

Webinar Presentation



Sharing the Refreshed SmartWay Award Program with Partners and Affiliates

US Environmental Protection Agency
September 26, 2023



Covered Today



-  Refreshed Award Goals
-  Overview of Partner Input
-  Refreshed Recognition Approach
-  Overview of Excellence Award Criteria
-  Profiles in Leadership
-  What's Different/New and Why?
-  Freight Sustainability Leadership: SmartWay Definition
-  Award Timeline

Refreshed Award Goals



- 🌿 Streamline to improve Award processes
- 🌿 Research opportunities to refresh Award recognition
- 🌿 Consider and incorporate significant program changes
- 🌿 Keep abreast of freight industry developments (new technologies, ways of conducting business)
- 🌿 SmartWay Qualitative Definition of Corporate Freight Sustainability Leadership:
 - Ability to drive change, influence industry, lead freight efficiency performance, and sustain freight environmental excellence

Overview of Partner Input Awards and Recognition



Logistics	Shippers	Carriers	Affiliates
Green Investment	Net Zero	Leadership	Criteria
Social Equity	Innovations	Evs	Recruitment
EJ	Holistics	Advanced Tech	Green Investment
Packaging	Criteria	Criteria	Ceremony Hosting

Awards and Recognition Logistics Company Input



Green Investment	Recognize SmartWay carriers using green investments or upgrading their equipment
Social Equity	Recognize Partners in a holistic manner (small biz, AAPI, woman-owned, African American owned, LGBTQ + owned).
EJ	Recognize ways companies have changed their facilities to make them “kinder” to neighbors in poorer communities.
Packaging	Recognize packaging reduction; this is a high priority with some Partners.

Awards and Recognition

Shipper Input



Net Zero	Recognize Partners that describe process and net zero goals for 2030 or 2050.
Innovations	Recognize Partner innovations including initiative to reduce miles.
Holistic	Recognize Partners holistically, for all they're doing for environment, not just freight transportation (e.g., hubs and terminals)
Criteria	Prefer both quantitative/qualitative data considered for Award consideration. (Status Quo for Shippers)

Awards and Recognition

Carrier Input



Leadership	Recognize Carrier leadership for freight, environmental, community actions/innovations.
EVs	Recognize Carrier leadership for fleets use of electric tractors.
Advanced Tech	Recognize Carriers for considerable investments in advanced technologies.
Criteria	Carriers appreciate that the Excellence Award criteria is quantitative. Data/numbers makes recognition meaningful.

Awards and Recognition

Affiliate Input



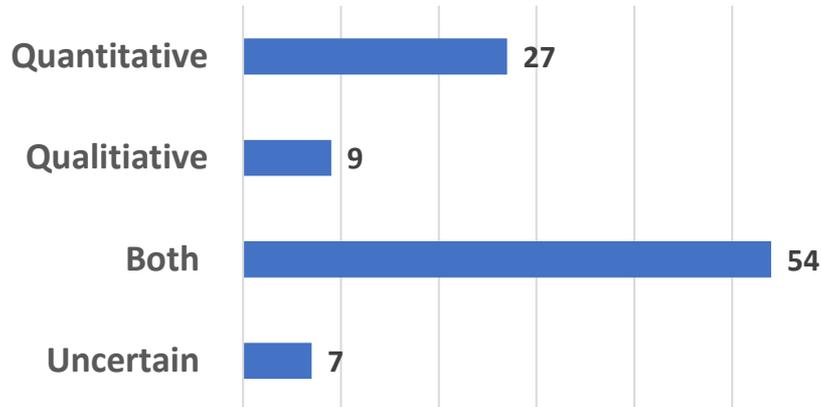
Recognition Criteria	Affiliates expressed interest in being recognized by EPA for the work they do in supporting SmartWay's mission.
Recruitment	A couple thought SmartWay recruitment results makes sense as possible recognition criteria for member organizations.
Green Investments	Affiliates (69%) felt their members were investing in newer green freight technologies for business operations or equipment.
Ceremony Hosting	Affiliates (71%) would consider working with SmartWay on hosting separate Award ceremonies—one for each industry sector – a good idea.

Additional Partner Input



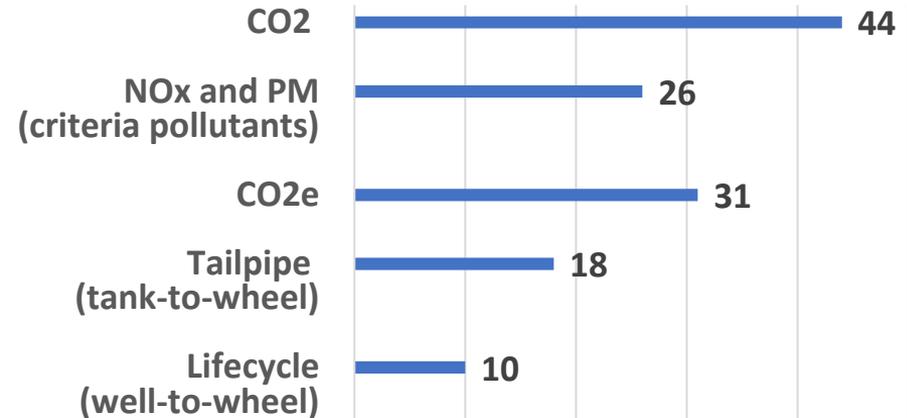
Stakeholders expressed interest in an award based on both quantitative and qualitative criteria

What type of Award criteria is preferable to your company?



CO₂/CO_{2e} is reporting center of gravity with criteria pollutants still publicly disclosed.

What emissions does your company publicly report?



Refreshed “Recognition” Approach



SmartWay Recognition Defined

- ☁️ Recognition in SmartWay is an opportunity to highlight Partner achievement and activities.
- ☁️ Some recognition types in SmartWay:
 - Excellence Awards
 - High Performers
 - Webinar/conference panelists
 - Featured Partner profiles and Case studies
 - E-update mentions
- ☁️ ***New in 2024:*** “*Profiles in Leadership*” for Partner categories of logistics companies, air/barge/rail carriers and Affiliates

Refreshed “Recognition” Approach

New in 2024: Leadership recognition across Partner categories

Excellence Awards

- Shippers/Truck Carriers: Leadership is one component of a two-step process.
 - Top environmental performers, as determined by annual SmartWay data submissions.
 - Semifinalist Leadership application.

New Leadership Profiles

- Logistics/Air/Barge/Rail/Affiliates: “**Profiles in Leadership**” used to recognize specific areas of emphasis (e.g., research, innovation, collaboration).

Category	2024 Award Approach Both “Excellence” & “Leadership”		
	Excellence Awards	Leadership Profiles	Leadership Element
Shipper	✓		<i>Integrated semifinalist application</i>
Truck Carrier	✓		NEW <i>Integrated semifinalist application</i>
Logistics		✓	NEW <i>Leadership profile</i>
Air Carrier		✓	NEW <i>Leadership profile</i>
Barge Carrier		✓	NEW <i>Leadership profile</i>
Rail Carrier		✓	NEW <i>Leadership profile</i>
Affiliate		✓	NEW <i>Leadership profile</i>

Refreshed Recognition Approach



Excellence Award: What's Different and Why?

New Approach	Rationale for Change
Reserved for Shippers and Truck Carriers	Partner categories which directly control their own emissions reductions
Semifinalist application is new for truck carriers	Incorporates leadership element for truck carriers
Shipper Criterion #1: Way 3 or Way 4	Partners provide annual activity data, e.g., annual miles and tonnage shipped
Shipper recognition by industry sectors	Offers a more impactful way to acknowledge performance within "peer" groups
Integration of CO ₂ e as a metric for truck carriers Integration of CO ₂ e as a metric for shippers <i>in 2025</i>	More complete assessment of GHG
<i>In the future</i> , innovations documented in the Truck Tool	Helps to identify and emphasize leadership for truck carriers

Refreshed Recognition Approach



Profiles in Leadership: What's New and Why?

New Approach	Rationale for Change
<p>Leadership recognition integrated across Partner categories</p>	<p>EPA, Partners and Affiliates think this is important for advancing freight sustainability</p>
<p><i>Profiles in Leadership</i> is a new way to showcase leadership activities for Logistics</p>	<p>Logistics Partner category is wide-ranging, and EPA recognizes the importance in showcasing leadership in specific areas which revolutionize the freight sector</p>
<p><i>Profiles in Leadership</i> is a new way to showcase leadership activities for Air carriers, Barge carriers, and Rail carriers</p>	<p>EPA, Partners and Affiliates think it is important to acknowledge demonstrated leadership in the freight sector</p>
<p><i>Profiles in Leadership</i> is a new way to showcase leadership activities for Affiliates</p>	<p>EPA, Partners and Affiliates think it is important to acknowledge demonstrated leadership in the freight sector</p>

Refreshed Excellence Award Criteria



Shippers

- 🌿 **New** Semifinalist Criterion #1: Way 3 and 4 SmartWay Shippers
- 🌿 Semifinalist Criterion #2: Best combined, top ranking
 $\frac{1}{2} \text{CO}_2 + \frac{1}{4} \text{NO}_x + \frac{1}{4} \text{PM}$ in g/ton-mile
- 🌿 **New** Shipper recognition categorized by industry sector
 - arts & media, building materials, chemicals and petroleum, consumer electronics, consumer goods, food & beverage, industrial manufacturing, packaging, paper and lumber, pharma & health care, and retail.
- 🌿 **New in 2025** CO₂e metric will be incorporated into Semifinalist Criterion #2
- 🌿 Leadership application for Semifinalists
- 🌿 Shipper size segmentation

Shippers: Award Criteria Size Definition



 Awards given in three Shipper categories based on relative size of freight operations

- Large Shipper: 500 million or greater annual miles shipped
- Medium Shipper: Between 25 million and 500 million annual miles shipped
- Small Shipper: 25 million or fewer annual miles shipped

Refreshed Excellence Award Criteria



Truck Carriers

-  **Semifinalist Criterion:** Best combined ranking for each SmartWay truck category
 - $\frac{1}{6}$ CO₂e g/ton-mi + $\frac{1}{6}$ NO_x g/ton-mi + $\frac{1}{6}$ PM g/ton-mi + $\frac{1}{6}$ CO₂e g/mi + $\frac{1}{6}$ NO_x g/mi + $\frac{1}{6}$ PM g/mi
-  **New** Leadership application for Semifinalists (top ranking truck carriers)
-  **New** CO₂e metric is being incorporated into the semifinalist criterion
-  **New in the near future** Innovations clearly documented in Truck Tool.
 - Will be integrated as truck carrier semifinalist criterion #2
-  Truck carrier size segmentation

Carrier Award Criteria: Size Definition



Awards per fleet size

- **Large Carriers:** annual miles traveled are $\geq 1\%$ of the total miles traveled for that category

Exceptions:

Large Truckload Dry Van, $\geq 0.75\%$

Medium Truckload Dry Van, between 0.25% to 0.75%

Small Truckload Dry Van, $< 0.25\%$

- **Small/Medium Carriers:** annual miles traveled are $< 1\%$ of the total miles traveled for that category

Carrier Fleet categories:

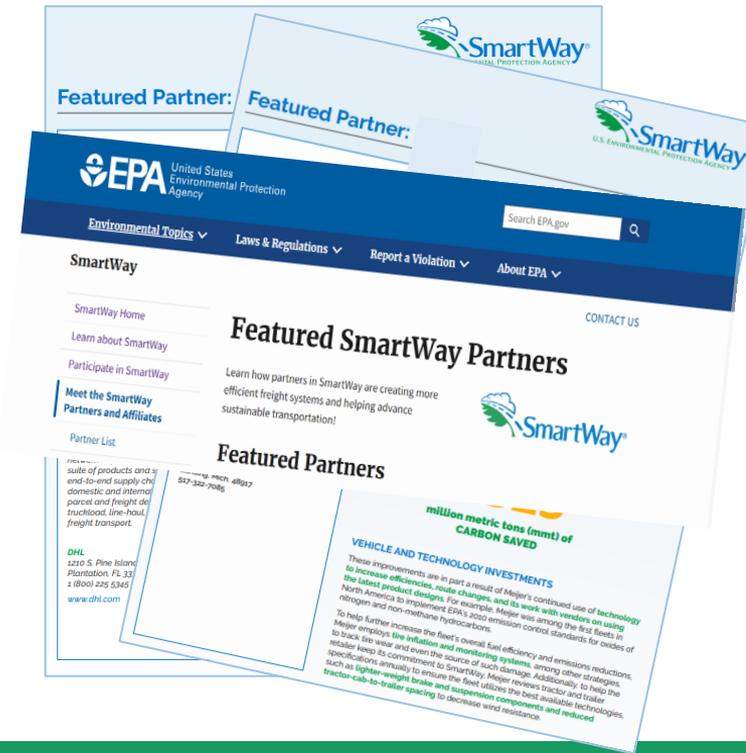
- Truckload Dry Van
- Tanker
- Specialized
- Refrigerated
- Package
- Moving
- Mixed
- Less-than-Truckload Dry Van
- Heavy/Bulk
- Flatbed
- Dray
- Expedited
- Auto Carrier

NEW!

Profiles in Leadership



- Expands on existing “Featured Partner” profiles
- Leadership Criteria: *Ability to drive change, influence industry, lead freight efficiency performance, and sustain freight environmental excellence*
 - Areas of emphasis for leadership recognition being considered:
 - Corporate Social Responsibility
 - Data and Information System Innovation
 - Forecasting Innovation Trends in Freight Transportation
 - Influential Collaboration, Stakeholder/Member/Client/Customer Education
 - Research
 - Socializing Sustainability throughout Companies/Organizations
 - Strategy/Operations and Technology Innovation

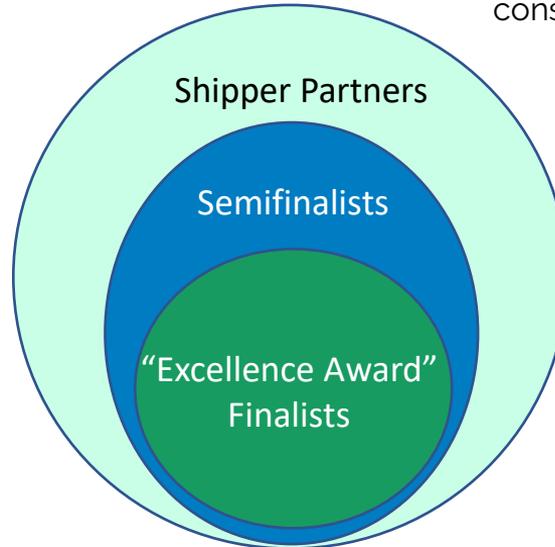


2024 Recognition Snapshot



Truck Carrier/ Shippers Selection

- Semifinalist candidates: Environmental Performance
- Finalists: Supplemental documentation completed & submitted (application)



Logistics, Air, Barge, Rail and Affiliate Selection

- All eligible companies in these Partner categories may submit a *Profiles in Leadership* form for consideration



Freight Sustainability Leadership: SmartWay Definition



- SmartWay defines **freight sustainability leadership** more broadly than performance and efficiency measures that increase profitability.
- SmartWay definition of **freight sustainability leadership** is the ability to:
 - Drive change
 - Influence industry
 - Lead freight efficiency performance
 - Sustain freight environmental excellence

Freight Sustainability Leadership: SmartWay Definition



We look for the following organizational actions:

-  Benchmarking and reporting of environmental performance and efficiency practices
-  Implementing internal company policies which make freight sustainability efforts practical and long lasting
-  Collaborating with industry in a manner that advances freight sustainability
-  Sustaining excellence in environmental performance through innovation and research
-  Publicizing your company commitment to and participation in SmartWay to employees, vendors, suppliers, investors/stakeholders
-  C-Suite engaging in continually setting new targets for GHG reductions
-  Operationalizing freight sustainability in everyday business from purchasing to shipping
-  Sharing freight strategies/lessons learned with peers to advance the freight sector
-  Participating in environmental sustainability initiatives, i.e. Science-Based Targets
-  Improving local air quality in crowded, urban and disadvantaged communities

2024 Timeline: SmartWay Excellence Awards

December 2023	Integrate Partner input and refine Excellence Award criteria as appropriate.
January 2024	<ul style="list-style-type: none">EPA officially announces 2024 Excellence Award program via SmartWay newsletter, email, website and webinar. EPA identifies Excellence Award candidates.<i>Profiles in Leadership</i> submission form available online for Logistics Company, Air carrier, Barge carrier and Rail carrier Partners, as well as Affiliates.
February 2024	Shipper and Truck carrier semifinalists are invited to submit leadership activities via online application.
April 29, 2024	Submission deadline for Excellence Award semifinalist application (shippers and truck carriers).
May-July 2024	EPA conducts final reviews and adverse environmental actions screening.
August 2024	Excellence Awardee Notification via private emails.
Fall 2024	Public announcement of SmartWay Excellence Award recipients.

Questions?



Thank You!



SmartWay website: <https://www.epa.gov/smartway>
SmartWay Hotline: 734-214-4767

Available Resource: [SmartWay Excellence Award Criteria Factsheet](#)

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