

National Conversation with SmartWay Affiliates



Get Ready for Earth Day!

Patrice Thornton

Kathleen Martz

April 3, 2019



Webinar Housekeeping



- 🌿 Today's webinar is being recorded.
- 🌿 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!

A screenshot of a web browser window titled 'Questions'. It features a large empty text area for input, a smaller text area below it containing the placeholder text '[Enter a question for staff]', and a 'Send' button at the bottom right. There are also small up and down arrow icons on the right side of the text areas.

SmartWay

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SmartWay Turns 15 Years Old!

For 15 years, our Partners & Affiliates have worked for cleaner, more fuel-efficient freight transportation!

[Learn how!](#)

1 2 3 4



SmartWay Latest News

- January/February [Affiliate Calendar](#)
- VIDEO: [EPA Congratulates 2018 SmartWay Excellence Award Recipients](#) [EXIT](#)

More [SmartWay News](#)



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

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- [How to Participate in SmartWay](#)
- [How the SmartWay Partnership Works](#)
- Become a SmartWay:
 - [Shipper](#)
 - [Logistics Company](#)
 - [Carrier](#)
 - [Affiliate](#)

Upcoming Webinars & Events

- February 27, 2019- Education Webinar: [2019 SmartWay Excellence Award Criteria](#)
- March 14, 2019-Tool Demo Webinar: [Advanced Truck Tool Webinar](#)

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

www.epa.gov/smartway



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.

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

[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 |

SmartWay Home

Learn about SmartWay

Participate in SmartWay

Meet the SmartWay Partners and Affiliates

Use the SmartWay Brand

Global Collaboration

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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, co-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 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 in 2004, Kathleen held a number of positions with companies in industry, including a major supplier of construction equipment and a manufacturer.

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





Covered Today



-  Affiliate Program Benefits/Accomplishments
-  Celebrate Earth Day with SmartWay!
-  Earth Day Resources
-  Take the Earth Day Pledge
-  Questions/Open Discussion

Affiliate Program Benefits



-  Affiliation with a global, highly-recognized sustainability program
 - Brand Recognition
-  Public recognition by EPA for raising freight efficiency awareness
-  Partnership opportunities
-  Resources to share with your members—at no cost
 - Recorded webinars, videos, subject matter expert speakers
 - Technical bulletins, technical advisors
 - Social media posts




Affiliate Program Accomplishments



- 🌿 Provided speaker and/or content for Affiliate meetings/events
- 🌿 Acted as a liaison for Affiliates and Partners
- 🌿 Consulted with industry associations on projects such as fuel efficient technologies, last-mile delivery and truck electrification

Celebrate Earth Day with SmartWay



-  The SmartWay Affiliate Earth Day Tool Kit puts free commercial-quality marketing materials and other resources into your hands
-  Show your members that you care about efficient transportation and the environment
-  Take the Affiliate Earth Day Pledge

Celebrate Earth Day with SmartWay



 <https://www.epa.gov/smartway/smartway-affiliate-resources#toolkit>

- SmartWay Home
- Learn about SmartWay
- Participate in SmartWay
 - How the SmartWay Partnership Works
 - Become a SmartWay Shipper Partner
 - Become a SmartWay Carrier Partner
 - Become a SmartWay Logistics Company Partner
 - Become a SmartWay Affiliate
- SmartWay Affiliate Resources**
- Meet the SmartWay Partners and Affiliates
- Use the SmartWay Brand
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SmartWay Affiliate Resources

SmartWay Affiliates commit to helping educate their members and communities about freight efficiency and sustainable goods movement, display the SmartWay brand, and support members in becoming SmartWay Partners and using SmartWay technologies.



The resources on this page will help you get started.

- Educate Your Members
- Promote the Brand
- Help Members Register
- Learn from Peers
- Use Earth Day Toolkit**

Celebrate Earth Day With SmartWay!

[Free Microsoft Word Viewer](#)
[Free Zip file software](#)

Earth Day is a unifying gathering that brings together all of us to activate change and work together to build a sustainable environment. It is a celebration of community and the environment around us.

Ready to get started? The SmartWay Affiliate Earth Day Tool Kit puts free commercial-quality marketing materials and other resources into the hands of any organization that wants to step up and get involved. The resources are not just geared toward Earth Day but are available any day and will let your members and stakeholders know that you care about the environment and sustainable transportation.

Earth Day Tool Kit Resources:

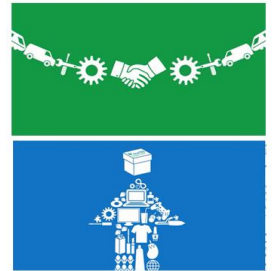
Celebrate Earth Day with SmartWay



"You're In Good Company" Video

- An informative and engaging two-minute presentation about efficient freight transportation
- It will get the attention of your members and stakeholders!
- Link to the video on your website.

<https://www.youtube.com/watch?v=CbIMHymKH5s>



Celebrate Earth Day with SmartWay



SmartWay and Sustainable Supply Chains Booth

- If you are participating in an Earth Day event in your community or your workplace display the SmartWay booth
- Contact us and we'll ship in time for your event



Celebrate Earth Day with SmartWay



Carbon Footprint Ad/Poster

- Encourage members to show their Environmental Leadership!
- Ask them to place the Carbon Footprint in trade publications or on their website



Celebrate Earth Day with SmartWay



SmartWay Designated Tractor/Trailer Ad

- The SmartWay designation is given to the cleanest, most fuel-efficient equipment commercially available
 - Share the ad with members so they can educate customers and clients on the meaning of this designation
 - Encourage members to place the ad on websites, in facility lobbies, lunchrooms and in newsletters



Celebrate Earth Day with SmartWay



Social Media



Celebrate Earth Day with SmartWay



Join SmartWay Letter

- Encourage your members to participate in the SmartWay program
- Take the Affiliate Earth Day Pledge and email the “Join SmartWay” letter to your members



Join SmartWay Letter, Part I



Hello **(Affiliate member name)**,

(Affiliate name) is an Affiliate partner of the U.S. Environmental Protection Agency's SmartWay program, a global sustainability initiative. As an Affiliate, our role in the program is to spread the word about sustainable goods movement and the ways your company can improve its performance by joining SmartWay.

SmartWay was launched by EPA and leaders in the freight industry in 2004 as a voluntary, market-driven initiative to move goods efficiently with fuel-saving techniques and strategies. SmartWay has developed a competitively-ranked business environment that has raised the bar on supply chain efficiency, sustainability and awareness of corporate responsibility.

We are encouraging you to join the over 3,500 companies in SmartWay and be in the company of some of your member peers, like:

<<Insert Affiliate member company name>>

<<Insert Affiliate member company name>>

Here's why: There are no fees to join SmartWay and it is open to all sizes and types of fleets and companies...carriers, logistics and shippers. All Partners have access to free technical assistance, subject matter experts and receive public recognition for their efforts.

Join SmartWay Letter, Part II



Truck Carrier Partners participate by agreeing to improve and annually report fuel economy, thereby reducing operating costs and emissions through a variety of strategies voluntarily implemented.

- Carriers can rank themselves against their peers in the same business mode and be visible to shippers who are hiring SmartWay Carriers.

Shippers and Logistics Partners participate by agreeing to ship most of their products using SmartWay Carrier Partners.

- Shippers can track their carbon emission metrics across their entire supply chain and learn how they perform in their industry sector

We hope you will participate in SmartWay and join us in making strides to reduce energy use. Take the next step, go to <https://www.epa.gov/smartway/how-smartway-partnership-works>

Thank you in advance!

(Your logo here)



(Your signature block)

Let's Talk....



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

SmartWay Hotline: 734-214-4767

Available Resources: <https://www.epa.gov/smartway/smartway-affiliate-resources>

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