

# New Partner Orientation

## *Tips for a Rewarding Partnership Experience*

September 15, 2021



## EPA SmartWay



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- SmartWay background
- How the program works and partnership results
- SmartWay partner perspectives
  - Nissan
  - Hub Group



# POLL 1

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How does your company participate in SmartWay?

- Shipper
- Carrier
- Logistics provider
- Other
  - Please specify

# SmartWay Background



- Public-private partnership
- Raise awareness around emission/sustainability benefits of freight efficiency
- Strengthen industry efficiency, competitiveness
- Collaboration
- Save fuel, money, and the environment

# Why Freight Matters

Goods and materials moved via truck, rail, water, & air are core to businesses & communities across America

- \$18.1 trillion in value of goods shipped
- 17.7 billion tons annually; 55 tons per capita
- 5.26 trillion ton-miles of freight

Logistics contributes to U.S. jobs and livelihoods

- 13 M U.S. jobs related to freight
- 8% of U.S. GDP (\$1.6 trillion)



# Why Freight Matters





- Freight accounts for ~39% of world transportation energy use
- Global freight volumes projected to triple by 2050
- Freight emissions impact public health and environment
  - Transportation already contributes 30% of global emissions of PM, methane, carbon and other harmful air pollutants



# Freight, Energy and the Environment

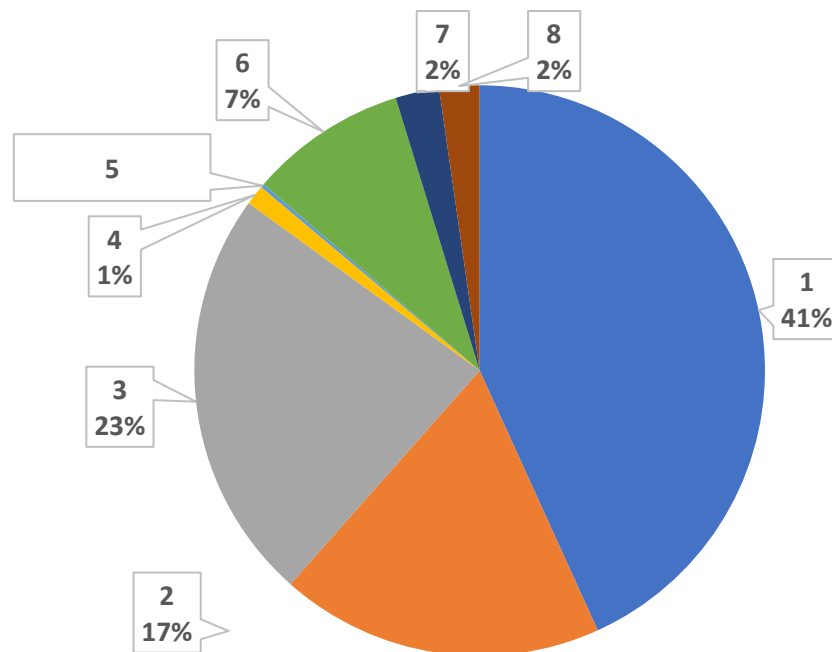


## Transportation in U.S.:

-  Over 1/4 total GHG emissions
-  About 2/3 petroleum-based fuel use

## In Transport Sector:

-  Freight accounts for over 25% of all fuel consumed and GHGs emitted
-  Freight is fastest growing source of transport GHGs



2019 Data - Inventory of U.S. Greenhouse Gas Emissions and Sinks (EPA 2021)



# POLL 2



Does your company have a sustainability or corporate social responsibility plan in place? If so, does it include freight in that plan?

- No plan
- Yes, we have a plan
  - Freight is included
  - Freight is not included
- Comments

# How SmartWay Works



Supply Chain,  
Goods Movement

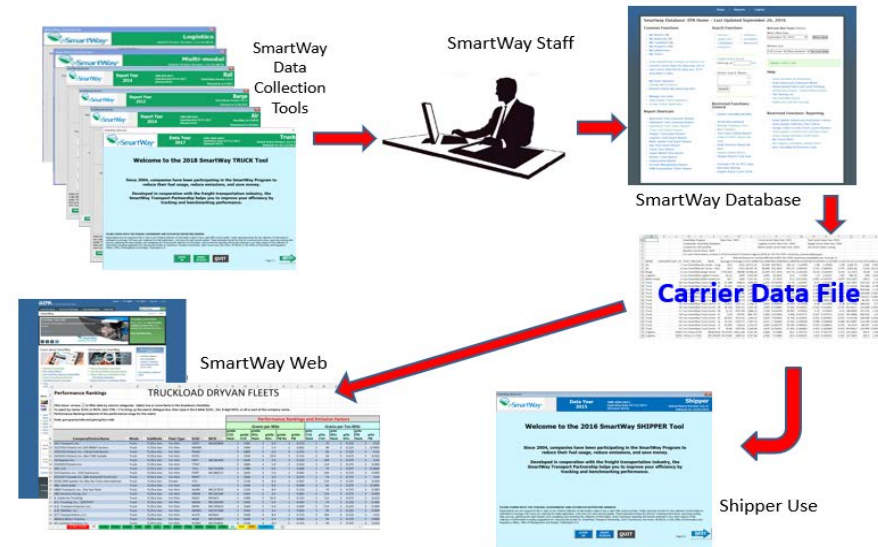


<https://www.youtube-nocookie.com/embed/s9E6I49iPIE?rel=0>

# How SmartWay Works



- Companies collect and submit freight activity information using EPA assessment and tracking tools
- EPA checks data then uploads to SmartWay database
- Database combines partner data with most recent EPA emission factors to calculate annual emissions reports from transporting goods
- EPA ranks freight service providers by environmental performance



# How SmartWay Works



- Partners use SmartWay reports to analyze emissions
- Work with SmartWay on emission reduction strategies
- Choose more efficient modes and within mode, choose more efficient SmartWay carriers
- Integrate SmartWay into bid process and/or key performance indicators in freight procurement and review
- Provide incentives, like preferential fuel surcharge rates, bonus points in bid proposals, preferred lanes or delivery hours
- Strengthen carrier relations



# How SmartWay Works



- Standardized approach that partners can use to assess supply chain efficiency and emissions
  - For any organization that ships, carries or receives goods
  - Adopted by private and public sector, vendors, providers, suppliers
- Designed with and for the freight sector
  - Delivers solutions to marketplace needs and challenges
  - Voluntary and no-cost







# Partnership Results



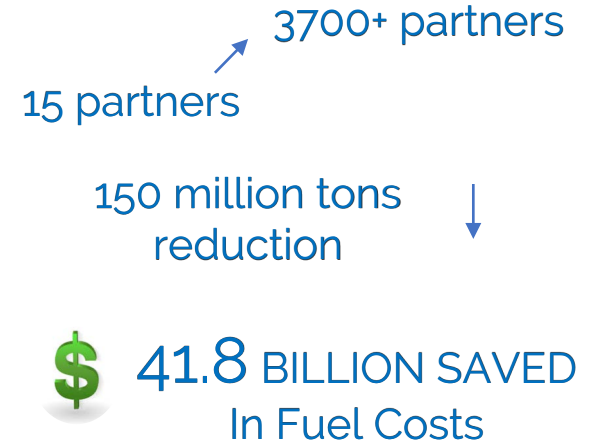
- 🌿 Proven outcomes
  - Shippers identify greener carriers
  - Carriers can gain competitive advantage, support shipper sustainability goals
- 🌿 Credible, neutral data oversight
  - EPA oversees data quality assurance and control
- 🌿 Meets requirements for various energy and emissions reporting platforms (Greenhouse Gas Protocol, Global Reporting Initiative, Sustainability Accounting Standards Board, etc)

# Partnership Results



-  Since 2004, the number of companies that participate in SmartWay has grown from 15 to over 3,700
-  Collectively, SmartWay partners have saved \$41.8 billion dollars in fuel costs, and reduced harmful air pollutants by 150 million tons.
-  SmartWay Partner energy savings equivalent to eliminating annual energy use in 18 million homes
-  Strong industry collaboration and coordination with Affiliate groups and other stakeholders

Since 2014

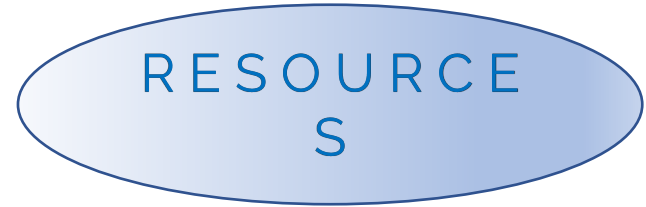


# How SmartWay Works



## Partner Portal

- *Program tools, reports, registration documents, program updates, branding and logo materials*



## Web Resources

- *Webinars, awards and branding, technical bulletins, technology and industry trends*

## Partner Account Manager

- *Partner Support and Assistance*



# SmartWay Resources



## SmartWay Portal

**Email Address:**

**SmartWay ID:**

8825

Please enter the number that appears above:

- Logo resources
- Unique partner emissions performance reports
- Carrier registration document
- Carrier matching
- Awards program information
- + MORE

<https://app4.erg.com/smartwayweb/portal/login.cfm?language=ENG>:

# SmartWay Resources




[www.epa.gov/smartway](http://www.epa.gov/smartway)




- Partnership news and announcements
- Sustainability reporting guidance
- Partner list
- How to participate, application, tool resources
- Awards program information
- + MORE

# Transition to On-Line Tools



 In 2021, SmartWay launched on-line carrier tool; phasing out downloadable, macro-enabled Excel workbooks

 In 2022:

- Carrier tool will be on-line, no Excel version
- Logistics and shipper Tools will be on-line, Excel optional
- Multimodal tool will be discontinued, with current multimodal partners transitioned to logistics category
- Air, barge, and rail tools will still be Excel-only



UPDATES

# Friendly Reminders!



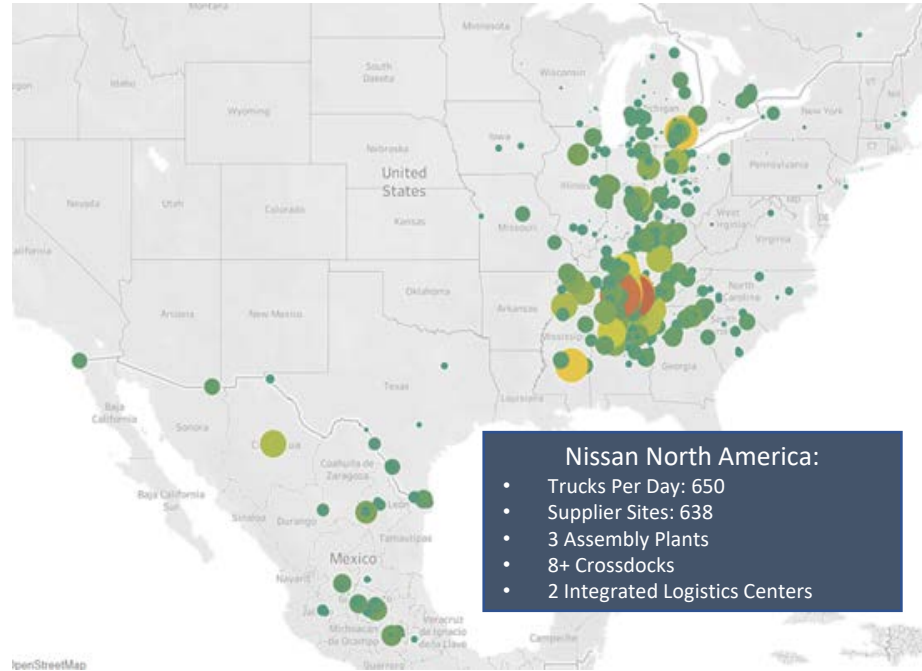
- 🌿 Pay attention to SmartWay emails
  - *make sure your SmartWay emails aren't sent to a spam folder*
- 🌿 Ensure continuity of operations
  - *have a backup person in your organization in the event you leave*
- 🌿 Use SmartWay metrics to benchmark
  - *annual company and peer performance*
- 🌿 Know who your Partner Account Manager is!
- 🌿 If you have a question - don't hesitate:
  - **ASK YOUR PARTNER ACCOUNT MANAGER!**



# Nissan + SmartWay

## Achievements/Milestones:

- SmartWay Partner as of 2021
- Passed out 50,000+ Wallet Cards (Started in 2019)
  - Passed out at entry points for each of the 3 plants: Decherd, TN; Smyrna, TN; & Canton, MS
- Educational flyers in office
- Educational presentations to Supply Chain Organization
- Carrier Webinars
- Data Analysis on Greenhouse Gas Emissions
- Supplier/Carrier Questionnaire



# Hub Group Overview

For 50 years, Hub Group has powered some of the industry's largest supply chains with sustainable solutions and a collaborative approach to business goals.



## Transportation

- Intermodal
- Truck Brokerage
- Asset Trucking
- Dedicated Trucking

## Logistics Management

- Managed Solutions
- Consolidation & Warehousing
- International Logistics
- NSD® Last Mile
- Parcel Solutions



- ✓ Relationship started in 2008
- ✓ Multimodal partner
- ✓ Eight-time Smartway Excellence award winner
- ✓ Designated high-performer

SMARTWAY ENGAGEMENT

# SmartWay Informs Strategy & Drives Accountability

Integrity is a core principle for us at Hub Group, and through our SmartWay involvement, we can continue to provide transparency to the efficacy of our sustainability initiatives.

- Electric tractor pilot
- Day cab investments
- Intermodal conversion initiatives
- LTL consolidation & CaseStack Retail Supplier Solutions
- Visibility & optimization technology



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