


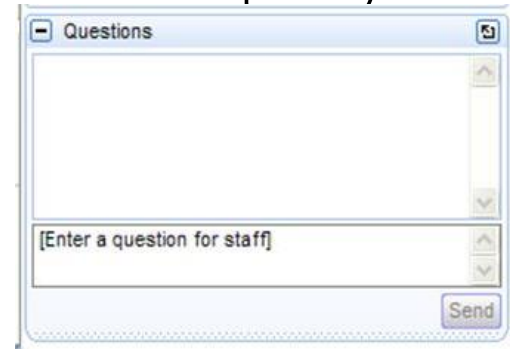
SmartWay Shippers: Where Do You Find Your Freight Activity Data?

June 20, 2019



Housekeeping

- 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!



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!](#)



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- VIDEO: [EPA Congratulates 2018 SmartWay Excellence Award Recipients](#) [EXIT](#)

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- [Why Freight Matters](#)
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 - [Shipper](#)
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Upcoming Webinars & Events

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

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SmartWay Webinars & Events

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



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Upcoming Webinars

Past Webinars 

Past Webinars: Descriptions, links to webinar recordings, and presentation slides for past webinars are listed below.

[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

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

-  Welcome
-  Brief overview of SmartWay
-  Advantages of reporting freight activity data
-  Best practices and tips for collecting freight activity data
-  Q & A



Gerry McGowan, VP Operations & Logistics HelloFresh

Gerry McGowan is the Vice President of Operations & Logistics at HelloFresh where he is responsible for overseeing the US SC/Logistics network, including the delivery of meal kits to HelloFresh customers seven days a week. HelloFresh launched in the U.S. in 2013 and quickly established itself as the market leader in delivering delicious ingredients and easy-to-follow recipes to households worldwide. McGowan oversees the brand's current network, which is comprised of five distribution centers, several final-mile carriers and an FTL network of approximately 20,000 loads moving annually. Working directly with the COO and VP of Production, McGowan drives and implements Operations and Supply Chain roadmap projects aligning with the Company's business vision.

With an extensive e-commerce background, McGowan has held positions at eBay Enterprise and Magento Commerce (a former eBay company) where he developed and implemented customized omni-channel solutions for industry leading brands and retailers. McGowan has also led logistics departments at both SunPower Corporation and Preferred Sands.



Aaron Breen, Sr Operations Analyst – Ingram Micro

Started with Ingram Micro in 2007

Business Operations – 10 years

- Partner Operations Manager
- Inventory Programs Manager


Transportation – 2 years

- Senior Analyst
- Outbound Shipping / LTL Shipping / Analytics

BS – Electrical Engineering, SUNY Buffalo

MBA (Operations & Strategic Management), SUNY Buffalo

Trained in Six Sigma and Lean Process Methodologies

- 
- Market driven partnership that helps businesses:
- Save money
 - Stay competitive
 - Demonstrate economic and environmental leadership by moving goods in the cleanest most efficient way possible
 - Exchange performance data in ways that contribute to cleaner air, and a stronger and more competitive economy.

How SmartWay Works



- 🌿 Companies exchange freight transportation activity data using EPA assessment and tracking tools
- 🌿 Tools calculate annual carbon footprint along with emissions of other air pollutants from transporting goods
- 🌿 EPA rates and ranks companies by environmental performance
- 🌿 Partners use data to optimize performance, inform decision-making
- 🌿 Provide recognition for top environmental performance



**TAKE THE ON-RAMP
TO SMARTER FREIGHT**

Learn SmartWay basics
and partner with carriers
to build your plan

1

**START MOVING
TOWARDS BETTER
PERFORMANCE**

Estimate freight
transportation efficiency
and set improvement
targets

2

**MAP YOUR ROUTE WITH
REAL ACTIVITY DATA**

Calculate activity-based
metrics and uncover
opportunities to cut
waste

3

**DRIVE INNOVATION
WITH ADVANCED
STRATEGIES**

Analyze activity data
with strategic benefit
calculators

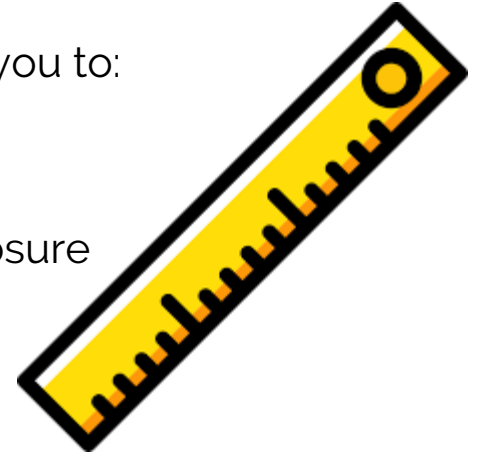
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F O U R
WAYS TO JOIN
SmartWay

Why is freight activity data so important?




- ☁ You can't improve what you can't measure
- ☁ Assessing freight supply chain performance begins with benchmarking
- ☁ Benchmarking requires accurate, high-quality data
- ☁ Collecting freight activity data for SmartWay reporting allows you to:
 - Understand performance and opportunities to reduce costs
 - Position your firm as responsible corporate citizen
 - Better compete to meet stakeholder needs for carbon disclosure
 - Demonstrate superior performance to qualify for recognition



Competitive Advantages



-  Collecting freight activity data for SmartWay reporting allows you to
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SmartWay Webinar

June 2019

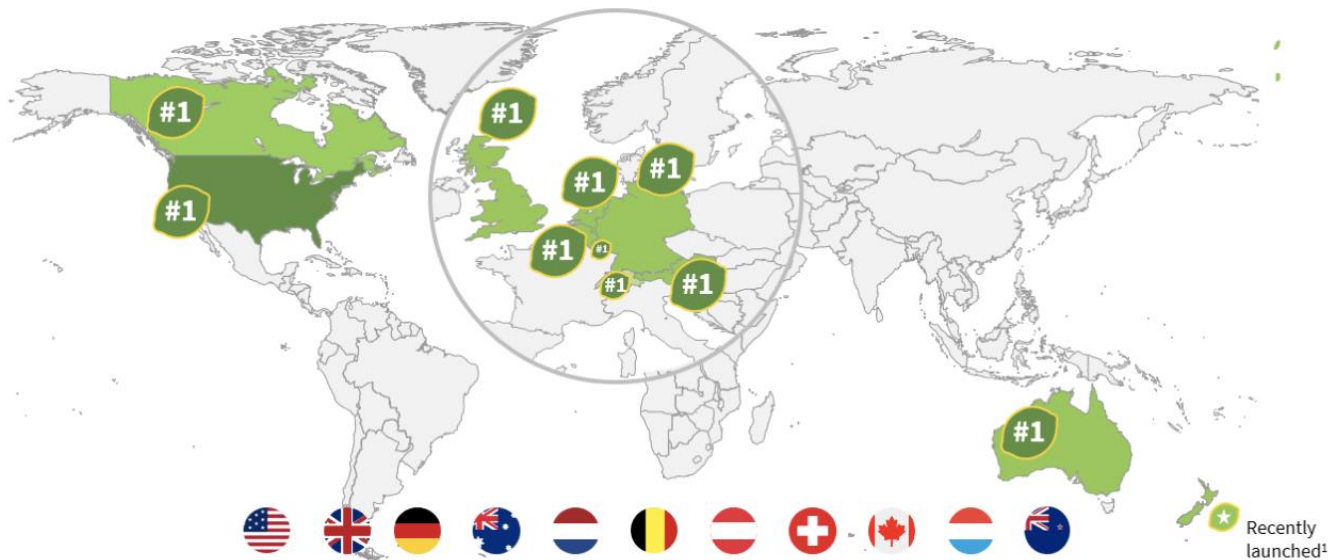
ABOUT HELLOFRESH

HelloFresh is the leader in delivering delicious ingredients and easy-to-follow recipes to households worldwide. We give customers everything they need for a successful, rewarding and satisfying cooking experience.

- **Ranked #1 Best Meal Delivery Service** in the US*
- **High-quality ingredients** sourced straight from the farm
- **Over 10,000 recipes** in our database



HELLOFRESH IS THE LEADING MEAL KIT COMPANY GLOBALLY AND IN THE U.S.



Founded in Berlin in 2011 and in the U.S. in 2012

Active in 11 Global Markets

Over 99 million Meals delivered in the U.S.

4,000+ employees worldwide



SMARTWAY SHIPPER TOOL PROCESS

Gathering Data

The Process

Challenges

Best Practices



SmartWay Presentation Information

Aaron Breen

Sr. Operations Analyst

June 20, 2019

Ingram Micro – Overview

- Ingram Micro, Inc. is a global wholesale technology distribution company that provides information technology supply-chain management, mobile device lifecycle services and logistics solutions.
- Founded in 1979, Ingram is headquartered in Irvine, CA and has an East Coast campus located in Buffalo, NY
- Ingram’s Corporate Vision highlights a strong commitment to Corporate Responsibility
 - ***“We say what we do and we do what we say. We are responsible for our individual and team actions, meeting our customer and financial commitments, and recognizing our social, community and environmental responsibilities.”***
 - Since 2015, Ingram has increased renewable energy consumption, decreased solid waste generation, reduced greenhouse gas emissions intensity by 12% and continued to invest in the repair, refurbishment and recycling of used electronics.
 - Through 2020, Ingram is prioritizing the following areas of corporate responsibility:
 - Continued focus on climate action and waste reduction
 - Supply chain risk assessments
 - Alignment with UN Sustainable Development Goals that are relevant to our impacts and activities

Ingram Micro - Summary

INGRAM Global leader in technology and supply chain services

\$50 billion
REVENUE

Sales in
160
COUNTRIES



Ship **550+**
million
UNITS/YEAR

Deliver
IT ASSET DISPOSITION SERVICES
to **20** of the
Fortune 100

>200K CUSTOMERS and **1,700+** VENDORS

Handles **1** OUT OF **3**
MOBILE DEVICES
in the U.S.



OPERATIONS IN
64 COUNTRIES
with
33K ASSOCIATES
covering
6 CONTINENTS
out of 7

TOP 10 GLOBAL
SHIPPER



12.2 MILLION kg of electronic waste
repaired, refurbished and recycled in 2017.

By The Numbers – Our US Footprint

5 Primary Warehouse Facilities

15 Smaller Facilities

2019 Year to Date Averages – US Warehouse Network

64K Shipments Daily

246K Units Shipped Daily

2017 SmartWay Data shows that Ingram utilized **49 different carriers** for Inbound and Outbound Shipping

2017 Data shows that Ingram Micro's shipping volumes are **98.55%** SmartWay Registered

Why EPA SmartWay?

- My Manager came back to work for Ingram last year, and had told me that Ingram was previously a SmartWay program participant, but that the registration had elapsed
- We understood that EPA SmartWay goals was aligned with our company's Vision for Corporate Responsibility, and could be a differentiator in our marketplace
- With Ingram's SmartWay registration lapsing, we did not have a good documentation on how we previously collected or assembled the data for certification purposes
- Ingram keeps transactional-level data for the purposes of research, so the information that was needed should have been available
- This was a challenge – we should be able to achieve partnership status, but at what participation level?
- Level 4 participation was appropriate – we just needed to understand what information was needed and how to pull it together.
- Understanding what SmartWay is, how well does our overall Transportation strategy line up with our Corporate Responsibility goals?

Getting The Data

- Understanding the characteristics of each data set was key
 - Different data sets that covered Inbound Data and Outbound Data
 - Outbound data – relatively easy to get, as we do a really good job monitoring shipments for various purposes (i.e. cost, efficient transit days, etc.)
 - Inbound data – more difficult to review, as the information had a mix of Inbound, Outbound and Direct Shipment Vendors to Customers
 - We also needed to carefully watch our data to separate carrier service level data appropriately (i.e. LTL, Air, Ground)
- Mileage data is not captured in our information
 - We knew the Ship From and Ship To Zip Code and State information, but did not have the actual mileage calculation as a part of our data (since we don't internally look at mileage as a measure)
 - We got creative – found a method that uses Latitude and Longitude data from a Zip Code list, and a mathematical formula that converts that information into miles to rate each shipment
- Used updated Excel Tools to pull the data together
 - Business Intelligence Tools in newer versions of Excel helped to sort and group the data effectively
- Pulled Inbound and Outbound together towards the end of the process to come up with the final data for submission
 - And even then, I didn't get it all correct on the first pass.....

Best Practices

- Understand your data sources
 - Inbound Shipping Data and Outbound Shipping Data may have different characteristics
 - Take time to map your data out in advance before going to collect it
 - Use the information in the SmartWay Shipper Tool for guidance
 - Be as organized as possible
- Summarize information in the most efficient way possible
 - Outbound Shipments: Distinct Orders, Total Order Weight, Ship from and Ship To Zip Codes & States
 - Inbound Shipments: Similar to Outbound, but look for shipments where your company is the Consignee
- Learn MS Excel Analytical Tools like PowerPivot, Power Query and Pivot Tables
 - Business Intelligence Tools are built into current versions of MS Excel
 - Learning how these tools work will take care of a lot of heavy lifting
 - Use the Internet to cover skill and knowledge gaps – ***“90% Inspiration, 10% Perspiration”***
- Be willing to build reference tables where needed to make calculations easier
 - Research on rating mileage was very important
- Don't sweat the small stuff
 - Disregard carriers that do not have significant shipment volumes in your footprint

Q and A



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