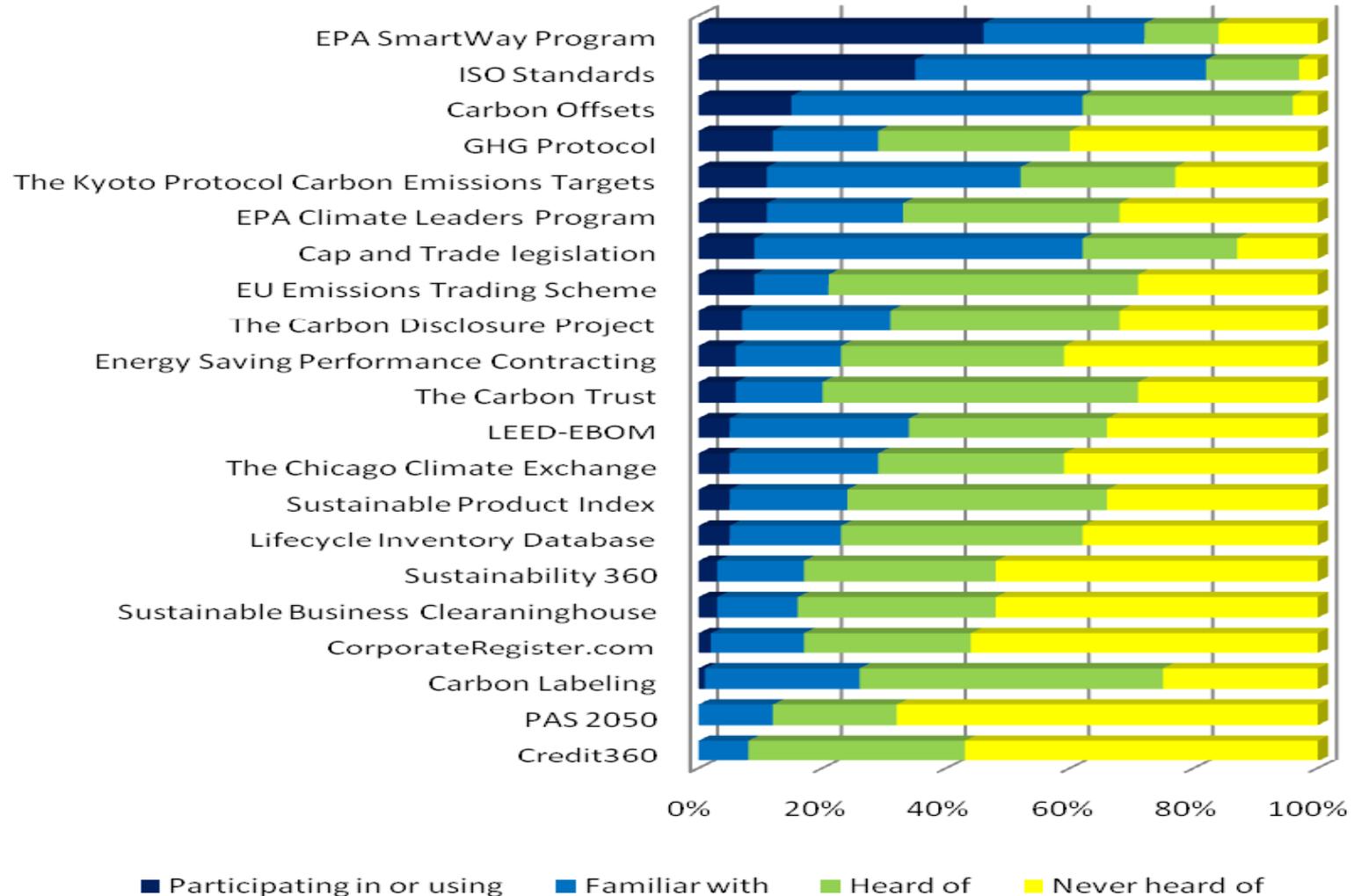
- SmartWay Brand market research results
- Program successes
- Share your participation as a Partner
- Partner logo use
- SmartWay Tractor & Trailer logo use
- SmartWay promotional resources
- SmartWay publicity resources

Freight Efficiency “Brand” Success: Builds upon intersection of interest



SmartWay Brand Market Research: Industry

3PL Awareness of Green Programs



SmartWay Brand Market Research: Consumer

- There is a high level of concern about air pollution among consumers
- Consumers feel that freight transportation emissions contribute significantly to air pollution
- Perceived awareness of the SmartWay logo is high
 - The logo seems to convey positive messages about the environment
- Familiarity with SmartWay is relatively high among select consumer segments
 - Those with children and those who spend over 18 hours in traffic weekly
- SmartWay participation can have a positive effect on likely product purchase

SmartWay Brand “Accomplishments”

- **26% +** Public awareness
- **50%** of consumers surveyed stated that they would probably favor products in the SmartWay program
- **55%** of consumers surveyed stated that the logo conveyed positive messages about the environment
- **224** SmartWay partners reported owning or operating SmartWay Designated tractors and trailers



SmartWay Program Results

Since 2004, SmartWay Partners have achieved the following:

- Saved **\$24.9 billion** in fuel costs.
- Eliminated **170.3 million barrels of oil**—the equivalent of eliminating annual energy use in **over 6 million homes**.
- Reduced carbon dioxide (CO₂) emissions by **72.8 million metric tons**.
- Reduced nitrogen oxide (NO_x) emissions by **1,458,000 tons**.
- Reduced particulate matter (PM) emissions by **59,000 tons**.

Strut Your SmartWay Stuff: Share Your SmartWay Participation

- Explain Why Freight Sustainability Matters
- Make Freight Relatable
- Share Specific Examples
- SmartWay Partner Registration Document
- SmartWay Partnership Press Release
 - A sample press release is available in the SmartWay Portal.
- Learn more about SmartWay logo use
- Promote the SmartWay Brand with Partner Logo
 - Published articles
 - Broadcast news stories
 - Videos
 - Websites and mobile applications
 - Brochures, fliers, posters, and signage
 - Presentations and briefings
 - Social media content
 - Collateral/giveaway items (e.g., cups, backpacks, shirts)
 - Stationary (e.g., letterhead, business cards)
 - Email signature block

www.epa.gov/smartway/share-your-participation-smartway-best-practices

Strut Your SmartWay Stuff



Talk Talk Talk Talk Talk Talk Talk Talk

- Reference Your SmartWay Partner Status often
- Partner List is on the SmartWay web
www.epa.gov/smartway/smartway-partner-list
- Use the following terms to reference Partner status:
 - “SmartWay listed”
 - “SmartWay registered”
 - “SmartWay enrolled”
- Refrain from saying your company is SmartWay Partner “certified”
- Tout your participation in SmartWay – publically state that you are SmartWay Registered
 - Enhance your company image
 - Let shareholders, customers, know that you are a responsible environmental steward
 - Distinguish your company from competitors

Strut Your SmartWay Stuff: Promotional Resources

Proud Member



SmartWay[®]
Transport Partnership
U.S. ENVIRONMENTAL PROTECTION AGENCY

Money, and the Environment



Strut your SmartWay Stuff: Public Service Ads



TO REDUCE THIS ...

AND SAVE THIS ...

Partner with SmartWay®

SmartWay Transport Partnership is the smarter way to ship goods. With enhanced tools and user-friendly reporting systems, the SmartWay program can help your company put its best foot forward to reduce its carbon footprint, improve its bottom line, and better manage its global freight supply chain. This innovative public-private collaboration helps your company increase operational efficiency, incorporate sustainability, and gain a competitive edge. Drive over to epa.gov/smartway to learn more.

SmartWay®
Transport Partnership
U.S. ENVIRONMENTAL PROTECTION AGENCY

Any way you ship it, move it the SmartWay.

The UnSmart Way. Keep on doing what you're doing.

SmartWay. If you ship food or beverages, join the SmartWay® Transport Partnership. It gives you

The UnSmart Way. Keep on doing what you're doing.

SmartWay. If you're a retailer, join the SmartWay® Transport Partnership. It gives you user-friendly

The UnSmart Way. Keep on doing what you're doing.

SmartWay. If you're a retailer, join the SmartWay® Transport Partnership. It gives you user-friendly tools and streamlined reporting systems to help you increase operational efficiency. So for everything you ship the SmartWay, you improve your bottom line, gain a competitive edge and better manage your global freight supply chain. And by incorporating sustainability and reducing your carbon footprint, you put your best foot forward: you're seen as an even better corporate citizen. More than 3,000 companies have already joined SmartWay. It's an innovative public-private collaboration that benefits everyone. Now that's smart.



To learn more, scan this  or drive over to: epa.gov/smartway/forshippers

SmartWay®
Transport Partnership
U.S. ENVIRONMENTAL PROTECTION AGENCY

Any way you ship it, move it the SmartWay.

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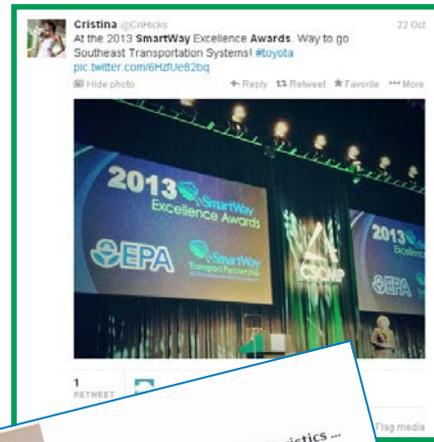


Strut Your SmartWay Stuff: Anyway you ship it, Move it the SmartWay



Strut Your SmartWay Stuff: EPA Offers Publicity Templates

- Social media
- Press release for new partners
- Excellence Award
- Affiliate Challenge Honorees



SmartWay Brand Marks/Logos



Strut Your SmartWay Stuff: Partner Logo Use

- Indicates status as a SmartWay Partner
- Recognized mark of excellence in supply chain operations



Strut Your SmartWay Stuff: Partner Logo Use Suggestions

Correct Placement

- Advertising
- Apparel (hats, t-shirts, uniforms)
- Briefings and presentations
- Business cards
- Company web site
- Company e-mail signatures
- Educational materials
- Letterhead and stationery
- Posters, internal signage
- Promotional items, Brochures
- Spec sheets

Incorrect Placement

- Trailers
- Tractors
- Passenger Cars
- Any individual technology that is part of, or attached to a tractor, trailer or other vehicle

Strut Your SmartWay Stuff: Examples of Partner Logo Use



Partner Logo Request Process

- Review Brand Guidelines
 - <https://nepis.epa.gov/Exe/ZyPDF.cgi?Dockkey=P100efpq.pdf>
- Access the SmartWay Partner Portal
 - <http://app6.erg.com/smartwayweb/portal/login.cfm>
- Partners in “good standing” can download the logo files
- Contact SmartWay Brand Manager via program Helpline regarding any questions or problems with the digital logo files:
 - 734-214-4767
 - smartway_transport@epa.gov

EPA SmartWay Designation Mark



SmartWay Tractor Specifications

Component	Specifications
Engine	<ul style="list-style-type: none"> Current model year engine designated to meet U.S. EPA NOx/PM/GHG emission requirements (meaning that the engine's model year should match the vehicle's model year. So a 2015 tractor should have a 2015 engine.)
Aerodynamics	<ul style="list-style-type: none"> Integrated sleeper cab roof fairing Aerodynamic mirrors Aerodynamic bumper Tractor Gap Reducers (also called Cab side extenders) Fuel tank fairings
Tires	<ul style="list-style-type: none"> Low-rolling resistance steer and drive tires (duals or singles aluminum wheels optional)
Idle Reduction	<p>At least one of the following no-idle to provide at least eight hours of idle-free auxiliary power, heat, and/or air conditioning:</p> <ul style="list-style-type: none"> Auxiliary power unit or generator set Fuel operated heater Battery air conditioning system Thermal Storage System

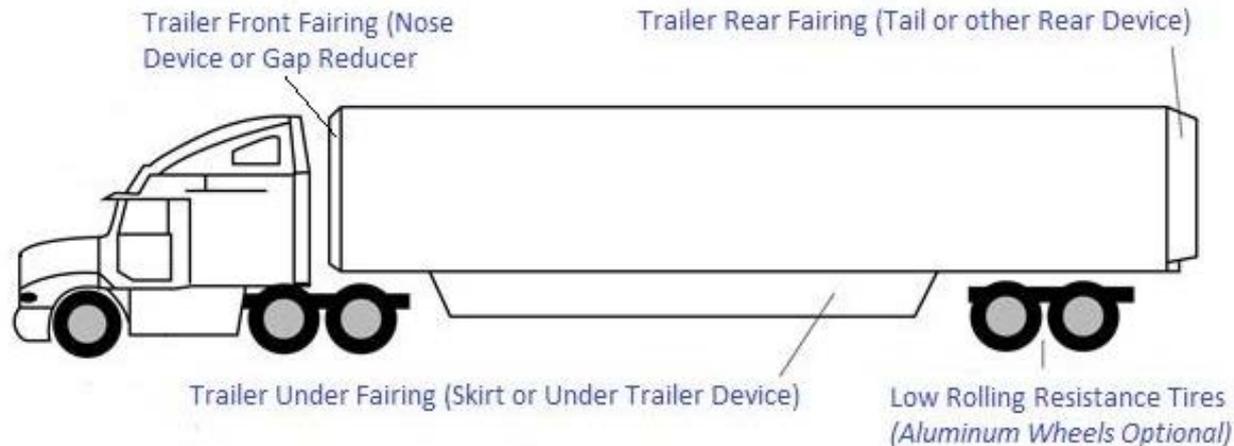


www.epa.gov/verified-diesel-tech/smartway-designated-tractors-and-trailers#tab-2

SmartWay Trailer Specifications

	SmartWay Trailer	SmartWay <i>Elite</i> Trailer
Tires	Verified Low Rolling Resistance Tires (1% fuel savings)	
Aerodynamic Devices	One or more devices (at least 5% fuel savings)	Combination of two or more devices (at least 9% fuel savings)
Total Fuel Savings	6% or more	10% or more

SmartWay Designated Trailer with Aerodynamic and Tire Components:



www.epa.gov/verified-diesel-tech/smartway-designated-tractors-and-trailers#tab-1

SmartWay Tractor and Trailer Logos: Access



- Tractors and/or Trailers that meet the SmartWay specifications
- Any company that:
 - Owns
 - Operates
 - Purchases
 - Leases
- Obtains SmartWay Brand Manager approval

Strut Your SmartWay Stuff: Tractor/ Trailer Logo Use Examples



Tractor Logo & Trailer Logo Request Process

- Review tractor & trailer specs
 - <https://www.epa.gov/verified-diesel-tech/smartway-designated-tractors-and-trailers#tab-2>
- Complete Equipment Checklist
 - <https://www.epa.gov/sites/production/files/2016-06/documents/smartway-equipment-checklist.pdf>
- Review Brand Guidelines
 - <https://nepis.epa.gov/Exe/ZyPDF.cgi?Dockkey=P100efpq.pdf>
- Complete & sign Mark Signature Page
 - Page 33 of Brand Guidelines
- Fax or email to Brand Manager:
 - 734-214-4052
 - smartway_transport@epa.gov

For more information:

www.epa.gov/smartway

smartway_transport@epa.gov

SmartWay Helpline

734-214-4767

