



Supporting Sustainable Freight Transportation:

The SmartWay Affiliate Program

Are you committed to helping freight shippers, carriers, and logistics companies improve fuel efficiency, reduce emissions, and save money? The SmartWay Affiliate Program can help you provide efficient freight management strategies and expertise to your members and stakeholders.

SmartWay® Program

SmartWay® is an EPA program that helps businesses learn how to advance supply chain sustainability by measuring, benchmarking, and improving freight transportation efficiency.

What is the SmartWay Affiliate Program?

SmartWay Affiliates agree to spread the word about greater energy efficiency and air quality within the freight transport sector through the SmartWay Transport Partnership.

Our Affiliates commit to:

- ▶ **Educate** their members and customers about the benefits of the SmartWay program;
- ▶ **Encourage** the use of SmartWay technologies; and,
- ▶ **Participate** in SmartWay.

SmartWay Affiliate Categories

- » Nonprofit organizations
- » State/local air quality organizations
- » State trucking associations
- » Truck and trailer dealerships and leasing companies

What Does the SmartWay Affiliate Program Offer?

As a SmartWay Affiliate, you'll receive:

- ▶ **Brand recognition.** SmartWay is a recognized brand in the global freight industry—a symbol of cleaner, more efficient transportation. Affiliates are able to use the brand to communicate a shared commitment to improve air quality and reduce transportation related emissions.
- ▶ **Proven strategies.** SmartWay offers credible, tested strategies and technologies that you can share with your members.

- ▶ **Best-in-class education.** Provide your members with the latest trends in the areas of efficient freight supply chains and efficient goods movement through publications, Webinars, and peer-to-peer networking.
- ▶ **Access to materials.** Access professional ads and outreach materials—especially useful for an organization with limited resources.
- ▶ **Partnership opportunities.** Leverage existing business to business relationships by drawing on technical expertise and input from EPA and other Affiliates.
- ▶ **Public recognition.** Be acknowledged by the U.S. EPA for your outstanding commitment to and enthusiasm about SmartWay.

How Can I Become a SmartWay Affiliate?

Ready to become a SmartWay Affiliate? Join us by completing the SmartWay Affiliate Partnership Agreement at www.epa.gov/smartway/smartway-affiliate-resources and emailing to EPA at smartway_transport@epa.gov.

What do Affiliates Say About SmartWay?

“CSCMP is very proud and honored to be a SmartWay Affiliate. We are confident we can help improve the transportation industry’s outlook today and well into the future by working together. We look forward to supporting the SmartWay program however we can in the coming years.”

—Jim Schulze, Director of Operations, Council of Supply Chain Management Professionals

“We are proud to be a SmartWay Affiliate. The SmartWay program is a great synergy to our coalition’s efforts because it gives us a supplemental outlet outside the Clean Cities program to connect fleets to methods and strategies that help reduce their petroleum consumption and fueling costs. It helps strengthen our impact and efforts in Wisconsin.”

—Lorrie Lisek, Executive Director, Wisconsin Clean Cities

