

Affiliates: Let's Talk!



Affiliate National Conversation: Freight Sustainability Awareness

Patrice Thornton and Kathleen A. Martz
Regional Representatives: Abby Swaine(R1), Alison Riley (R3)
and Alan Powell (R4)

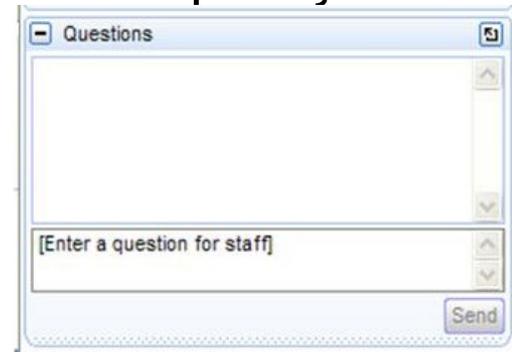


October 16, 2019

Housekeeping

 Attendees phone lines are muted to preserve audio quality.

 Submit a question via the Questions box on your GoTo control panel.



 After the presentation, as time permits, our EPA presenters will answer questions submitted via the Questions box.

 Please complete the survey at the end of today's webinar. Your feedback is important to us!

SmartWay home page

EPA.gov/SmartWay



- [Overview of SmartWay](#)
- [Why Freight Matters](#)
- [How SmartWay Advances Sustainable Transportation Supply Chains](#)
- [Sustainability Accounting & Reporting](#)
- [SmartWay Program Successes](#)
- [Trends, Indicators & Partner Statistics \(TIPS\)](#)

Meet our Partners & Affiliates



- [How to Participate in SmartWay](#)
- [How the SmartWay Partnership Works](#)
- Become a SmartWay:
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 - [Logistics Company](#)
 - [Carrier](#)
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- [Tools & Resources for Partners & Affiliates](#)

Use the SmartWay Brand



Upcoming Webinars & Events

- **October 16, 2019- Education Webinar: National Affiliate Conversation: Let's talk!**
- **October 17, 2019- Tool Demo: SmartWay Shipper Tool Demonstration**

[View Scheduled Webinars and Past Webinar Recordings](#)



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SmartWay Webinars & Events

EPA hosts **free webinars** to help you learn how to get the most out of the SmartWay Program.



View SmartWay Webinars

Upcoming Webinars

Past Webinars 

Past Webinars: Descriptions, links to webinar recordings, and presentation slides for past webinars are listed below.

[Event Type Legend](#)

Type	Event Name
Freight Matters Webinars	The "Green Supply Chain": A critical assessment of a multimodal, multinational freight supply chain of a Fortune 50 retailer
Tool Demo Webinar	2018 SmartWay Shipper Tool Webinar

www.epa.gov/smartway/smartway-webinars-events#smartway-webinars-past



Patrice Thornton

Patrice Thornton has worked for EPA since 1992 in what is now OTAQ's Transportation and Climate Division. Based in Ann Arbor, Michigan at the National Vehicle and Fuel Emissions Laboratory, Patrice is part of the SmartWay Transport Partnership program, where she manages the SmartWay Affiliate Program and leads the Shipper Engagement Initiative in the Program Development and Management Team.

Patrice holds a BA from Wayne State University in Detroit, MI

Patrice enjoys her job but has always believed that you work to live, not live to work!



Kathleen A. Martz

Kathleen is an Environmental Protection Specialist currently serving as National Regions Manager and Affiliate Program Co-Manager on SmartWay's Product Development and Implementation Team. Kathleen initiated SmartWay's expansion into Canada and contributed to the program's data quality protocols.

Prior to joining EPA, Kathleen held a number of positions with companies in industry, including a major supplier to the heavy-duty industrial sector.

Kathleen is based in Ann Arbor, Michigan at EPA's National Vehicle and Fuel Emissions Lab.

Please welcome...



Marcia Kinter



- Vice President and Director, Government Affairs at Specialty Graphic Imaging Association (SGIA)



Huong Duong



- Air Quality Planner at North Central Texas Council of Governments (NCTCOG)



Abby Swaine, SmartWay Representative Region 1



Alison Riley, SmartWay Representative Region 3



Alan Powell, Smartway Representative Region 4

Today's Agenda



 Affiliate Program

 What is a SmartWay Affiliate?

- There's value in being an Affiliate
- When Affiliates fulfill their commitments, they grow the SmartWay Program

 Marketing Resources

 Let's Talk

Value for SmartWay Affiliates



As an Affiliate, you'll receive:

- Brand recognition
- Proven strategies
- Best-in-class education
- Access to materials
- Public recognition

A graphic for the SmartWay Affiliate Program. It features a green background with a yellow wavy line. On the right, there is a small SmartWay logo with the text "Proud Supporter of SmartWay®". Below this, the text "Supporting Sustainable Freight Transportation:" is written in large blue letters, followed by "The SmartWay Affiliate Program" in green. At the bottom, there is a small line of text: "Are you committed to helping freight shippers, carriers, and logistics companies improve fuel efficiency, reduce emissions, and save money? The SmartWay Affiliate Program is for you."/>

**Supporting Sustainable
Freight Transportation:**
The SmartWay Affiliate Program

Are you committed to helping freight shippers, carriers, and logistics companies improve fuel efficiency, reduce emissions, and save money? The SmartWay Affiliate Program is for you.

Fulfilling Commitments Growing SmartWay



- 🌱 Link your website to SmartWay's website
- 🌱 Feature the SmartWay Affiliate logo
- 🌱 Host webinars
- 🌱 Place ads in your newsletters and or in local papers
- 🌱 Present information about sustainable freight transportation at meetings and conferences
- 🌱 Talk with your members, business leaders, stakeholders about the benefits of SmartWay and sustainable freight transportation



What Resources are Available?



-  Marketing Statements
-  Public Service Announcements
-  Shipper In-Reach Kit
-  SmartWay for Shippers Brochure and Infographic
-  Past Webinars
-  Electronic Newsletters
-  Affiliate Calendar
-  Monthly Social Media

Marketing Statements



<https://www.epa.gov/smartway/become-smartway-shipper-partner>

Looking to boost your retail value chain? SmartWay makes "sustainable" more obtainable.

1. WHAT IS SMARTWAY?

SmartWay is an EPA voluntary partnership that helps companies improve freight transportation efficiency throughout their supply chains - to move more ton-miles of freight with lower emissions and less energy, and at a lower cost. Over 3,200 shippers, logistics companies, truck, rail, barge, multimodal carriers and organizations including many Fortune 500 companies have registered with SmartWay since 2004.

2. WHY IS FREIGHT TRANSPORTATION EFFICIENCY IMPORTANT?

In the U.S., freight transport accounts for over 8% percent of transport greenhouse gas emissions. SmartWay makes it one of the largest carbon footprint contributors. Freight is the fastest growing source of transport emissions in the U.S. and globally - and trucking activity is the largest contributor.

3. HOW DOES SMARTWAY WORK?

SmartWay gives its Partners an integrated set of EPA-led tools to make informed transportation choices. These tools help companies measure, benchmark and report carbon emissions, and improve freight efficiency and environmental performance across their supply chain.

4. WHY DO RETAIL COMPANIES REGISTER WITH SMARTWAY?

Retail companies are increasingly concerned with addressing their Scope 3 carbon emissions from transportation. SmartWay gives these companies the high-quality data they need for Carbon Disclosure Project (CDP) and Global Reporting Initiative (GRI) requirements. Participation in SmartWay also gives Partners a competitive edge and enhances their corporate image.

5. WHAT RESULTS HAVE SMARTWAY PARTNERS ACHIEVED?

Since 2004, SmartWay Partners have eliminated 333 million tons of harmful air pollutants. They've saved 348 million barrels of oil and \$3.2 billion in fuel costs. This is equivalent to eliminating annual energy use over 18 million homes.



6. HOW DO SMARTWAY RETAIL PARTNERS MAKE A DIFFERENCE FOR CUSTOMERS AND STAKEHOLDERS?

SmartWay registration demonstrates a public commitment to corporate social responsibility and sustainable business practices. Registered SmartWay retail partners like Nordstrom, Saks Fifth Avenue, and L'Oréal show customers, clients and investors that they are mitigating risk, reducing their carbon footprint and taking responsibility for emissions associated with moving goods.

7. HOW DO RETAIL COMPANIES BENEFIT FROM REGISTERING WITH SMARTWAY?

SmartWay Partners are part of an alliance that includes Canada and a global network of Green Freight programs. Partners can network with their peers to share best practices and success stories, and participate in industry forums and recognition ceremonies to showcase their achievements.

8. HOW CAN MY RETAIL COMPANY REGISTER WITH SMARTWAY?

It's easy. Simply enter your freight activity data in a free, downloadable tracking and assessment tool, and submit it to EPA. Registration is renewed annually. [VISIT EPA.GOV/SMARTWAY TO LEARN MORE.](https://www.epa.gov/smartway)

[VISIT EPA.GOV/SMARTWAY TO LEARN MORE.](https://www.epa.gov/smartway)

EPA-480-F-10-012 (February 2012) | SmartWay Transport Partnership | [epa.gov/smartway](https://www.epa.gov/smartway)

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Do you ship consumer products? SmartWay delivers the goods with great efficiency.

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Do you ship food and beverages? Here's food for thought on how to save energy and money.

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4. WHY DO FOOD AND BEVERAGE COMPANIES REGISTER WITH SMARTWAY?

Food and beverage companies are increasingly concerned with addressing their Scope 3 carbon emissions from transportation. SmartWay gives these companies the high-quality data they need for Carbon Disclosure Project (CDP) and Global Reporting Initiative (GRI) requirements. Participation in SmartWay also gives Partners a competitive edge and enhances their corporate image.

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There are many ways to ship automobiles and automotive parts. This is the smartest way.

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6. HOW DO SMARTWAY AUTOMOTIVE PARTNERS MAKE A DIFFERENCE FOR CUSTOMERS AND STAKEHOLDERS?

SmartWay registration demonstrates a public commitment to corporate social responsibility and sustainable business practices. Registered SmartWay automotive partners like Ford and GM show customers, clients and investors that they are mitigating risk, reducing their carbon footprint and taking responsibility for emissions associated with moving goods.

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Public Service Announcements (PSAs)



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/



Any way you ship it, move it the SmartWay.



TO REDUCE THIS ...

AND SAVE THIS ...

 **PARTNER WITH SMARTWAY**

www.epa.gov/smartway



Reflects Well.
(And helps keep the air clean, too.)

Let's face it, anytime your fleet can boost fuel efficiency by 10% to 20%, it reflects well on you and your bottom line. U.S. EPA certified SmartWay® Tractors and Trailers allow you to do just that. You can also display the SmartWay certification mark, a symbol of environmental distinction, which also reflects well on you. The SmartWay leaf indicates to both industry and the public that you operate the cleanest and most efficient trucks and equipment available today.

To learn more, visit www.epa.gov/smartway.

Shipper In-Reach Kit



<https://www.epa.gov/smartway/launching-successful-freight-sustainability-strategy>

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Launching a Successful Freight Sustainability Strategy

As a Shipper, you know freight efficiency is important to your organization's business and sustainability goals. Yet, you know you cannot do it alone— you have to get buy-in and support within your organization to succeed.

This guide will help you educate your colleagues and leadership team about developing or improving a freight sustainability strategy, and the tips, templates, and resources provided will help you get the support and commitment from your team.

Click on titles below to view each step.

- Step 1: Do Your Research** +
- Step 2: Assess your Organization** +
- Step 3: Find your Allies** +
- Step 4: Craft your Business Case(s)** +
- Step 5: Share your Business Case(s)** +
- Step 6: Implement your Plan** +

Resources for SmartWay Shipper Candidates

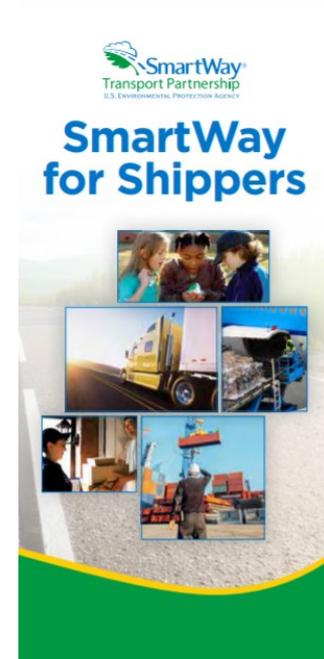
- [Candidate Resources](#)
- [Benefits](#)
- [Brochure](#)
- [Video](#)

SmartWay for Shippers Brochure

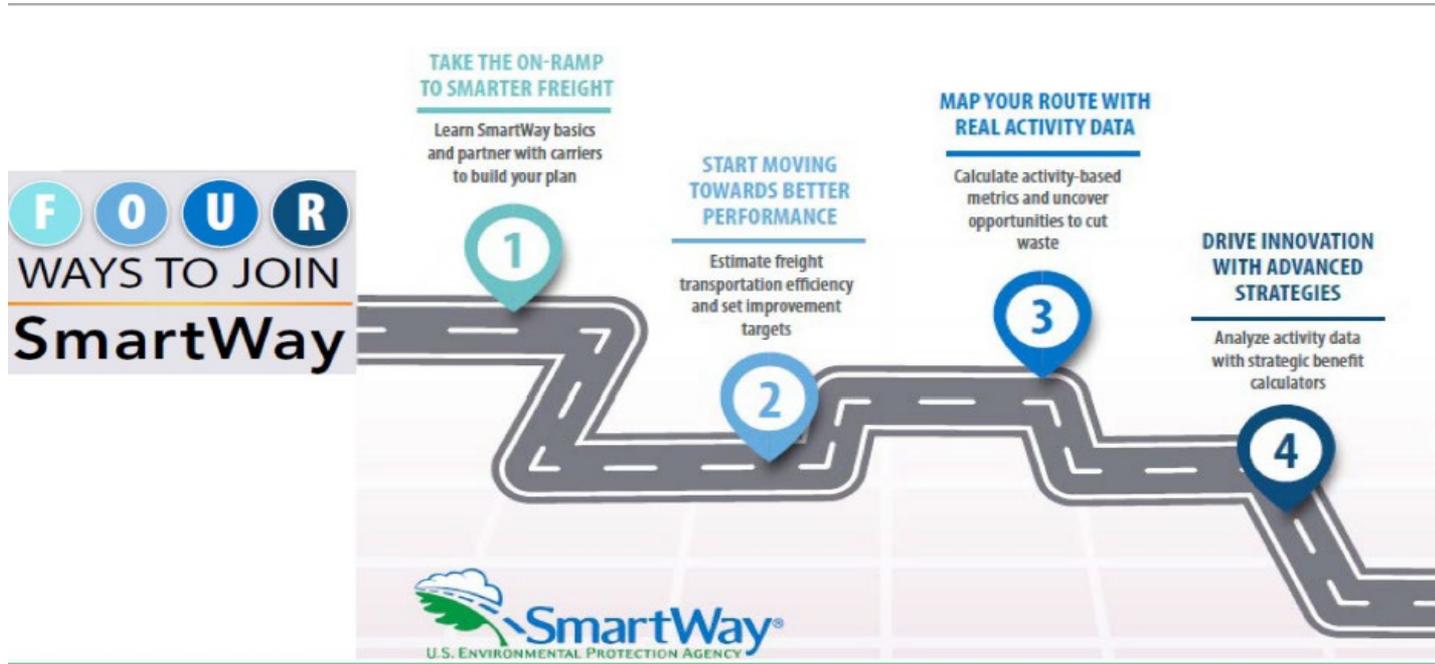


 <https://www.epa.gov/smartway/become-smartway-shipper-partner>

 This brochure describes the various ways a shipper can participate in SmartWay



4 Ways to Join SmartWay



Past Webinars



- Attention All Truck Fleets: Hear the Latest on the SmartWay Designated Specification for Day Cabs
- SmartWay Shippers: Where Do You Find Your Freight Activity Data?
- Learn What It Means to be a Shipper of Choice
- The Value and Benefits of Partnering with SmartWay

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

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Electronic Newsletters



**Take Action
Tuesday!**

October: Recognition—SmartWay Excellence Awards

The annual SmartWay Excellence Award honors SmartWay Partners for their superior efforts to reduce freight emissions. Partners will be recognized October 7th at the American Trucking Associations Annual Management Conference in San Diego, California. Take the time to recognize these achievements!

- **Congratulate your members** who are award recipients at upcoming meetings and or feature the awardees on your website, in a press release, blog or newsletter. Visit: <https://www.epa.gov/smartway/smartway-excellence-awardees> on October 7th for the full list of award recipients. And, on that same page:

- Link to the 2019 Excellence Awards Congratulatory Video
- Link to the 2019 Excellence Award Leadership Highlights document and discover how SmartWay Excellence Award recipients implemented freight efficiency and environmental best practices that garnered top performance for their companies:

<https://nepis.epa.gov/Exe/ZyPDF.cgi?Dockey=P100VMKH.pdf>

U.S. ENVIRONMENTAL PROTECTION AGENCY

October 2019 SmartWay e-update

News for EPA SmartWay Partners and Stakeholders



SmartWay Partner H.O. Wolding First to Secure SmartWay Designation for Day Cabs!

H.O. Wolding, a proud SmartWay Partner for 15 years, is the first partner to seek and achieve the SmartWay designation for its day cab tractors. H.O. Wolding's entire fleet of 300 tractors and almost 1000 trailers is now 100% SmartWay-designated!

SmartWay-designated tractors (sleeper and day cab) and trailers are the most fuel-efficient models commercially available, achieving fuel savings of about 15-20% when used in combination over standard models. SmartWay designated tractors and trailers also are cleaner and emit fewer emissions.

H.O. Wolding is a high-performing SmartWay carrier, recognized for its clean fleet and sustainability achievements. Day cabs became eligible for the SmartWay designation in August 2019. H.O. Wolding applied immediately and received the designation for the day cabs in its fleet in September. For more information on the benefits and specifications for securing the SmartWay designation for the tractors and trailers in your fleet visit www.epa.gov/smartway.



Follow the Fleets . . .

On Monday, October 7, the North American Council for Freight Efficiency (NACFE), a SmartWay affiliate, kicks off **Run on Less Regional**, a three-week fuel efficiency road show focusing on drivers and their trucks that operate up to 300 miles from base.

Affiliate Calendar and Social Media



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Editorial Calendar

Fall 2019: Resources for Your Members



Share these SmartWay resources and ideas with your members in newsletters, on websites, and in social media.



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Congratulations to the 2019 EPA SmartWay Excellence Awardees!

SmartWay U.S. Environmental Protection Agency

epa.gov/smartway

Thank you for keeping our economy rolling

SmartWay U.S. Environmental Protection Agency

epa.gov/smartway

Question 1



-  How does your organization raise awareness of freight sustainability?
- Have you used any of the resources discussed in the previous slides?
 - Tell us about some of the resources you have used.

Question 2



-  Are there any communication mediums that you think are more effective? Why?
- Print?
 - On line?
 - Social media?
 - Face to face?

Question 3



-  What challenge(s) do you face in implementing SmartWay in your community, if any?
- What would be needed to further incentivize your stakeholders to be more involved in SmartWay?

Questions and Open Discussion



Thank You !



SmartWay website: <https://www.epa.gov/smartway>
SmartWay Hotline: 734-214-4767

SmartWay email: smartway_transport@epa.gov

