



# 2020 SmartWay Shipper Awardees Share Effective Strategies

Wednesday, March 3, 2021





## **Joann Jackson Stephens Brand Manager, EPA SmartWay**

Joann Jackson Stephens has worked at the US EPA since 1992. She has worked on SmartWay Transport Partnership program since 2001, and currently acts as the program Brand Manager where she leads the partner recognition efforts, manages public relations, marketing campaigns and the SmartWay Tractor/Trailer program as well as coordinates webinars.

Joann graduated with a bachelor's degree in Political Science from Spelman College and earned a masters degree in Public Policy from the University of Michigan.



**Kathleen A. Martz**  
**Affiliate Co-Manager, EPA SmartWay**

Kathleen has worked for EPA since 2004 in OTAQ's Transportation and Climate Division. Based in Ann Arbor, Michigan at the National Vehicle and Fuel Emissions Laboratory,

Kathleen is part of the SmartWay Transport Partnership where she manages the SmartWay Affiliate Program and is the National Regions Manager. Kathleen initiated SmartWay's expansion into Canada and contributed to the program's data quality process.

Prior to joining EPA, Kathleen held several positions with companies in industry, including a major supplier to the heavy-duty industrial sector.

# Covered Today

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 SmartWay Award Overview

 Introductions

- Kimberly-Clark Corporation
- Whirlpool Corporation

 Panel Discussion

# 2021 Award Goals



- Recognize top Partners that excel in freight sustainability
- Screen Partners based on environmental performance
  - Using the most recent, completed annual reporting cycle from all Partner categories
  - Use semi-finalist process to select awardees in some categories
- Aim for a mix of large/medium/small Partners
  - Using total annual miles traveled as indicator

<https://www.epa.gov/smartway/smartway-excellence-awardees#criteria>

## 2020 SmartWay Excellence Awards — EPA Criteria

### WHAT ARE THE SMARTWAY EXCELLENCE AWARDS?

The SmartWay Excellence Awards are EPA's means to recognize Partners that have optimized the environmental performance and efficiency of their freight management operations.

The SmartWay Excellence Award program recognizes approximately the top two percent of Partners with superior environmental performance.

To be eligible for consideration, qualified companies must have timely and accurate submittal of required data in the 2019 reporting cycle for all Partner categories (i.e., be Partners in good standing). For carriers, EPA must also have received a timely submission of the 2020 Tool.

EPA makes a full review each year of every Partner's SmartWay Tool submission to assess qualifications for award consideration.

Semifinalists in selected Partner categories will be contacted to submit an application.

All Excellence Award finalists will be screened for any adverse environmental actions that may prohibit public recognition for their SmartWay achievements.

EPA will notify those Partners that are selected as Awardees.

### TIMELINE AND NOTIFICATION

**JANUARY:** The SmartWay Award process and data review commences. EPA identifies candidates using data submitted via the 2019 SmartWay Tool, from all Partner categories.

**MARCH:** Shipper, logistics and multimodal carrier semifinalists are identified and invited to submit supplemental information. Other carriers do not submit supplemental information.

**MAY 6, 2020:** Submission deadline for supplemental information from shipper, logistics and multimodal carrier semifinalists.

**JULY:** Final reviews and adverse environmental actions screening.

**AUGUST:** Awardees notification (no public announcement until fall).

**OCTOBER:** Announcement of Award recipients.



### CARRIER CRITERIA

For each truck and multimodal fleet category, EPA identifies candidates that demonstrate top environmental performance. Performance is based on an equal weighting of all environmental metrics results from the SmartWay Carrier Tool (i.e.  $\frac{1}{2}$  CO<sub>2</sub> g/ton-mi +  $\frac{1}{2}$  NO<sub>x</sub> g/ton-mi +  $\frac{1}{2}$  PM g/ton-mi +  $\frac{1}{2}$  CO<sub>2</sub> g/mi +  $\frac{1}{2}$  NO<sub>x</sub> g/mi +  $\frac{1}{2}$  PM g/mi). Eligible multimodal carrier Partners will be invited to submit an Award semifinalist application. Exceptions for barge and rail carriers are noted below.

#### BARGE

Barge carriers are assessed based on a **50% CO<sub>2</sub> + 25% NO<sub>x</sub> + 25% PM g/ton-mile** weighted result.

#### RAIL

Rail carriers are assessed based on a **50% CO<sub>2</sub> + 25% NO<sub>x</sub> + 25% PM g/gross ton-mile** weighted result.

Awards will be given in carrier categories for truck, multimodal, barge and rail. The truck fleet carrier sub-categories are: TL/Dry Van, Tanker, LTL/Dry Van, Specialized, Refrigerated, Package, Moving, Mixed, Heavy/Bulk, Flatbed, Dray, Expedited, and Auto Carrier.

## Congratulations to our Multiple Award Winners!

### ABOUT SMARTWAY EXCELLENCE AWARDS

EPA's SmartWay Excellence Award recognizes exceptional achievement in freight performance among EPA SmartWay Partners. Excellence Awardees lead their industries in improving freight efficiency and contributing to cleaner air within their supply chains. The Awardees are chosen from over 3,700 companies and organizations participating in SmartWay.

Between 2006 and 2020, EPA recognized SmartWay Excellence Award winners 13 times. EPA recognized 128 companies as SmartWay Excellence Awardees multiple times.

#### ELEVEN-TIME AWARDEES

J.B. Hunt Transport, Inc.  
Kimberly-Clark Corporation  
Schneider  
Swift Transportation Co. of Arizona, LLC

#### TEN-TIME AWARDEES

Lowe's Companies, Inc.

#### NINE-TIME AWARDEES

HP Inc.  
Roehl Transport, Inc.

#### EIGHT-TIME AWARDEES

Doug Andrus Distributing LLC  
Hub Group  
Knight Transportation, Inc.  
Mesilla Valley Transportation

#### SEVEN-TIME AWARDEES

CRST Expedited, Inc.  
Johnson & Johnson  
Werner Enterprises

#### SIX-TIME AWARDEES

Arlo G Lott Trucking Inc  
C.R. England, Inc.  
DHL Express  
Old Dominion Freight Line, Inc.  
The Home Depot U.S.A., Inc  
UPS Small Package  
Whirlpool Corporation

#### FIVE-TIME AWARDEES

Bison Transport Inc.  
Duncan and Son Lines, Inc.  
Halvor Lines, Inc.  
Heartland Express, Inc. of Iowa

Kohl's Department Stores  
Logistics Trans West Inc. - Logistiques  
Trans West Inc.  
LTL Inc.  
May Trucking Company  
Penske Logistics LLC  
Prime, Inc.  
Sharp Electronics Corporation  
White Arrow LLC

#### FOUR-TIME AWARDEES

ABF Freight System, Inc.  
Armada  
Bacardi USA Inc.  
C.A.T. Inc.  
Cascade Sierra Solutions  
Celadon Group, Inc.  
Contract Freighters, Inc. d/b/a CFI  
Covenant Transport

Hirschbach Motor Lines  
Lone Star Transportation, LLC  
Meijer Logistics LLC  
New World Van Lines  
NFI Industries  
Nordstrom, Inc.  
Quad Graphics / Duplaineville Transport  
RPM Harbor Services, Inc.  
Ruan Transportation Management  
Systems, Inc.  
Transplace  
Walmart Transportation, LLC  
XPO Logistics Managed Transportation, LLC

#### THREE-TIME AWARDEES

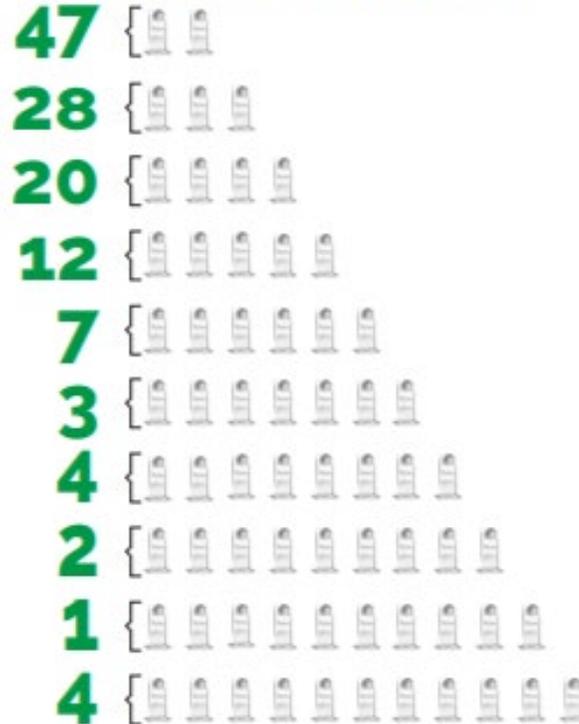
Alliance Shippers, Inc.  
Best Buy Co., Inc.  
Canon USA, Inc.



Challenger Motor Freight Inc.  
Contract Transportation Systems, Co.  
(Sherwin Williams)  
CRST Dedicated Services, Inc.  
D. P. Curtis Trucking, Inc.  
Dedicated Transport LLC  
Eagle Transport Corporation  
Frito-Lay  
Gordon Trucking, Inc.  
H-E-B  
JC Penney  
LEDVANCE LLC  
McDonald's  
McElroy Truck Lines, Inc.  
Meijer  
Modern Transportation Services, LLC  
Mustang Express LTD  
Navajo Express, Inc.  
OutWest Express, LLC  
Owens & Minor Distributing, Inc.  
Palmer Moving Services

(continued)

### MULTIPLE AWARD WINNERS (128 TOTAL)



# 279

Partners recognized as  
Excellence Awardees  
over 13 years

# 128

Partners recognized as  
Excellence Awardees  
more than once



[https://www.youtube.com/watch?v=Q7BjP\\_zMX5w&feature=youtu.be](https://www.youtube.com/watch?v=Q7BjP_zMX5w&feature=youtu.be)



## Stelios Chrysandreas

**North America Senior Transportation Manager  
Kimberly-Clark Corporation**

Stelios Chrysandreas is a North America Senior Transportation Manager for Kimberly-Clark Corporation. He has responsibility for achieving lowest transportation cost and best service through daily optimization, the modeling of the Network and Operational KPI's, as well as driving sustainability practices in transportation management for K-C.

Stelios started his career with Kimberly-Clark as a graduate of the University of Alabama in 1990 with a Bachelor of Science in Electrical Engineering and a Masters in Business Administration. He has held different roles throughout K-C's supply chain including Planning, Distribution Operations, Supply Chain Analysis and Transportation for the Consumer, Health Care and Global Nonwoven businesses.

Prior to his current role, Stelios helped design and execute the current North America Distribution footprint that ensured locating Distribution Centers in markets that supported the growth of Intermodal usage.

Stelios is based at Kimberly-Clark's Shared Service Center in Knoxville, TN.

# Leading the World in Essentials for a Better Life

- \$19 billion global company founded in 1872
- Strong global brands, including five billion-dollar brands:



- Strong legacy of innovation – created 5 of the 8 major product categories in which we compete
- Products sold in more than 175 countries
  - One-quarter of the world's population use our products daily
- #1 or #2 position in 80 countries

# K-C's Commitment to Sustainability

- Kimberly-Clark's Sustainability 2022 strategy is our commitment to sustainability from source to shelf
- Our initiatives align with our values, improve the communities we serve and build a more sustainable future
- Read more at [sustainability2022.com](https://www.kimberly-clark.com/sustainability2022.com)

*Learn more about K-C's Ambitious 2030 Goals*



## OUR PRIORITIES



SOCIAL  
IMPACT



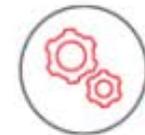
FORESTS  
& FIBER



WASTE &  
RECYCLING



ENERGY  
& CLIMATE



SUPPLY  
CHAIN



**Kara Hegg**  
**Supply Chain Manager – Logistics**  
**Whirlpool Corporation**

Kara Hegg joined Whirlpool in 2004. In her current role, Kara is a member of the supply-chain team that is responsible for the company's \$550M transportation network. The team manages all modes of transportation including small parcel, truck load, less-than truckload, dedicated fleets, intermodal, rail, ocean, and air. In addition, the team manages the company's third-party Lead Logistics Provider consisting of more than 100 employees who support network engineering, carrier management, sourcing, load tendering, systems integration, freight payment, and claims recovery.

Kara is responsible for the reporting to EPA SmartWay and is part of a cross-functional team that develops supplier strategy and load optimization to minimize carbon emission in the transportation space.

She is a graduate of Indiana University Kelley School of Business, and holds a master's degree in Business Administration concentrated in Global Supply Chain as well as a bachelor's degree in Liberal Arts from Purdue University, in West LaFayette, Ind.

# WHIRLPOOL CORPORATION

Whirlpool Corporation is the world's leading major home appliance manufacturer. Whirlpool manufactures in 13 countries and markets products in nearly every country around the world with approximately \$19 billion in annual sales and 78,000 employees in 2020.

Whirlpool

KitchenAid®

MAYTAG®

iNDESIT

AMANA®

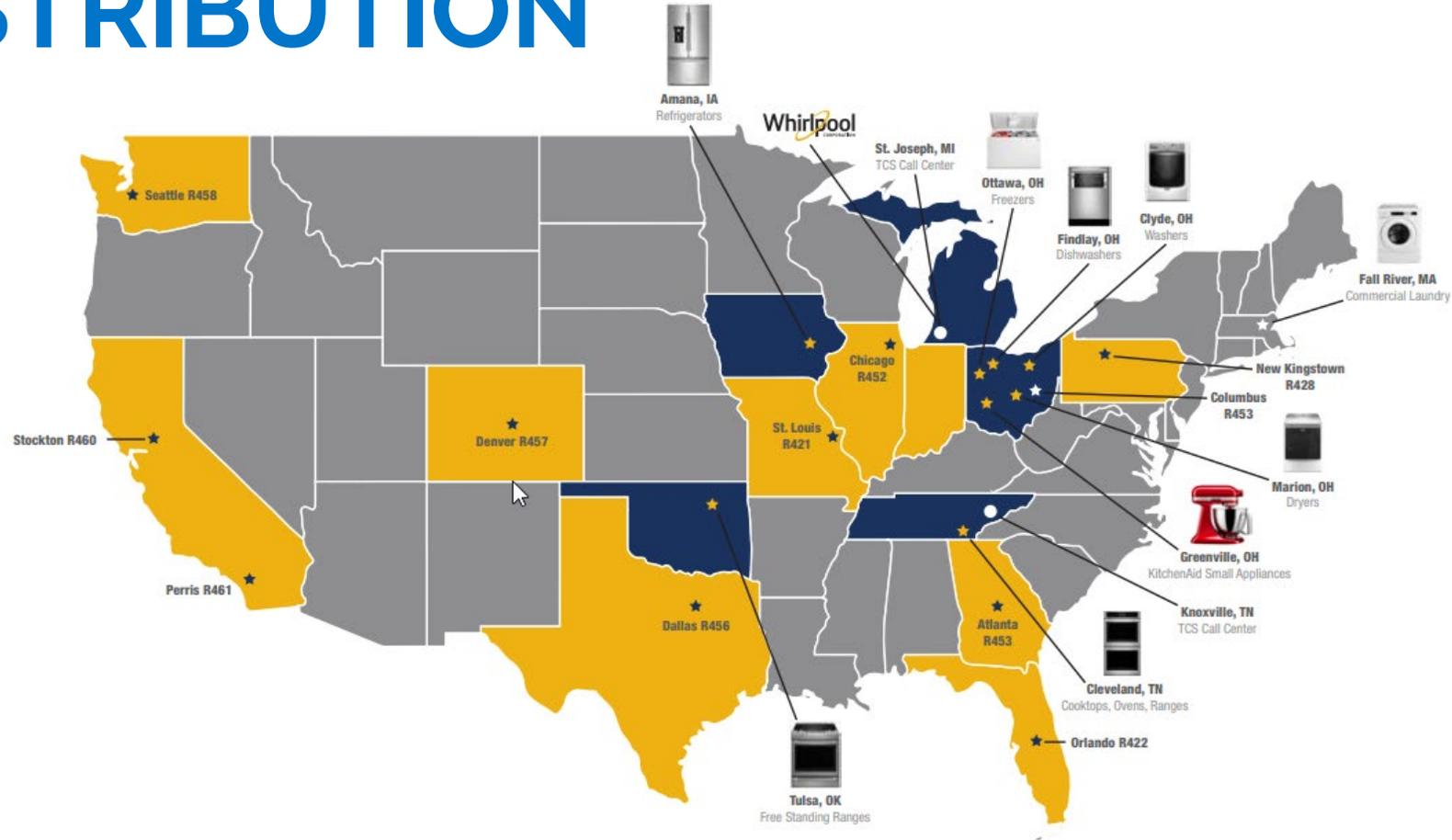
Hotpoint

Bauknecht

JENNAIR®

\* Whirlpool Corporation ownership of the *Hotpoint* brand in EMEA and Asia Pacific regions is not affiliated with the *Hotpoint* brand sold in the Americas

# US DISTRIBUTION



2

Trade Customer Support  
Call Centers

9

Manufacturing  
Facilities

8

Factory Distribution  
Centers

11

Regional Distribution Centers  
In Addition to 90 Local Distribution Centers

**Whirlpool**  
CORPORATION

# FREIGHT STAINABILITY LEADERSHIP



## RESOURCES TO SUPPORT FREIGHT SUSTAINABILITY LEADERSHIP

### FOR CARRIERS

- 📄 SmartWay Carrier Technical bulletins
- 📄 Designated Tractor and Trailer guidance
- 📄 Benefits of Becoming a SmartWay Carrier Partner
- 📄 Business case for Truck Carriers joining SmartWay
- 📄 How SmartWay Benefits Small Fleets
- 📄 SmartWay Carrier Video

### FOR LOGISTICS PROVIDERS

- 📄 Benefits of Becoming a SmartWay Logistics Company Partner
- 📄 Resources to Introduce Your Carriers to SmartWay
- 📄 SmartWay Logistics Video
- 📄 Letter Templates for Recruiting Carriers

### FOR SHIPPERS

- 📄 Launching a Successful Freight Sustainability Strategy
- 📄 Shipper Technical Bulletins
- 📄 Global Green Freight.org
- 📄 Shipper Business case for joining SmartWay
- 📄 SmartWay for Shippers: The Business Case for Green Freight video
- 📄 Letter Templates for Recruiting Carriers

### FOR ALL PARTNERS

- 📄 SmartWay Overview
- 📄 Procurement Guide
- 📄 Data Quality and Best Practices Guidance
- 📄 SmartWay Brand Guidance

# FREIGHT SUSTAINABILITY LEADERSHIP



- 📄 Performance Benchmarking and Reporting Practices
- 📄 Internal Company Policies
- 📄 Industry Collaboration
- 📄 Environmental Performance
- 📄 Education, Publicity and Engagement

# Question 1

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 What does freight sustainability leadership mean to you?

# Freight Sustainability Leadership



1

Carrier Relationship

2

Operational Excellence

3

Network Management



## Question 2

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-  How does your company operationalize freight transportation efficiency throughout your business?
-  What are the challenges of integrating sustainability practices?

# Launching a Freight Sustainability Strategy



## [Launch your Freight Sustainability Strategy](#)

- This link will take you to one of our newest guides
- Educate your colleagues and leadership team about:
  - Developing or improving a freight sustainability strategy,
  - Using the tips, and templates to make your business case
  - Helping you get support and commitment from your team

## There are six easy-to-follow steps

- From researching what your company is doing around sustainability to implementing your sustainability plan

# Audience Poll #1

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-  Are the employees/staff aware of your company's participation in SmartWay?
-  Is SmartWay participation a requirement of the RFQ process for the carriers and logistics companies with which you do business?

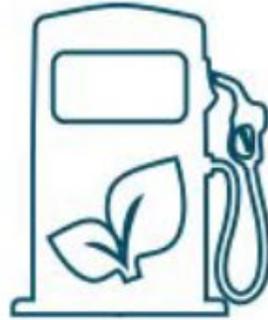
## Question 3

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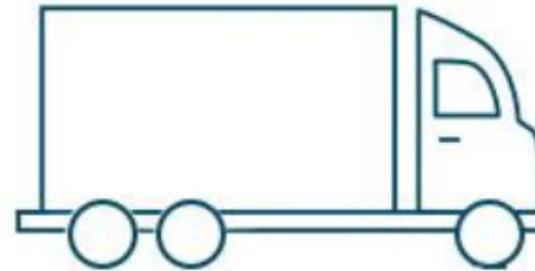


-  What new or innovative strategies or best practices is your company employing to improve freight efficiency? What is your company doing to:
- transform freight sustainability practices (i.e. promote supplier relationships)?
  - promote innovative technologies that will transform your industry or sector?

# Innovative Strategies



Fuel Strategy



Dedicated  
Fleet Solutions



Ongoing  
innovation

SmartWay  
partner  
baseline



# Audience Poll# 2

 **What freight sustainability best practices that today's panelists discussed has your company implemented?**

- Intermodal Collaboration
- Fuel Recovery
- Collaboration to Reduce Empty Miles
- Fleet Flexibilities
- Electric Tractors
- Visibility Platform

 **What freight sustainability best practices that today's panelists discussed are you most interested in for future implementation?**

- Intermodal Collaboration
- Fuel Recovery
- Collaboration to Reduce Empty Miles
- Fleet Flexibilities
- Electric Tractors
- Visibility Platform

## Question 4

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 How does your company access and store quality freight transportation data?

# Freight Transportation Data Management



## Data Aggregation - Standard Work

ERP Data

Lead Logistics  
Provider TM data

Freight Pay Data

Fuel Recovery  
Program Data



# Get what you need, fast!



The Quick Start Guide is a 26-page, easy to read and understand compliment to the Tool giving with information to get you started fast.

There are 4 ways shippers can participate in SmartWay.

- Way 1, the SmartWay Candidate level
- Under Way 2, 3, or 4, shippers participate as full SmartWay Partners and submit activity and performance data using the SmartWay Shipper Tool.
  - Pages 2, 3 and 4 outline the data requirements for the Tool
- Selecting Way 3 or 4 will qualify shippers to compete for an annual SmartWay performance award.

## Question 5

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 How does your company use freight transportation data to make decisions?

## Question 6

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 Why do you participate in SmartWay, how has it benefited your company?

# Questions?





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