

# Webinar Housekeeping

- Submit a question via the Questions pane on your GoTo control panel. →
- After the presentation, as time permits, our EPA presenter will answer questions submitted via the Q&A box.
- Please complete the survey at the end of today's webinar. Your feedback is important to us!





# Webinar Housekeeping

The presentation slides will be  
available at:

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

Note: Today's webinar is being recorded.

## SmartWay

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### Congratulations to the 2016 SmartWay Excellence Awardees

EPA recognizes the exceptional environmental performance of the 53 shippers, logistics companies, and carriers.

[Learn more](#)



### SmartWay Latest News

**October 3, 2016:** EPA releases list of 2016 SmartWay Excellence Awards recipients. [Learn more.](#)

[More SmartWay News](#)

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### Learn about SmartWay



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

### 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](#)

### Upcoming Webinars & Events

- Tool Demo Webinar: [2016 SmartWay Shipper Tool Demonstration](#)  
October 19, 2016
- Education Webinar: [Shippers: There's a SmartWay for You](#)  
October 20, 2016

[More SmartWay webinars & events](#)



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## SmartWay Webinars & Events

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

**Upcoming Webinars:** To participate in an upcoming SmartWay webinar, you must pre-register. Registration links are provided below in webinar descriptions. After registering, you will receive a confirmation email containing information about joining the webinar.

**Webinars are free:** Please register promptly because registration may be closed to new attendees after 12:00 noon on the day of the webinar.

**Past Webinars:** Selecting the "Past Webinar Resources" tab shows you previous training topics and may include additional resources such as slides, recordings, and transcripts.

**Freight Matters! Webinar Series:** Hear from leaders in the industry about freight-related trends and issues that matter to your business.

Upcoming Webinars/Events
Past Webinars/Events



**Suggest a Webinar Topic:** If you would like to see a webinar about a particular topic, [email your idea](mailto:smartway_transport@epa.gov) (smartway\_transport@epa.gov) with the subject line "SmartWay Webinar Suggestion."

### Event Type Legend

Tool Demo Webinar	October 19, 2016	<a href="#">2016 SmartWay Shipper Tool Demonstration</a>
Education Webinar	October 20, 2016	<a href="#">Shippers: There's a SmartWay for You</a>
Tool Advanced Webinar	October 25, 2016	<a href="#">Showcasing Your Pollution Reductions Using the Shipper Tool's "Shipper Strategies" Tab</a>
Education Webinar	November 3, 2016	<a href="#">Affiliates: Take the SmartWay Affiliate Challenge!</a>
Freight Matters Webinar	November 16, 2016	<a href="#">Efficiency Begins at Home, but Then There Are the Neighbors: Getting to Know Your SmartWay Carriers!</a>



# There's a SmartWay for You

## SmartWay Shipper Engagement

Patrice Thornton  
October 20, 2016





# What We Will Cover

- SmartWay Overview
- Why freight sustainability matters to companies like yours
- Ways to engage in SmartWay
- How your company could benefit from SmartWay's on-ramp
- Next Steps



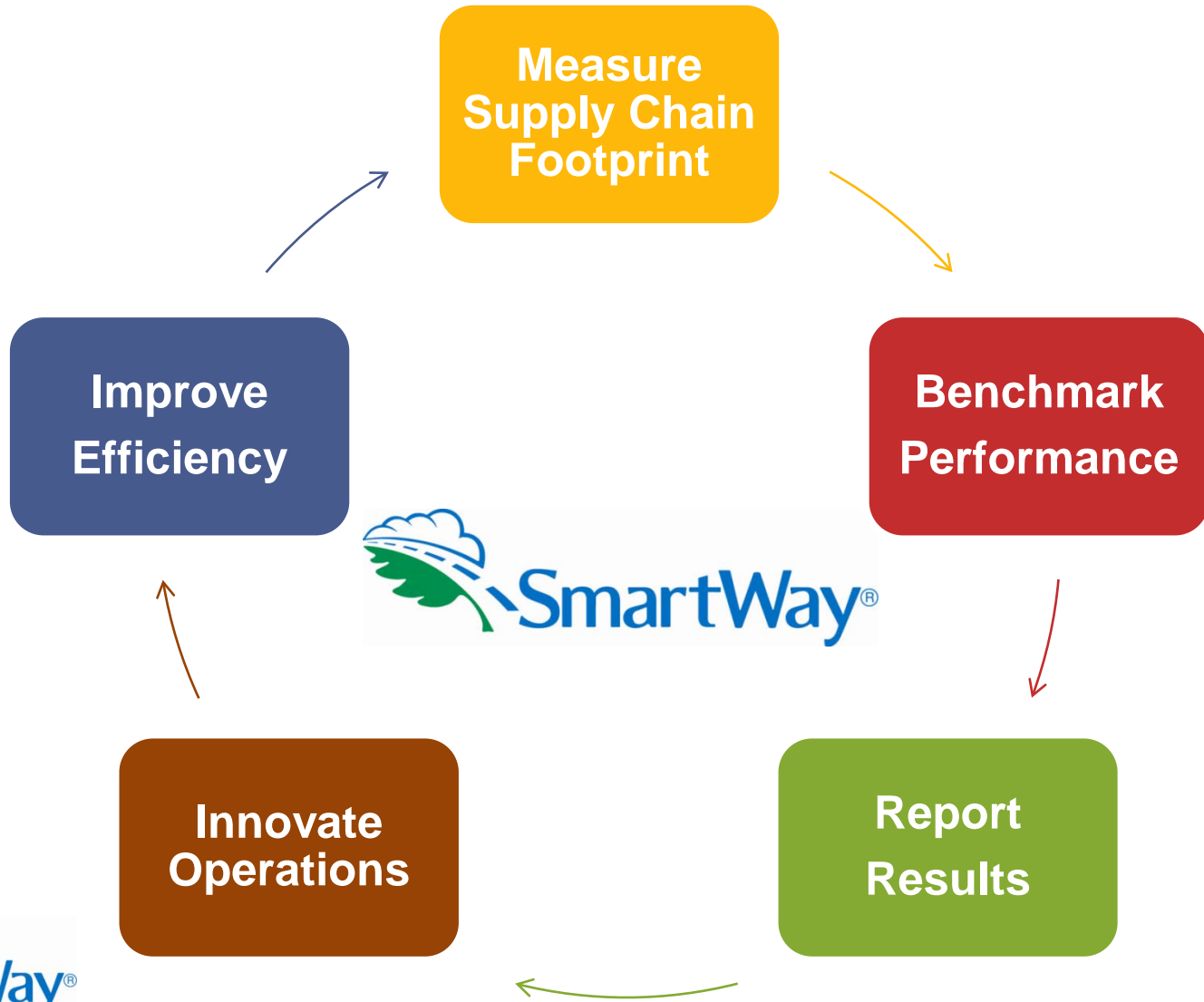


# Why SmartWay

- Contribute to a Healthier Environment
- Create Sustainable Growth
- Foster Effective Partnerships
- Aim for Continuous Improvement



# How to Address Supply Chain Carbon







# Changing Needs of Industry

- **Customer and Consumer awareness**
  - Demanding corporate citizenship and accountability
- **Investor, Lender and Insurer requirements**
  - Assessing climate risk and business opportunities
- **Rising and volatile energy prices**
  - Fuel and driver wages are largest cost centers for truck carriers: 64% of operating costs (2013)
- **Globalization of supply chains**
  - Increasing global opportunities and global competition
  - Other countries' carbon reporting requirements

# A Few of SmartWay's Shipper Partners





# How Shippers Currently Participate in SmartWay

- Provide an activity surrogate
  - Custom metric like percent revenue.
- Provide activity data
  - Miles, tons, or ton-miles = actual carbon footprint
- Provide activity data along with operational strategies

# Shipper Partner Affirmations

- Investment >>> value
- Credible data >>> credible results
- Data collection >>> efficiency opportunities



# New Shipper On-Ramp: What it is

- Flexible engagement plan for Shippers as SmartWay candidates
- Allows Shipper candidate to:
  - Demonstrate commitment to freight sustainability
  - Progress toward freight sustainability best practices
  - Join a community of freight sustainability leaders
- Shipper candidates are assigned a dedicated SmartWay Account Manager
- Extends initial SmartWay participation without submission of the carbon tracking tool

















# New Shipper On-Ramp: What it offers

- SmartWay offers interested shipper candidates the opportunity to address freight sustainability by:
  - Sharing information on freight sustainability best practices
  - Setting freight sustainability goals and targets
  - Helping to understand the environmental performance of their freight carriers
  - Helping engage with carrier business partners in regards to freight emissions
  - Identifying ways to optimize modal and carrier choices to improve performance

# There's a "SmartWay" for every Shipper Snapshot

Benefit	Shipper Candidate	Shipper Partner Activity Surrogate /Custom Metric	Shipper Partner Activity Based	Shipper Partner Activity & Operational Strategy Based
Access Custom Engagement Plan				
Logo/Brand Use				
Relative Carbon Assessment				
Carbon Footprint/Use to report & benchmark				
Compete for SmartWay Excellence Award				
Quantify Carbon Savings from Operations				
Opportunity for Additional Recognition				

# Marketing Resources

- Candidate toolkit includes templates and talking points
  - For sharing SmartWay externally – with carriers and 3PLs
  - For sharing SmartWay internally – with the CEO, with the transportation group, with the sustainability group
- Training webinars
  - How to collaborate with your Carriers
  - How to build your Sustainable Brand
  - Best Practices of a “good” shipper
  - Carbon accounting basics
- Graphic Identifier
- Opportunity to work with a mentor

This company is a  
**Proud Supporter**  
of **SmartWay**

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





## SmartWay

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[Participate in SmartWay](#)

[Meet the SmartWay Partners and Affiliates](#)

[Use the SmartWay Brand](#)

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# SmartWay Shipper Candidate Resources

Congratulations! You have taken the first step towards sustainable goods movement.

Here are some resources to help you get started as a Shipper Candidate:

[Learn the Issues](#)

[Introduce Your Carriers to SmartWay](#)

[Showcase Your Participation](#)

## Learn the Issues

View these resources to develop a stronger understanding of how SmartWay works so you can share this information with your members.

- [Overview of the SmartWay Program](#)
- [SmartWay Overview Video](#) [Exit](#)
- [The SmartWay Vision 2020 Report](#)

You can also learn more about the SmartWay program by attending SmartWay educational webinars.

- [View SmartWay webinar schedule](#)

[Contact Us](#) to ask a question, provide feedback, or report a problem.



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# Resources to Introduce Your Carriers to SmartWay

This page includes several documents and templates to help you introduce your carriers to the benefits of registering with the SmartWay program.

## Templates:

[Shipper to Carrier Letter](#) (2 pp, 33 K, October, 2016) : customizable letter a shipper may use to reach out to service providers and introduce SmartWay.

[Shipper Request for Proposal Sample Language](#) (3 pp, 124 K, October, 2016) : suggested options for contract language shippers might consider to encourage carrier participation.

## Educational Resources:

You will need Adobe Reader to view some of the files on this page. See [EPA's About PDF page](#) to learn more.

- [SmartWay Overview \(PDF\)](#) (1 pg, 1 MB, October, 2016)  
A one page summary, suitable for introducing decision makers to the program.
- [SmartWay Carrier Business Case \(PDF\)](#) (1 pg, 68 K, October 2016, EPA 420-B-16-043)  
Helps carriers understand how SmartWay helps their bottom line.
- [SmartWay Carrier Strategies Summary \(PDF\)](#) (3 pp, 107 K, October, 2016, EPA 420-B-16-049)  
Outlines key technologies and practices that carriers should consider to improve efficiency.

# Getting Started with SmartWay, Your Way!

- Provide your contact information  
<https://www.epa.gov/smartway/become-smartway-shipper-partner>
- Work with a SmartWay Account Manager and design your custom program



# There's a SmartWay for You

- Questions?
- For more information:
  - [www.epa.gov/smartway](http://www.epa.gov/smartway)
  - [smartway\\_transport@epa.gov](mailto:smartway_transport@epa.gov)
  - SmartWay Helpline (734) -214-4767

