Targeted Messages for Freight Transportation and Supply Chain Executives

Here are some messages that directly address the goals, challenges, and priorities of your organization’s freight transportation and supply chain departments.

### Our organization is already committed to efficient freight transportation:

* We are already looking for ways to cut waste, costs, and inefficiency from our freight supply chain.
* Lean operations/waste reduction is part of our core business strategy.
* Our transportation efficiency work produces environmental benefits.

### However, there are some challenges we need to consider:

* Our stakeholders evaluate our organization on more than financial metrics—sustainability and social responsibility matter.
* Our stakeholders and stockholders want more accountability of social responsibility metrics, including environmental issues.
* We have initiatives to address some aspects of environmental sustainability, but we do not include freight in our current analysis.

### There are ways we can connect our efficiency work to environmental sustainability:

* We can align our work with overarching corporate strategies and goals
* Our freight efficiency strategies support our sustainability goals and help us with environmental disclosure.
* We already collect the essential data to track our freight environmental footprint.
* Collaborating and partnering with carriers to employ tactics, strategies and best practices to reduce their fuel consumption can help us reduce fuel surcharges
* EPA’s SmartWay program is a voluntary partnership that helps us:
	+ Generate environmental data with industry standard methods using EPA emission factors.
	+ Produce consistent and comparable metrics for freight emissions across all industry sectors.
	+ Collaborate with our freight carriers and establish shared efficiency goals
	+ Integrate SmartWay environmental data directly into our sustainability, and CSR reports.

### We are at risk If we do not address freight sustainability:

* Not looking at freight from an environmental sustainability perspective as part of our planning creates risk in our supply chain.
* If we do not address sustainability, we are missing an opportunity to be leaders in our industry.
* Waiting too long to connect freight sustainability and efficiency will leave us behind the curve—creating a competitive disadvantage and increasing our financial risk.