

# Webinar Presentation

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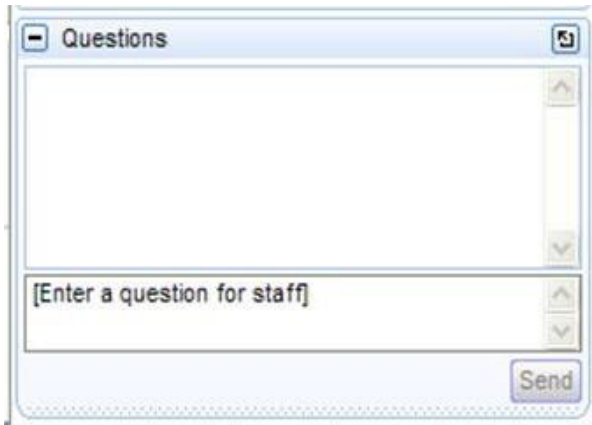
## Getting C-Suite Buy-in for Your Freight Sustainability Efforts

U.S. Environmental Protection Agency  
June 17, 2020



# Webinar Housekeeping


-  The webinar is being recorded
-  Participants are muted
-  Please type questions in the question box



Questions

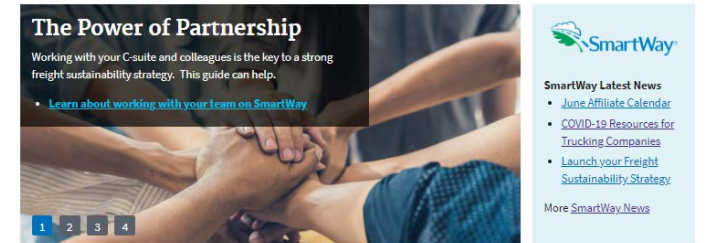
[Enter a question for staff]

Send

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

## SmartWay

CONTACT US SHARE   



**The Power of Partnership**  
Working with your C-suite and colleagues is the key to a strong freight sustainability strategy. This guide can help.

- Learn about working with your team on SmartWay

SmartWay Latest News

- June Affiliate Calendar
- COVID-19 Resources for Trucking Companies
- Launch your Freight Sustainability Strategy

More SmartWay News

## Learn about 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

## Participate in SmartWay



- How to Participate in SmartWay
- How the SmartWay Partnership Works
- Become a SmartWay:
  - Shipper
  - Logistics Company
  - Carrier
  - Affiliate
- Tools & Resources for Partners & Affiliates

Use the SmartWay Brand

## Search SmartWay

What are you looking for?

Search this Site






## Upcoming Webinars & Events

- 5/27/2020: Tool Demo Webinar - 2020 SmartWay Multimodal Tool Demo Webinar
- 6/17/2020: Educational Webinar - Getting C-Suite Buy-in for Your Freight Sustainability Efforts

View Scheduled Webinars and Past Webinar Recordings

# Covered Today



-  Developing or Improving a Freight Sustainability Strategy
-  Hewlett Packard Enterprise and Procter & Gamble Company
  - Company Backgrounds
  - Linkage to SmartWay
-  Interview with Dean Fortino and James McCall
-  Overview - Launching a Successful Freight Sustainability Strategy Resource Kit
-  Q and A



**Hewlett Packard  
Enterprise**

# US EPA SMARTWAY WEBINAR

Dean Fortino

June 17, 2020

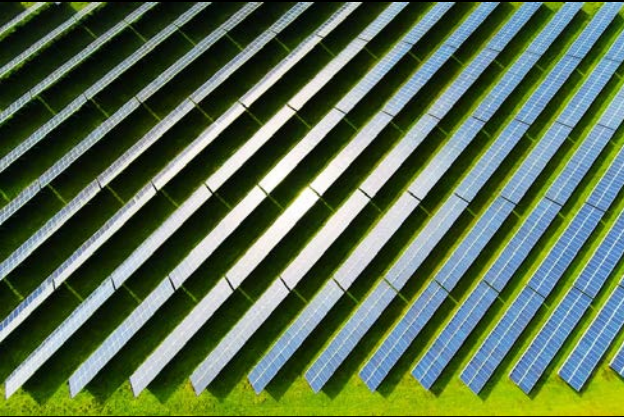


# ADVANCING THE WAY PEOPLE LIVE AND WORK



# HPE CORPORATE COMMITMENT TO SUSTAINABILITY

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- Publication of annual Living Progress Report; 2019 edition released on 6/15/20
- First IT company to set science-based targets to reduce GHG emissions across the value chain
- One of the first global companies to reset our operational science-based emissions reduction target to align with a 1.5C trajectory



# APPLYING OUR INNOVATION ENGINE TO SUSTAINABILITY LEADERSHIP



World Leader For [Corporate Action On Climate Change](#), CDP Climate A List, for the fourth consecutive year

MEMBER OF

**Dow Jones Sustainability Indices**

In Collaboration with RobecoSAM

[Industry-leader](#) on the Dow Jones Sustainability Index, ranking the sustainability of leading companies worldwide. Eighth consecutive year listed.



Top 3 companies out of 40 global ICT from the [KnowTheChain information and communications technology benchmark](#) for addressing forced labor



[AA ranking from MSCI ESG](#), which provides analysis to institutional investors



HPE [Best Place to Work](#) for LGBT Equality, and placing in the 2018 Corporate Equality Index (CEI)

Named one of the [world's most ethical companies](#) by the Ethisphere Institute



Gold Level recognition from [EcoVadis](#), the leading sustainability scorecard for procurement teams



# CORPORATE COMMITMENT TO CLIMATE CHANGE

The screenshot shows a news article on the ComputerWeekly.com website. The article is titled "HPE and SAP among tech industry backers of UN climate change mitigation campaign" and is dated July 25, 2019. The author is Caroline Donnelly, Senior Editor, UK. The article text states that a group of high-profile tech giants, including Hewlett Packard Enterprise (HPE) and SAP, have pledged to support a United Nations (UN)-backed climate change mitigation campaign. It mentions that these tech giants are among 28 firms, spanning 17 different sectors, committed to helping slow the rate at which the Earth's temperature is rising and undertaking work to help the planet achieve net-zero emissions by 2050. The article is a response to an open letter from a coalition of UN members and supporters, who called on private businesses to do more to address the risks talked about in a recent report by the Intergovernmental Panel on Climate Change (IPCC) if global warming exceeds 1.5°C. The article includes social media sharing icons for Facebook, Twitter, LinkedIn, and Email. There are also two promotional banners for "Ways to Increase Employee Engagement" with a "DOWNLOAD NOW" button. A "Latest News" section is visible on the right side of the article.

**Driven by climate science around 1.5°C scenario from Intergovernmental Panel on Climate Change (IPCC) The Paris Agreement 2°C commitment is not enough**





P&G

**James McCall**

Global Supply Chain  
Sustainability Leader

**Procter & Gamble**



# A Company Of Leading Brands




*Touching the lives of nearly 5 billion people*

**Citizenship  
at P&G**

  
**Ethics & Corporate  
Responsibility**

  
**Community  
Impact**

  
**Diversity  
& Inclusion**

  
**Gender  
Equality**

  
**Environmental  
Sustainability**

**A force for good and a force for growth**

# AMBITION 2030

ENABLE AND INSPIRE  
POSITIVE IMPACT

BRANDS



SUPPLY CHAIN



SOCIETY



EMPLOYEES



P&G





USA, Canada, and Europe  
are purchasing 100% RE today



*P&G*

SUPPLY CHAIN

100% Renewable  
Electricity  
Globally by 2030



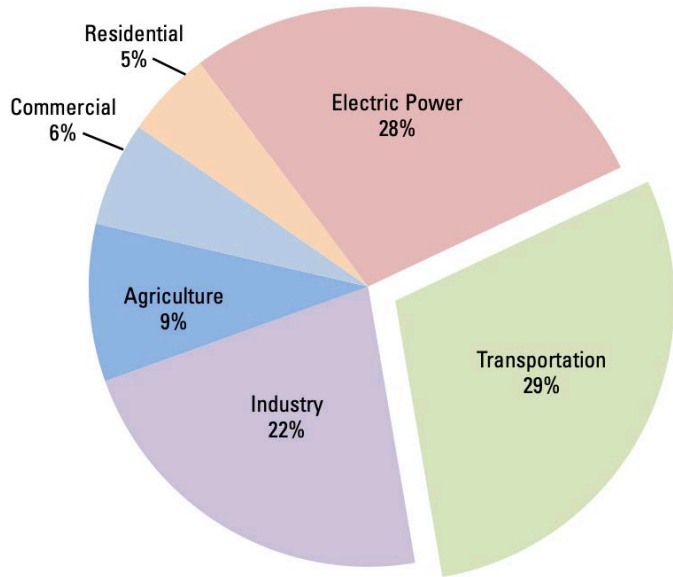


# Zero Manufacturing Waste to Landfill

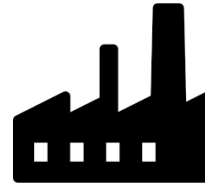
- **99%** of our manufacturing sites
- Diverted more than **5 million tons** of waste from landfills
- More than **\$2B** in savings



# Greenhouse Gas (GHG) Emissions



Share of U.S. GHG Emissions  
by Sector, 2017<sup>3,4</sup>




P&G Manufacturing GHG  
~4 million metric tons



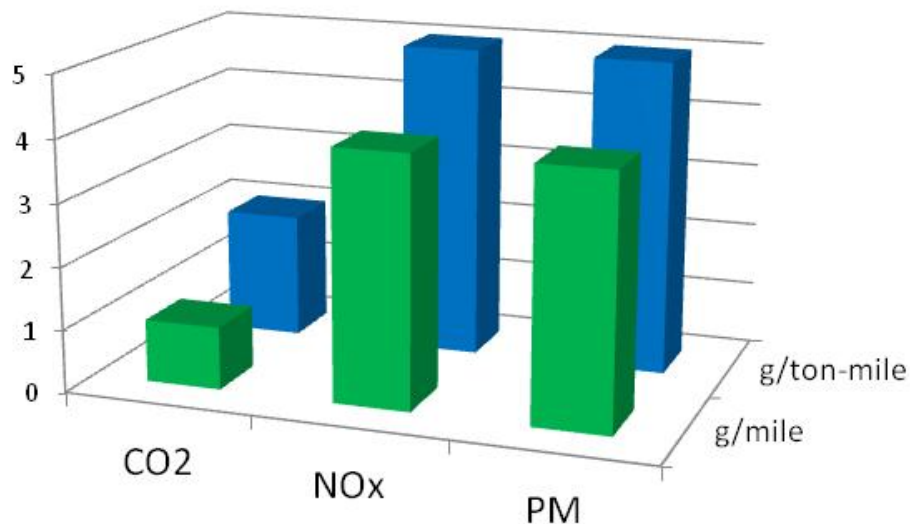
P&G Transportation GHG  
~3.7 million metric tons


# Question 1

 *Tell us about your company's sustainability journey and strategy currently in place.*



# Question 2



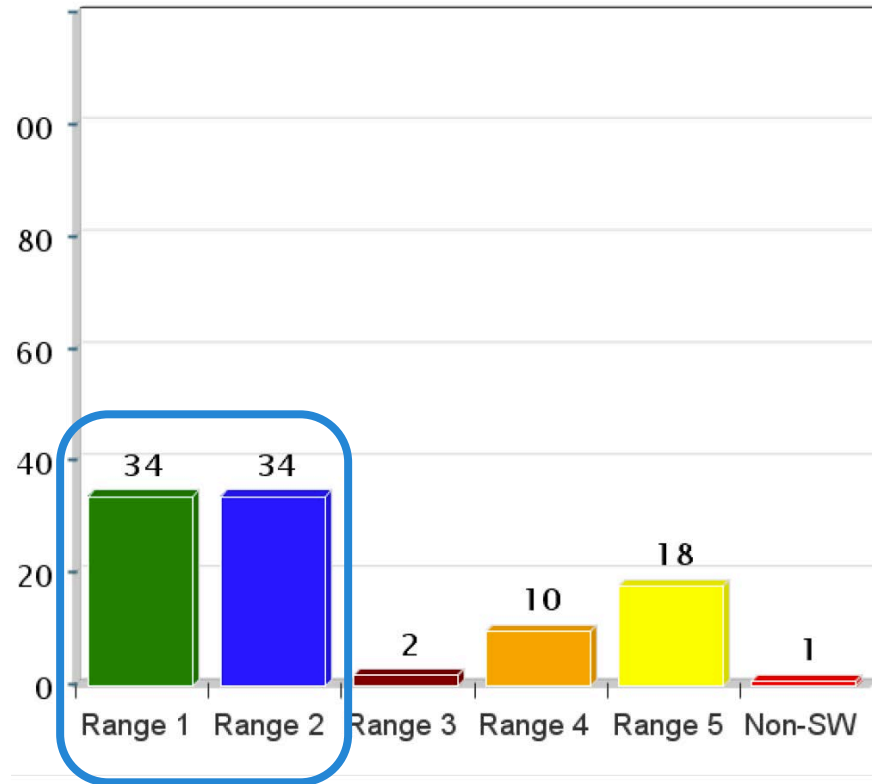
- 
- What is the process in place for benchmarking and measuring carbon emissions from freight?*
- *Discuss key performance indicators*



~99% of P&G's trucking utilizes SmartWay partners (industry = 65%)

Nearly 70% utilizes the most efficient shippers

CO<sub>2</sub> Percent of Freight by Ton-Miles





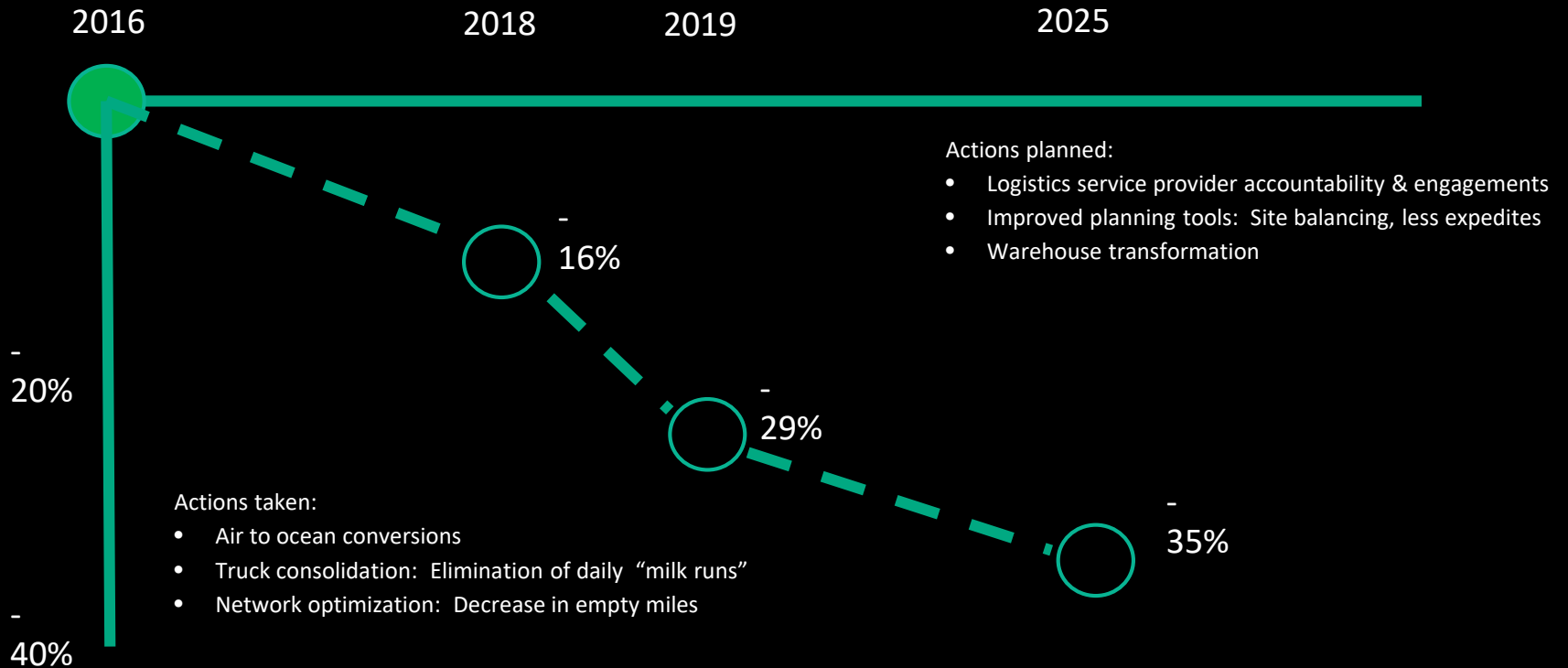
# Question 3

*How do you keep your C-Suite informed throughout your sustainability strategy and execution?*

- *How involved is your*
- *C-Suite in the decision making?*



# HPE LOGISTICS CARBON EMISSIONS REDUCTION PROGRESS



## INDUSTRY PARTNERSHIPS

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SmartWay  
US Environmental  
Protection Agency



Global Logistics  
Emissions Council  
Smart Freight Centre




Sustainable Air Freight  
Alliance  
BSR




# Question 4



 Who were some of the key people or departments that provided buy-in and input?

# Question 5


 Aside from departmental support, how do you engage employees on amplifying your sustainability efforts?





# Resource Kit: Launching a Successful Freight Sustainability Strategy



 *Working with your C-Suite and colleagues is the key to a strong freight sustainability strategy*

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



# Suggested Steps to Implement a Freight Sustainability Strategy:

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1. Do your research
2. Assess your organization
3. Find your allies
4. Craft your business case
5. Share your business case
6. Implement your plan



# Questions?

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# Thank You!

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SmartWay website: <https://www.epa.gov/smartway>

SmartWay hotline: [734-214-4767](tel:734-214-4767)

SmartWay email: [smartway\\_transport@epa.gov](mailto:smartway_transport@epa.gov)

