



# New Partner Orientation

February 24, 2016



# Today's Discussion

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- SmartWay Partnership overview
- EPA and Partner role
- SmartWay benefits and value
  - Peer-reviewed tools give data you can use
  - Resources for your efficiency objectives
  - Collaboration among freight professionals
  - Partner recognition/awards
  - Brand value



# Background

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SmartWay was initiated in 2001 as a voluntary market-based partnership program with members of the U.S. Freight industry to:

- Improve the reputation of the freight industry
- Improve the efficiency and competitiveness of the freight industry
- Reduce the release of harmful emissions



# What is SmartWay?

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# SmartWay = Freight Movement Efficiency

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**Goal:** *Move more freight, more miles, with less emissions and less energy*

**How:** Accelerate adoption of advanced technologies and operational practices in the freight supply chain

## Measured by saving:

- \$, Gallons of fuel, barrels of oil
- CO<sub>2</sub>, NO<sub>x</sub>, PM emissions







VOLVO LOGISTICS GLOBAL



C.H. ROBINSON  
WORLDWIDE, INC.



Marathon  
Petroleum Company LLC



PHH Corporation



REBA Transport LLC



TRANSPLACE TEXAS LP



FTC  
Transport, Inc.



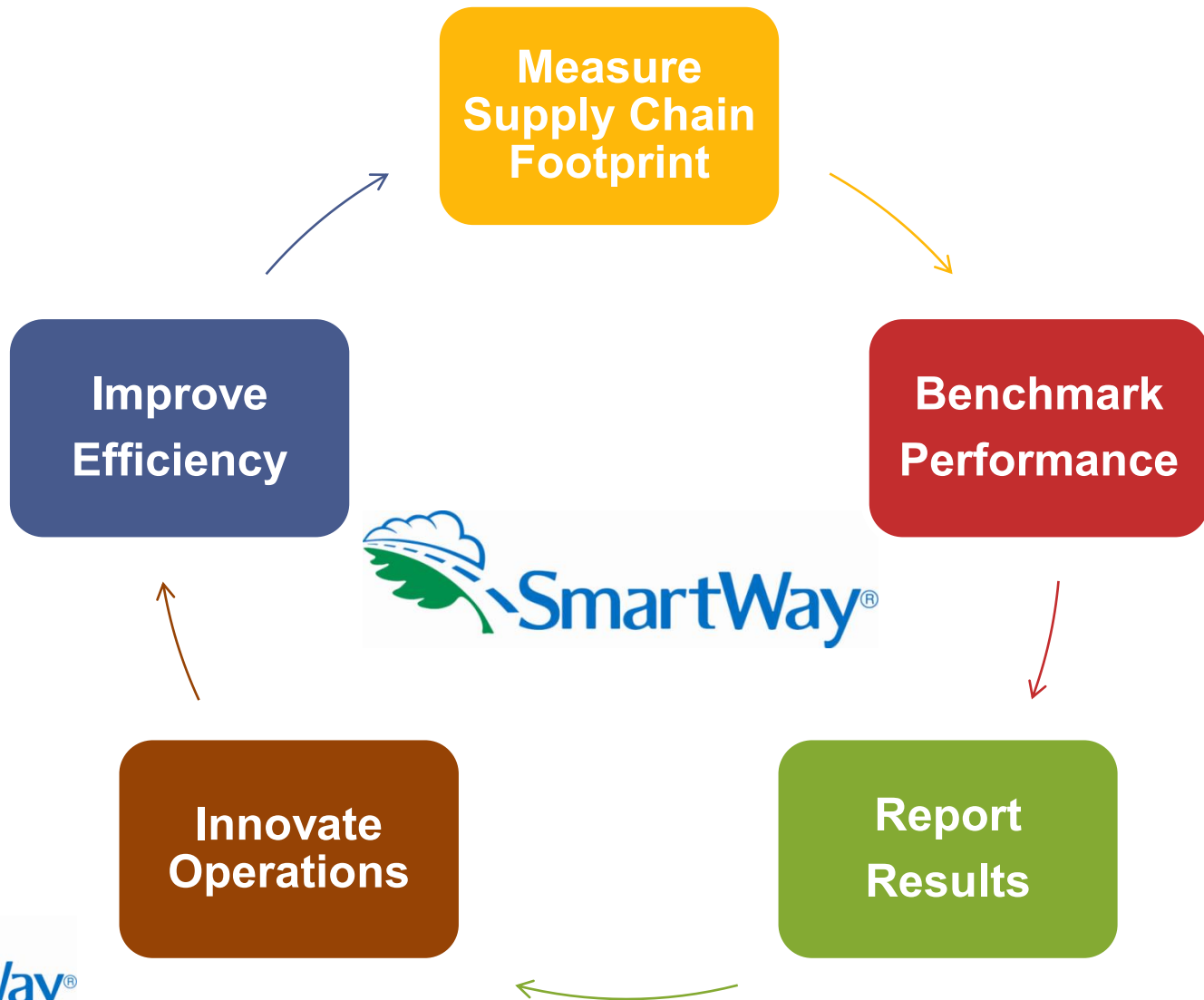
NCI GROUP, INC.

# How SmartWay Works

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- SmartWay provides a turn-key, uniform, integrated approach to assess supply chain efficiency and emissions
- EPA-provided standardized tools and methods to assess the environmental performance and to establish goals.
- SmartWay provides information on validated technology and strategies that can help partners achieve their environmental performance goals
- SmartWay provides recognition for top performing partners

# How You Address Supply Chain Performance





# Why Participate?

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**Fuel Use = \$\$\$ = CO<sub>2</sub>**

Many SmartWay Shippers prefer or require SmartWay carriers

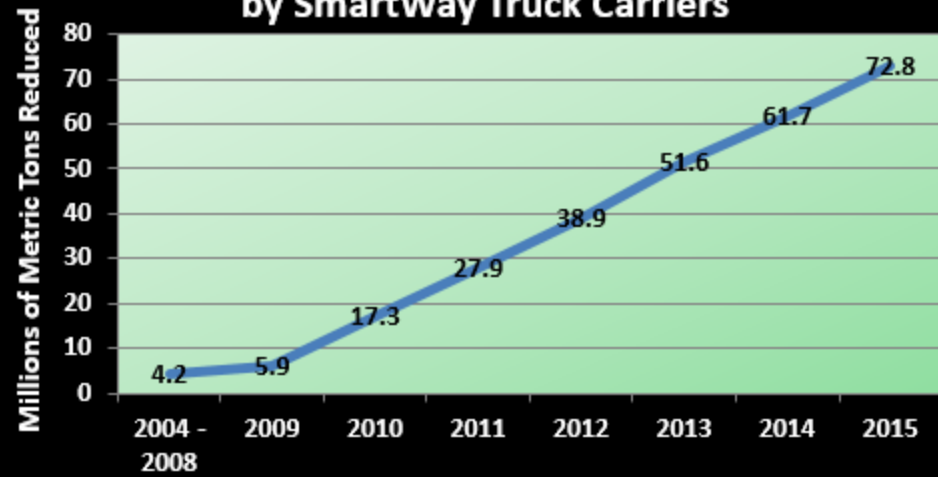
Shippers need carrier data for corporate sustainability reports, stockholder reports, media and customer relations, and multinationals face global regulations and requirements

# SmartWay Results

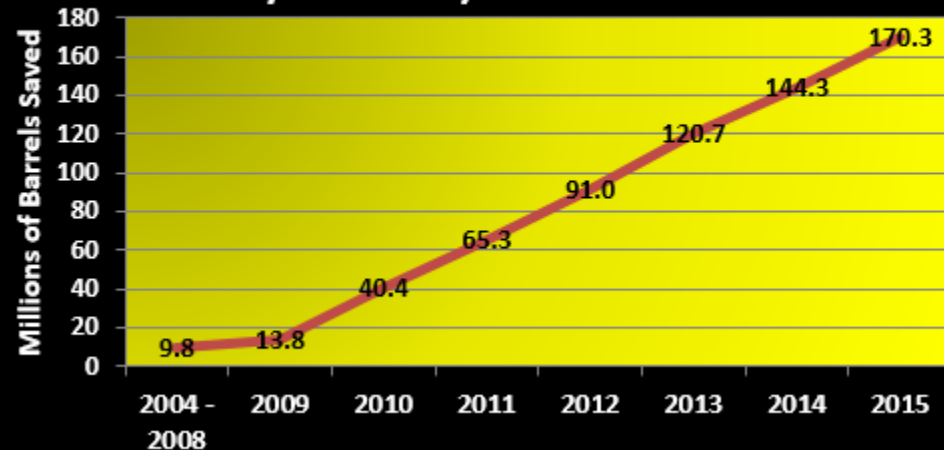
### Fuel Cost Savings by SmartWay Truck Carriers



### Reduction in CO<sub>2</sub> Emissions by SmartWay Truck Carriers



### Reduced Oil Consumption by SmartWay Truck Carriers



# SmartWay Roles



- Assist Partners to achieve goals for reducing fuel usage, costs, and emissions.
- Provide companies with industry-wide performance benchmark data as the data becomes available.

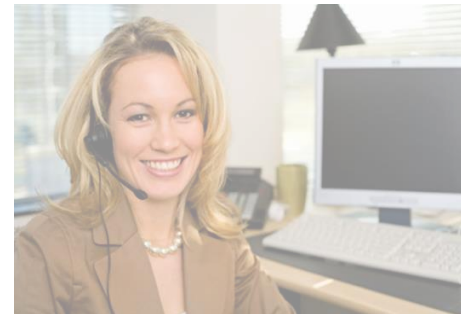
- Promote company participation in the Partnership.

Performance Rankings								
Grams per Mile								
g/mile CO2 Rank	g/mile CO2	g/mile NOx Rank	g/mile NOx	g/mile PM10 Rank	g/mile PM10	g/mile PM2.5 Rank	g/mile PM2.5	g/mile CO2
	15548		537.39		18.3428		17.7925	
	18636		419.21		13.7775		13.3641	
	16687		398.83		6.8604		6.6546	
4	2375	5	29.5	5	1.2	5	1.2	
3	2125	2	14.5	3	0.8	3	0.8	
4	2375	4	24.5	5	1.2	4	1	
4	2375	5	29.5	5	1.2	5	1.2	
3	2125	3	19.5	3	0.8	3	0.8	
4	2375	4	24.5	5	1.2	4	1	
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3	2125	3	19.5	3	0.8	3	0.8	
4	2375	4	24.5	5	1.2	4	1	
2	1875	1	9.5	1	0.4	1	0.4	
1	1625	1	9.5	1	0.4	1	0.4	

# Partner Roles

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- Each year, gather information on your freight operations and submit to EPA via EPA's SmartWay tools, to create an environmental assessment
- Assign a Working Contact and an Executive Contact
  - **Working contact:** typically performs SmartWay data collection and entry into the SmartWay reporting tool; should be familiar with the operations of the company and understand the freight data.
  - **Executive contact:** able to accept the terms and conditions of SmartWay Partnership on behalf of the company.



# Partner Benefit: Standardized Way To Look At Your Freight Operations

Tools, online guidance documents, and staff support aid your efforts for efficiency and carbon accounting



SmartWay

You are here: EPA Home » Transportation and Air Quality » SmartWay » News and Events

SmartWay for Partners



Already a registered SmartWay Partner? That's a SMART move!

Know what's even smarter? Staying up-to-date on your registered partner status.

Use these resources to maintain your good standing as a SmartWay partner.

IMPORTANT!

Click the tab for your partner type to access your partner tool, example tools, users guides and other resources.

Get SmartWay Updates

Enter your email address to sign up for SmartWay e-Updates

Input field and SIGN UP button

Updates are sent once per month on average.

"You will need Adobe Reader to view some of the files on this page. See EPA's PDF page to learn more."

- About, 2016 Tool Schedule, Shippers, Truck Carriers, Logistics Companies, Multimodal Carriers, Rail Carriers, Barge Carriers, Air Carriers, \*\*Logo Use\*\*

TRUCK CARRIER TOOLS AND RESOURCES

The Truck Tool contains everything you need to register for SmartWay and maintain your status as a Partner in good standing. The tool contains guidance on each page to help you submit your tool, including screen demos and definitions. This screen also contains user guides and worksheets for added support.

NOTE: If your company has never submitted a Truck Tool before, we recommend that you use the SmartWay Partner application process in the "For Carriers" section of this website by going to http://www3.epa.gov/smartway/forcarrriers/index.htm.

TRUCK TOOL

- RIGHT CLICK THIS LINK AND SAVE the SmartWay Truck Tool to your computer (XLS) (10.1MB)
RIGHT CLICK THIS LINK AND SAVE an example of the SmartWay Truck Tool (XLS) (11MB)

TRUCK TOOL USER GUIDES

Use these guides to understand the tool data entry and submission process. Note that the data worksheets are available in the appendices of the Quick Start Guide, and are no longer listed as stand-alone documents.

- Truck Carrier Partner 2.0.15 Tool: What's New in this version (PDF) (2 pp, 110K, January 2016)
Truck Carrier Partner 2.0.15 Tool: Quick Start Guide (PDF) (54 pp, 884K, EPA-420-B-16-001, January 2016) Please review before downloading and using the tool

Next Truck Tool Due Dates March 4, April 8, and May 6, 2016
Contact your Partner Account Manager if you don not know which group you are assigned to.
Group 1 Truck Carrier Tools Due on March 4, 2016

10 days left

www.epa.gov/smartway/forpartners/index.htm



# Methods and Data Quality

- SmartWay's uniform tools and methods transform Partner data so Partners can assess their efficiency and emissions performance, and then target opportunities to optimize their transportation supply chain functions
- Partners can see how they perform relative to similar Partners
- Shippers and Carriers can use this common platform to talk to one another about efficiency and emissions performance arising from goods transport



Grams per Mile							
g/mile CO2 Rank	g/mile CO2	g/mile NOx Rank	g/mile NOx	g/mile PM10 Rank	g/mile PM10	g/mile PM2.5 Rank	g/mile PM2.5
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# Data Quality Best Practices

- Our best practices guidance describes data quality best practices and showcases Partners having particularly good data quality processes
- You can download it at:  
**[epa.gov/smartway/forpartners/data-quality.htm](http://epa.gov/smartway/forpartners/data-quality.htm)**



# SmartWay Reports for Carriers

## **1** Year-to-Year Comparison

Compares...  
annual data  
submissions

Info from current  
tool submission to info  
from previous data year

Located in the Tool  
(from HOME after data  
entry completed)

## **2** Data Reports

Displays...  
your estimated emissions

Internal metrics reports

Located in the Tool  
(from HOME after data  
entry completed)

## **3** Performance Ranking

Reveals... emissions  
compared with peers

SmartWay Carrier  
Performance Rankings

Ranking Category Report in  
Tool and link on the  
SmartWay website home  
page (under "For Partners")

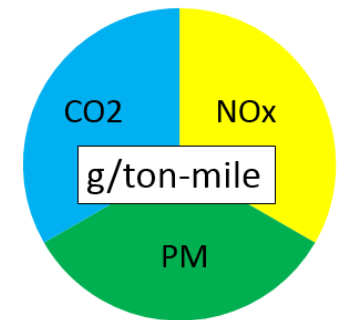
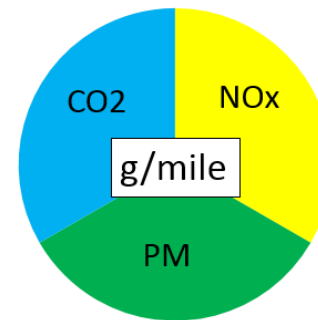
# SmartWay Rankings

## Why does SmartWay have rankings?

- #1 Reason – Partners can benchmark, and improve.
- #2 Reason – To provide Shippers with **standardized** data so hundreds of shippers don't ask a carrier for the same data over and over again.

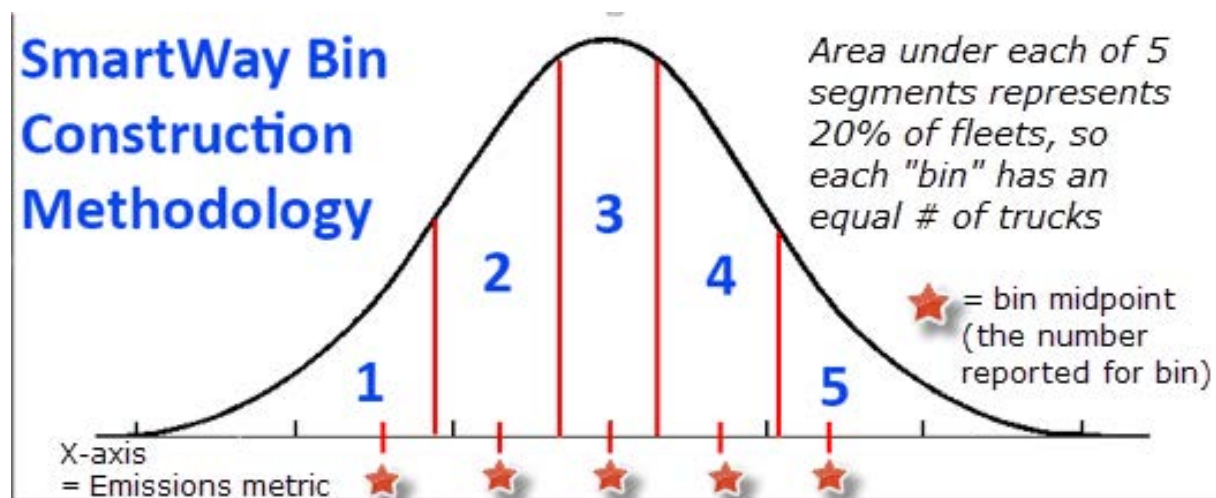
## Ranking is by Emission Metric and by SmartWay Category

- Measures CO<sub>2</sub>, PM, NO<sub>x</sub>
  - by g/mile
  - by g/ton-mile
  - thus, 6 emission metrics total
- Truck fleets are categorized
  - By type (e.g., dry van, reefer, flatbed, tanker, auto carrier, etc.)
  - By use (e.g., truckload, dray, expedited, LTL, package, mixed)



# SmartWay Ranking Bins

- For truck carriers and logistics companies, a distribution curve is developed for each SmartWay category for each emission metric.
- SmartWay displays your results in one of five “bins” or performance ranges.
- SmartWay divides each curve such that each of bins is composed of approximately 20% of fleets.
- SmartWay lists the high and low ranges of each bin, and displays the midpoint emission number publicly for each bin.
- All companies that fall into a particular bin have the midpoint of the bin displayed as their number (company's exact emissions are not publicly displayed).





# Partner Benefit: Resources

[www.epa.gov/smartway](http://www.epa.gov/smartway)

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SmartWay Contact Us Share

You are here: EPA Home » Transportation and Air Quality » SmartWay

## What's Ahead?

2016

- Industry Leadership  
[How does SmartWay measure excellence?](#)
- Freight Trends  
[Check out SmartWay's ten-year track record!](#)
- Sustainability Reporting & Benchmarking  
[Use SmartWay's calculator tools for cleaner, more efficient freight!](#)

1 2 3

### ABOUT

- Basic Information about SmartWay
- Outreach and Education Resources
- List of SmartWay Partners & Affiliates
- Trends, Indicators & Partner Statistics (TIPS)
- Certified Cars, Trucks, & SUVs
- What You Can Do

### JOIN

- For Freight Shippers
- For Carriers (Truck, Rail, Air, Barge, and Multimodal)
- For Logistics Companies
- For Countries
- For Supporters & Affiliates

### FOR PARTNERS

- Tools and Guidance
- Tractor & Trailer Logo Use
- Performance Data for Partners
- Data Quality Resources
- Technology Resources
- Manufacturer Resources
- SmartWay Excellence Awards

### NEWS & EVENTS

Webinars

- New Partner Orientation**  
February 24, 2016, 2:00 PM – 3:00 PM Eastern Time

[CLICK HERE TO REGISTER](#)

- [Webinar Schedule](#)
- [SmartWay News](#)

### WHAT'S NEW

Program Announcements

- January 27, 2016:** Smartway announces the 2016 Award Criteria.
- January 7, 2016:** The 2016 SmartWay Truck Carrier Tool, which utilizes Truck Carrier Partner data from the 2015 calendar year to assess environmental performance, is now available.

### STAY CONNECTED

Get the E-Update

Enter your email address in the box below to sign up for SmartWay e-Updates

Updates are sent as needed, but tend to average about one message per month. After you subscribe, you will receive a confirmation message.





*Welcome Welcome Welcome*

# **SmartDriver**

*For HIGHWAY TRUCKING*



Fuel costs are one of the largest expenditures for fleets (and for owner-operators). In fact, fuel costs are the biggest expense after labour costs. As a driver, you have a significant role to play in reducing these costs through energy-efficient driving practices.

This program is designed to give you tools and tips for saving fuel on the road.

**Begin »**

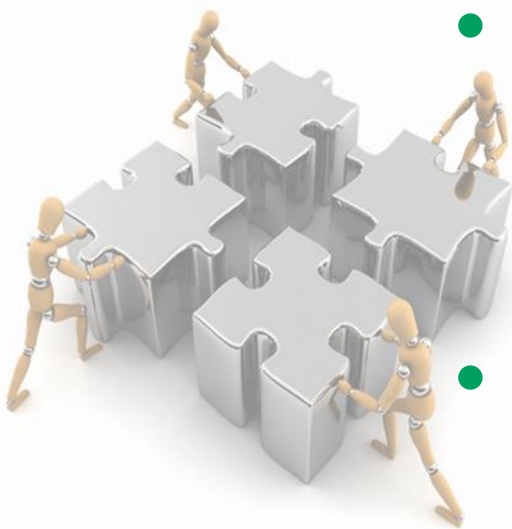
## **SmartDriver Training Module**

<http://fleetsmartlearning.nrcan.gc.ca/Saba/Web/Main>

# Partner Benefit: Collaboration

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- SmartWay brings collaboration between industry and the public sector
- SmartWay brings collaboration between you and other companies within your sector
- Smaller companies are able to learn from the experience of the larger companies



# Partner Benefit: Recognition

- SmartWay Partner list
  - [www.epa.gov/smartway/about/sw-awards.htm](http://www.epa.gov/smartway/about/sw-awards.htm)
- Partner profiles/website highlights
- Affiliate Challenge
- Partners and Affiliates as speakers/presenters
- SmartWay Logo
- Excellence Awards



# SmartWay Brand



LEVERAGED PR AND ADVERTISING



# SmartWay Brand

## 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 enhanced reporting

## 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 QR code or drive over to: [epa.gov/smartway/forshippers](http://epa.gov/smartway/forshippers)



Any way you ship it, move it the SmartWay.

efficiency. So for SmartWay, you gain a competitive global freight edge. And reporting is easy and fast, so you're seen as an even better corporate citizen. More companies have already joined SmartWay. It's an innovative public-private collaboration that benefits everyone. Now that's smart.

or drive [/forshippers/](http://forshippers/)

Way®  
ership  
ON AGENCY  
t the SmartWay.



# 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](http://epa.gov/smartway) to learn more.



Any way you ship it, move it the SmartWay.



# Partner Logo Policy

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- Partner Logo for All Partners

- Extends logo access to all participating Partners in good standing

- Allows SmartWay to recognize superior environmental Partner performance



# Brand Promotion by Partners

- SmartWay Partners are invited to use the brand to showcase SmartWay *commitment & participation*



- 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
- SmartWay Designated truck labeling



# SmartWay Global Status



# Please remember...

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- Pay attention to SmartWay emails.
- Make sure you don't treat our emails like spam.
- Have a current SmartWay contact and insure continuity of operations if you leave your position.
- Have a backup person in your organization.
- Save your SmartWay work in a folder.
- Use SmartWay for benchmarking and Improvement.
- Know who your Partner Account Manager is!
- If you have a question- don't hesitate: ask you Account Manager.



For more information:

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...or drop me a line at [walsh.mary@epa.gov](mailto:walsh.mary@epa.gov)