





SmartWay Profiles in Leadership

Application Information & Instructions






All logistics company, air carrier, barge carrier, and rail carrier Partners (with two years of on-time SmartWay Tool submissions with quality data) and Affiliates are invited to complete and submit a SmartWay *Profiles in Leadership* submission form (application) to EPA for consideration.

EVALUATION CRITERIA

The completed *Profiles in Leadership* application will be evaluated on a point system that considers:

-  Clarity and completeness of application responses.
-  Quality and substance of summaries and descriptions.
-  Evidence, proof or documentation that substantiates submissions.
-  Actual achievements, innovative actions, emissions reductions, fuel savings, as well as impact and influence.

In addition to your narrative summaries that address application questions/sections (as only a secondary means to support written/typed statements in this application), provide web links to clearly identified sources that support and/or document your company's efforts wherever appropriate.

-  Please write out the full URL of web links.
-  Please test the web links prior to submission to SmartWay.
-  When including web links is not possible, clearly identified digital attachments will be accepted. Clearly mark the document with the Partner or Affiliate name and the question or section the attachment is meant to support.
-  In order to round-out your *Profiles in Leadership* application, EPA SmartWay encourages submission of your company logo, a picture/photo associated with this project, or other relevant graphics and charts which highlight results or outcomes.
-  Please email attachments to smartway_transport@epa.gov. No hard copies of documentation will be accepted or considered.

Please note that, with permission, the submitted responses will be shared publicly.

There is a total of 100 possible points for the *Profiles in Leadership* application. Important evaluation considerations include: project summary, innovation, influential impact, and project benefits.

QUESTIONS

In addition to Partner/Affiliate information and contact information, the application includes these questions:

Profiles in Leadership **Area of Emphasis.**

- Identify the Area of Emphasis by checking the applicable box.

Project Name

- Indicate the name of the project being summarized on your *Profiles in Leadership* application.

Project Summary

- Summarize the company/organization project being submitted to EPA SmartWay for recognition. Summary should clearly describe/discuss/explain how the Partner or Affiliate effort addresses the Area of Emphasis identified above. Include the following elements as applicable: project goals, project purpose, expected/projected outcome, target audience, lessons learned, meaningful impact on the company/organization and/or community, and why/how it was a success. Add weblink(s) to supporting documentation which substantiates this summary. Note: with permission, this summary will be shared publicly. Maximum of 1,000 words.

Project Benefits, such as Emissions Reductions, Fuel Savings, Cost Savings, Public Health Benefits, Community Impact, Research Findings, Predictive/Modeling Impact, and Other Benefits.

- Please describe your project benefits. Include the assumptions used to estimate the project benefits. Benefits could include or go beyond the specific items listed below. If a topic isn't relevant for your chosen area of emphasis, feel free to add "NA". Attach all supporting documentation which substantiates the project benefits via weblink or digital file. Note: with permission, these summaries will be shared publicly.

Collaborative Partners

- Identify those entities with which your organization coordinated to conduct this project, describe those interactions and explain how it was impactful. Attach supporting documentation which substantiates collaboration.

Relevant Quotes (Executive and Target Audience)

- Add a quote from both an organization/company Executive and your target audience about this project.

Lessons Learned

Next Steps



ONLINE APPLICATION FORM INSTRUCTIONS

The *Profiles in Leadership* application is available on the SmartWay website at <https://www.epa.gov/smartway/forms/smartway-profiles-leadership-application-form>.

Please review your responses before submitting your application to SmartWay. Click the "Edit" button on the review page to return to revise responses. You must click the "Submit" button to send your application to EPA.

To save your progress, please click the "Save Draft" button. You will have **15 days** to complete the application using the same computer and browser.

The "Reset" button will delete a saved or partially completed application.

Please complete and submit the *Profiles in Leadership* application by the due date of Monday, July 29, 2024, 5 pm PT.