



# Affiliates in Action

June 7, 2017



# Today's Discussion

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- Role of the SmartWay Affiliate
- Benefits of participation
- Future direction
- Affiliate forum
- Editorial calendar

# SmartWay Affiliate Program

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- Affiliates are organizations that support the goals of the SmartWay partnership
- Affiliates play a key role in partnership growth
- Affiliates commit to:
  - Educate stakeholders about the partnership and partner benefits
  - Educate stakeholders about sustainable freight transportation
  - Encourage their stakeholders to participate in SmartWay
  - Share information about SmartWay goals
  - Assist partners in meeting partnership commitments



# SmartWay Affiliate Role

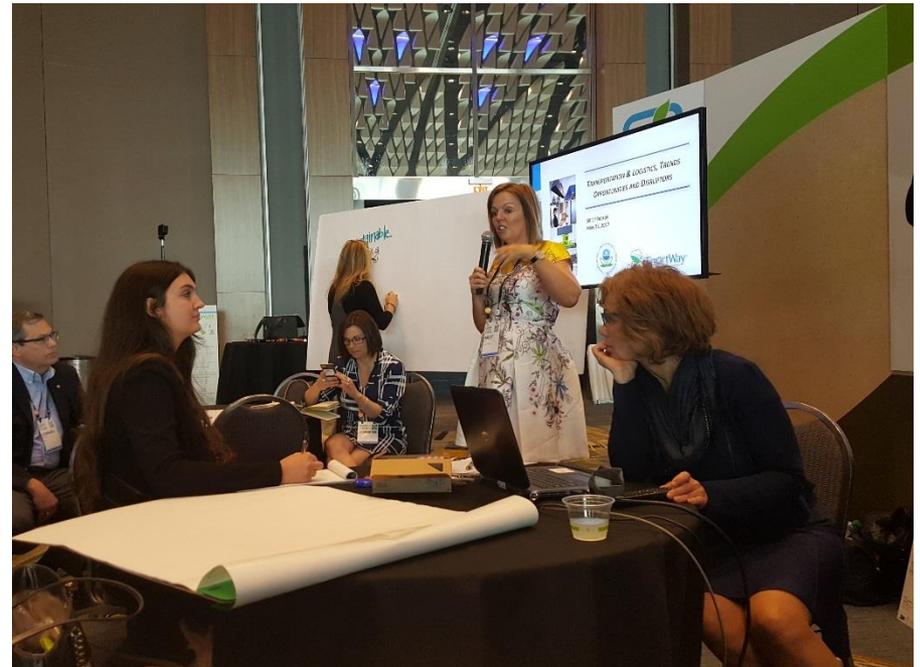
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- Affiliates drive change through
  - Member engagement
  - Education and training
  - Communication and outreach









# SmartWay Affiliate Benefits

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- Bring value to your stakeholders via education, webinars, best practices, and technical support
- Help members make a difference and address air quality impacts from goods movement
- Provide free value-added resources for your members and stakeholders
  - <https://www.epa.gov/smartway/smartway-affiliate-resources>
- Learn from other organizations about how to advance sustainable freight efficiency
  - New – SmartWay Affiliate Forum
- Get recognized by EPA for your commitment to raising awareness and transforming the freight sector

# Affiliate Program

## What's New, What's Next

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- Editorial Calendar
  - Theme based
  - A way to keep efficient freight transportation in front of your members
  - Your organization can plan accordingly and integrate the themes into your existing efforts
    - Resources related to the content and themes will be provided one month in advance

# Editorial Calendar



Month	Theme	Monthly Activity
July	Energy Independence	<ul style="list-style-type: none"> <li>• Newsletter article - fuel efficient technologies</li> <li>• Social media posts</li> <li>• Include energy saving factoid on your website</li> </ul>
August	Small Business, Partnerships and Collaborations	<ul style="list-style-type: none"> <li>• Newsletter article - how small businesses are improving their supply chains from partnerships and collaborative efforts</li> <li>• Social media posts</li> <li>• Include power of partnership factoid on your website</li> </ul>
September	Truck Driver Appreciation	<ul style="list-style-type: none"> <li>• Newsletter article - importance of trucking industry on goods movement and the economy</li> <li>• Social media posts about NACFE Run on Less Event</li> <li>• Include factoid on your website</li> <li>• Work with your state trucking association on a truck driver appreciation event</li> </ul>
October	SmartWay Excellence Awards	<ul style="list-style-type: none"> <li>• Newsletter article - best practices for green supply chains</li> <li>• Feature members/stakeholders who are Excellence Awardees</li> <li>• Issue press release about SmartWay Excellence Awards</li> <li>• Social media posts</li> </ul>
November	Thanks for saving fuel and reducing emissions	<ul style="list-style-type: none"> <li>• Newsletter article - maximize truck fuel economy with efficient driving behavior</li> <li>• Spotlight a member/stakeholder who is also a SmartWay partner</li> <li>• Include factoid on fuel efficiency of different freight modes on your website</li> <li>• Social media posts</li> </ul>
December	Freight Supply Chain and Retailers	<ul style="list-style-type: none"> <li>• Newsletter article - key trends taking place in retail supply chain</li> <li>• Include impact of online shopping on last mile delivery factoid on website</li> <li>• Social media posts</li> </ul>
Every Month		<ul style="list-style-type: none"> <li>• Display the proud supporter logo</li> <li>• Link to the SmartWay site.</li> <li>• Link to the SmartWay videos</li> </ul>

# Questions

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