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

Note: Today’s webinar is being recorded.
SmartWay home page
www.epa.gov/smartway

Congratulations to the 2016 SmartWay Excellence Awardees
EPA recognizes the exceptional environmental performance of the 53 shippers, logistics companies, and carriers.

Learn more

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

SmartWay Latest News
More SmartWay News

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
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.

**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](image)

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

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**Event Type Legend**

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<thead>
<tr>
<th>Event Type</th>
<th>Date</th>
<th>Description</th>
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<td>Tool Demo Webinar</td>
<td>October 19, 2016</td>
<td>2016 SmartWay Shippers Tool Demonstration</td>
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<tr>
<td>Education Webinar</td>
<td>October 20, 2016</td>
<td>Shippers: There's a SmartWay for You</td>
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<td>Tool Advanced Webinar</td>
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<td>Showcasing Your Pollution Reductions Using the Shipper Tool's &quot;Shipper Strategies&quot; Tab</td>
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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

- Measure Supply Chain Footprint
- Benchmark Performance
- Innovate Operations
- Report Results
- Improve Efficiency
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

[Branding Logos of The Home Depot, Whirlpool Corporation, Lowe’s, FritoLay, General Mills, Walgreens, Bacardi, Kimberly-Clark, and Canon]
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

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

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
- 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.
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, 167 K, October, 2016, EPA 420-B-16-048)
  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