

# Introducing the SmartWay Online Shipper Tool

Erik Herzog  
November 2, 2023



Data Year 2021



**Targaryen Industries**

Welcome to the SmartWay Online Shipper Tool

[Submit your annual SmartWay information here.](#)






**FILING FORMS WITH THE FEDERAL GOVERNMENT AND ESTIMATED REPORTING BURDEN:**

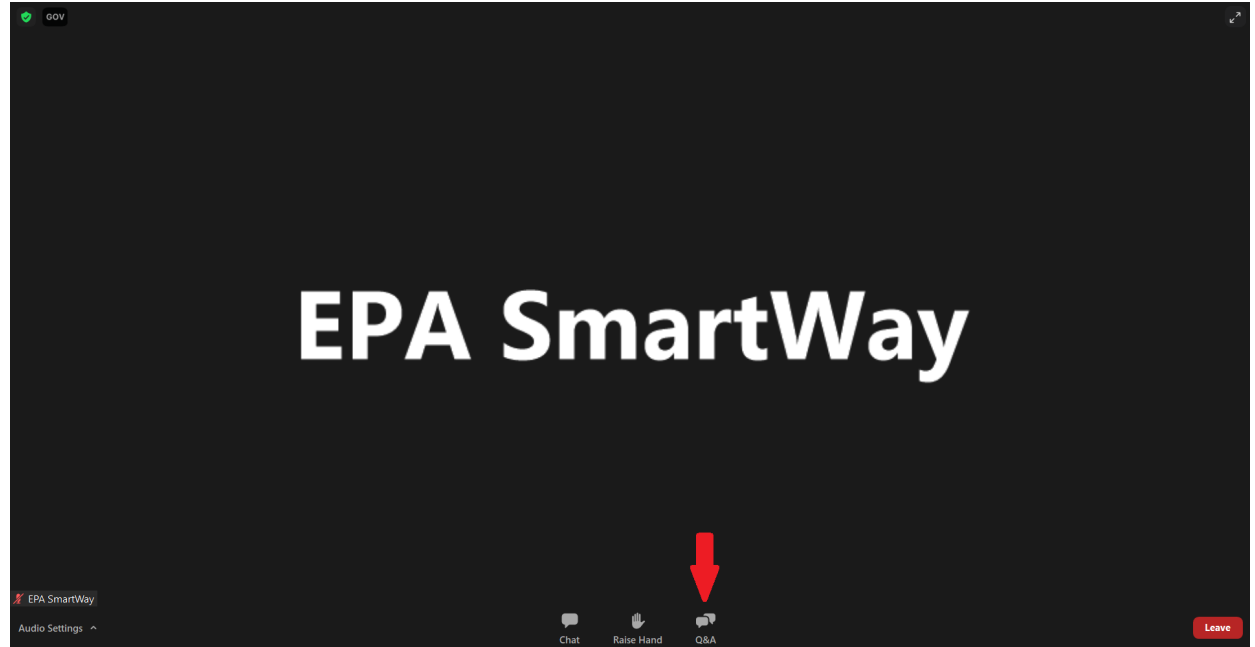
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START

# Webinar Housekeeping



-  The presentation slides will be shared after the webinar
-  Today's webinar is being recorded
-  Submit a question or comment via the Q&A pane on your Zoom control panel
-  After the presentation, as time permits, our EPA hosts and presenters will answer questions submitted via the Q&A box
-  Please complete the survey at the end of today's webinar



## Meet our Partners & Affiliates



- [Learn About Partners and Affiliates](#)
  - [Partners List](#)
  - [Affiliates List](#)
  - [Charter Partners](#)
- [SmartWay Excellence Awardees](#)
- [High Performer Lists](#)
- [Other Partner Achievements](#)
- [Featured Partner Profiles](#)
- [Carrier Performance Rankings](#)

## Stay Connected: Get the E-Update



## Use the SmartWay Brand



- Learn About:
  - [The SmartWay Brand](#)
  - [Sharing Your Participation in SmartWay](#)
  - [SmartWay Verified Technologies](#)
  - [SmartWay Tractors & Trailers](#)
  - [Apply the Logo to SmartWay Tractors & Trailers](#)
  - [Partner Press Releases](#)

[Learn about our  
Sustainability Strategy](#)

[More SmartWay News](#)

### Upcoming Webinars & Events

- **11/02/2023 - 2023**  
[SmartWay Online Shipper Tool Demonstration](#)
- **12/06/2023 -**  
[Unlocking SmartWay Data To Support Upcoming GHG Reporting Requirements](#)

[View Past Webinar Recordings](#)



[epa.gov/smartway](https://epa.gov/smartway)



## Register for Upcoming Webinars

- Participants must pre-register.
- Registration closes at 12:00 pm on the day of the webinar.
- Click the event name for a description and registration links.

### [Event Type Legend](#)

Date	Type	Event Name
Thursday, November 2, 2023	Tool Demo	<a href="#">2023 SmartWay Online Shipper Tool Demonstration</a>
Wednesday, December 6, 2023	Education	<a href="#">Unlocking SmartWay Data To Support Upcoming GHG Reporting Requirements</a>

**Have an idea for a webinar?** [Email your idea](mailto:smartway_transport@epa.gov) to (smartway\_transport@epa.gov) with the subject line "SmartWay Webinar Suggestion."



**[Learn more about SmartWay's Freight Matters! Webinar Series:](#)** This series features leaders in the freight sector discussing trends and issues that matter to your business.

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

# Presenter







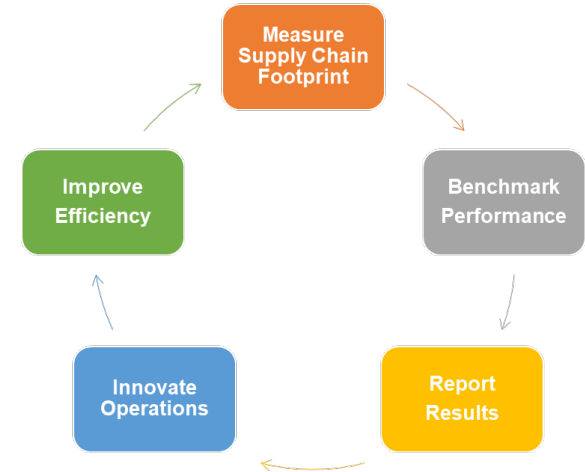
Erik Herzog has been with the EPA Office of Transportation and Air Quality for 34 years and has been working with SmartWay for the last sixteen. Prior to joining SmartWay, Erik worked on vehicle emission inspection programs, the use of economic incentives to reduce vehicle emissions, and sustainable commuting. With SmartWay, he has worked on development of the SmartWay partner tools; on many aspects of program evaluation, including data quality; emissions reduction benefits, and harmonizing SmartWay methodologies with other green freight protocols. He has a Bachelor's in Psychology from Bethany College, a Master's in Natural Resource Policy from the University of Michigan, and an Advanced Certificate in Sustainable Innovation from the University of Vermont.



-  Very Quick SmartWay Background
-  Live Demonstration







# Background

-  Voluntary Program
-  Jointly developed with the freight industry
-  Goal: reduce emissions- CO<sub>2</sub>, NO<sub>x</sub>, PM
-  Goal: Save partners money through efficiency improvements



# SmartWay Timeline



-  Program initiation: 2001
-  Program launch: 2004
-  SmartWay 1.0 Tools: Equipment based, Excel, 2004
-  SmartWay 2.0 Tools: Performance based, Excel: 2008
-  SmartWay 3.0 Tools (Online)
  - Online Truck Tools: 2020
  - Online Shipper Tool: 2021
  - Online Logistics Tool: 2022
  - Online Barge, Air, Rail Tools: 2024-2026
-  Constant ongoing optimization (real time deployment with online tools)



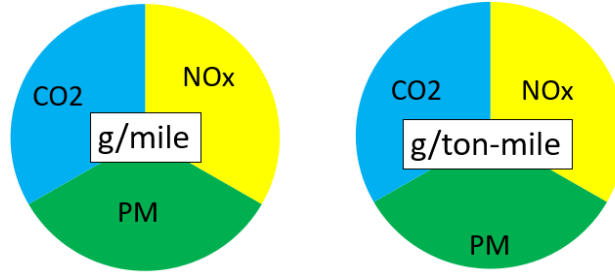
# SmartWay System Core Functionality



Carriers Submit Data in SmartWay Tools



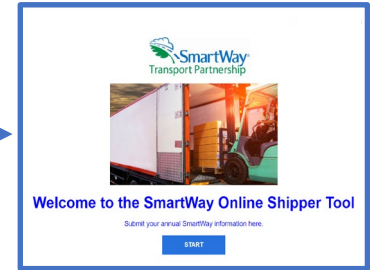
SmartWay QA/QCs the Data & Creates Metrics



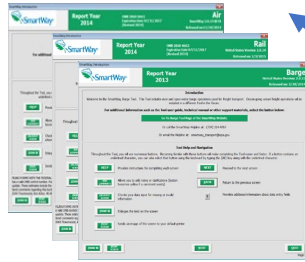
SmartWay's Current 6 Emission Metrics

Pollutants		Metrics	
CO2	Carbon Dioxide: a surrogate for fuel efficiency and global warming	Grams per Mile	Amount of pollution produced for every mile travelled
NOx	Oxides of Nitrogen: known for creating smog, a concern for local areas	Grams per Ton-mile	Amount of pollution produced for every ton that travels one mile, usually the best metric to use
PM	Particulate Matter: known for creating black soot, a concern for local areas		

Common Metrics Accessed by Customers



Used in Global & Other National Reporting Systems



Feedback Mechanism

# Getting Started (Existing Partners)



log into your SmartWay partner portal by entering your SmartWay ID at <https://app4.erg.com/smartwayweb/portal/login.cfm?language=ENG>



If you don't receive a login, then your email may be blocking our database messages so ask your PAM for a login.




## The SmartWay Portal

The SmartWay Portal is a resource for SmartWay Partners and eligible companies that are interested in partnering up with SmartWay. The portal options that are listed below reflect what type of partner, prospect, or applicant you are (e.g., a Truck Carrier), as well as whether you are working with the US Environment Protection Agency or Natural Resources Canada. For example, partners can use this portal to obtain their SmartWay Registration document and SmartWay Logo files. Partners and prospects who are either Logistics Carriers or Shippers can use the Carrier Matching function to assist them in filling out their tools. If you have any questions, please contact your SmartWay Partner Account Manager or SmartWay recruiter.

### Tools

- **SmartWay Online Shipper Tool (beta version)**

The Online Shipper Tool is the equivalent of the Excel-version of the SmartWay Shipper Tool. You may choose to download the Excel-based tool from the SmartWay website instead of using this online version. DO NOT complete more than one version of the Shipper Tool.

- [Begin Now](#) 
- [Provide Feedback for the Online Shipper Tool \(10 question survey\)](#) 
- [User Guide for the SmartWay Online Shipper Tool](#) 
- [Technical Documentation for the SmartWay Online Shipper Tool](#)

- [Provide feedback on your SmartWay Excel-based tool](#)
- [SmartWay Carrier Matching](#)

### Logo

- [Logo Resources](#)

# Getting Started (New Partners)



Goto:

<https://www.epa.gov/smartway/participate-smartway>



Register as a SmartWay Shipper to gain access to the SmartWay Partner Portal and SmartWay assistance

The screenshot shows the EPA website's SmartWay section. At the top, there's the EPA logo and navigation menus for Environmental Topics, Laws & Regulations, Report a Violation, and About EPA. A search bar is also present. The main heading is 'SmartWay' with a 'CONTACT US' link. Below this, there's a sidebar with links: SmartWay Home, Learn about SmartWay, **Participate in SmartWay** (highlighted), How the SmartWay Partnership Works, Launching a Successful Freight Sustainability Strategy, Become a SmartWay Carrier Partner, Become a SmartWay Shipper Partner, Become a SmartWay Logistics Company Partner, Become a SmartWay Affiliate, Meet the SmartWay Partners and Affiliates, Use the SmartWay Brand, Global Collaboration, and SmartWay Latest News. The main content area features the heading 'Participate in SmartWay' and a description: 'EPA's SmartWay Transport Partnership helps companies and organizations achieve their freight supply chain sustainability goals by providing credible tools, data, and standards—at no cost—for measuring, benchmarking, and improving environmental performance.' Below this, an 'On this Page:' section lists three links: 'Register as a SmartWay Partner', 'SmartWay and Freight Sustainability Leadership', and 'Become a SmartWay Affiliate'. A light blue box highlights the 'Register as a SmartWay Partner' section, which includes the text: 'Any company or organization that ships, manages, or hauls freight can become a SmartWay Partner. There are three types of SmartWay Partners:' followed by a bulleted list: 'SmartWay Shippers' (companies that ship or receive freight), 'SmartWay Carriers' (companies that carry or move goods for shippers), and 'SmartWay Logistics Companies' (companies that hire freight carriers and manage freight shipments for shippers). To the right, a 'Related Links' section is titled 'Learn About SmartWay' and lists: 'Overview', 'Why Freight Matters to Supply Chain Sustainability', 'How SmartWay Advances Sustainable Transportation Supply Chains', and 'SmartWay Program Success'.

## Demonstration of the Actual Tool

## Demonstration of the Actual Tool Concluded

# Registration Documents



- SmartWay Registration Docs are for partners to display in their lobby, not as proof or participation
- To determine if a partner is up to date (has submitted) their SmartWay information
  - They will appear in the Shipper Tool
  - They will appear in the Carrier Data File @ <https://www.epa.gov/smartway/smartway-carrier-performance-ranking>

## **THANK YOU for being a SmartWay Partner!**

**Please contact your Partner Account Manager (PAM) with any additional questions**

**Please send any general feedback or suggestions on the tool to:**

**[Herzog.erik@epa.gov](mailto:Herzog.erik@epa.gov)**

**Contact your PAM with any Questions as you fill out your tool.**

