

# Webinar Presentation

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## 2024 Inaugural *Profiles in Leadership*








US Environmental Protection Agency  
January 24, 2024



# Covered Today

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-  Refreshed Award Goals
-  Brief Summary of Key Partner Input
-  Refreshed Recognition Approach
-  Freight Sustainability Leadership: SmartWay Definition
-  *Profiles in Leadership*: Selection Criteria, Expectations, Areas of Interest, Application and Process
-  Key Distinctions: Excellence Award vs. *Profiles in Leadership*
-  *Profiles in Leadership* 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

# Key Partner Input

## Awards and Recognition



### Innovation

- Advanced technologies
- Strategies
- Green investment

### Balance of Quantitative and Qualitative Award Criteria

- Shippers and Carriers

### Leadership is critical

- All Partner categories
- Active engagement of recognition for air carriers, barge carriers, rail carriers
- Re-engage SmartWay recognition for Affiliates

# 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

Learn More: [www.epa.gov/smartway/freight-sustainability-leadership](http://www.epa.gov/smartway/freight-sustainability-leadership)

## Freight Sustainability Leadership



Learn about resources, examples and guidance for freight sustainability leadership for shippers, carriers, and logistics companies.

### On this Page:

- [Introduction](#)
- [Freight Efficiency and Emissions Reductions Leadership Actions](#)
  - [Performance Benchmarking and Reporting Practices](#)
  - [Internal Company Policies](#)
  - [Industry Collaboration](#)
  - [Environmental Performance](#)
- [Additional Leadership Efforts Supporting Freight Efficiency and Emissions Reductions](#)
  - [Education, Publicity and Engagement](#)
- [Resources to Support Freight Sustainability Leadership](#)





# 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 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

# 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”*

# Refreshed Recognition Approach



## Profiles in Leadership: What's New and Why?

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



**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***

- Eligibility
- Partner categories
    - Logistics companies
    - Air/Barge/Rail carriers
  - All Affiliates

8 recognition “Areas of Emphasis” & “Other”



# Profiles in Leadership

## “Areas of Emphasis” Definitions



### **Corporate Social Responsibility/Environment & Social Governance**

- CSR/ESG is a management concept that focuses on the integration of social and environmental concerns in a company's business operations (e.g., ESG, greenhouse gases (GHG) accounting/reporting, GHG target setting and goals, freight sustainability-related or community-related to minimize environmental footprint).

### **Forecasting Innovation Trends in Freight Transportation**

- Identifying or foretelling of changes/developments in the freight sector that have the potential to result in behavior shifts or advances of new technologies. The expectation is that the potential to impact freight sustainability is significant.

### **Freight Research**

- Studies, testing, or pilots conducted to better understand fuel efficient technologies or supply chain freight efficiency practices to reduce emissions.

# Profiles in Leadership

## “Areas of Emphasis” Definitions



### Information System and Data Innovation

- Recent innovations in the acquisition, integration/fusion, analysis, modeling, or visualization of freight data; data tools that are adaptable and user-friendly freight systems that leverage innovative private and public data sources while preserving their proprietary nature (e.g., use of real-time transportation visibility data, digital dashboards, artificial intelligence, application program interfaces, integration of freight-efficiency modules into business systems).

### Influential Collaboration

- Those intentional cooperative endeavors that advance freight sustainability, including modeling and championing accountability, inspiring market and industry transformations impacting how freight is moved and sharing successful efficiency strategies within the freight industry.

### Strategy/Operations Innovation

- Novel and optimal ways to move and deliver goods more efficiently in the supply chain network (e.g., integration of new supply chain freight efficiency practices to reduce empty miles).

# Profiles in Leadership

## “Areas of Emphasis” Definitions



### Sustainability Education and Socialization

- All internal and external actions to educate employees, customers, suppliers, colleagues, members, and investors about your freight sustainability efforts, how SmartWay helps with doing that work and incorporating sustainability values as part of a normal way of doing business.

### Technology Innovation

- New equipment or associated supporting infrastructure to move and deliver goods more efficiently in the freight supply chain network. (e.g., electric or alternatively powered vehicles, autonomous vehicles, etc.)

### Other

- In the event an Affiliate or eligible Partner company wishes to be recognized for leadership actions that don't nicely fit into the Areas of Emphasis categories above, an application may be submitted under the “Other” option.

# Application Questions



## Identify “Area of Emphasis”

 Project name

 Project summary

 Collaborative partners

 Relevant Executive quote

 Relevant quote from target audience

 Lessons learned

 What's next?

## Project Benefits

- Emissions reductions (results/benefits)
- Fuel savings
- Cost savings
- Public health benefits
- Community impact
- Research finding
- Predictive/modeling impact
- Other benefits

# Selection Criteria



- 🌿 Eligible Partners with two years of on-time SmartWay Tool submissions with quality data
- 🌿 Completed *Profiles in Leadership* applications will be evaluated on a point system that that considers:
  - Clarity and completeness of application responses
  - Quality and substance of summaries and descriptions
  - Actual achievements, true innovation (actions, strategies, technologies), emissions reductions, fuel savings, as well as significant impact and influence
  - Evidence, proof or documentation that substantiates submissions via weblinks or digital attachments (No hard copies accepted)

# Additional Considerations



- 🌿 Only self-nominations from Partners and Affiliates will be accepted
- 🌿 *Profiles in Leadership* candidates may be screened for any adverse environmental actions that may prohibit public recognition for their SmartWay or freight sustainability leadership achievements
- 🌿 EPA encourages submission of your company logo, a picture/photo associated with this project, or other relevant graphics and charts which highlight results or outcomes
  - Submit via the SmartWay email box: [smartway\\_transport@epa.gov](mailto:smartway_transport@epa.gov)
- 🌿 EPA will notify those Partners and Affiliates selected for recognition under the *Profiles in Leadership* recognition program

# 2024 Snapshot of Profiles in Leadership



## Logistics, Air, Barge, Rail and Affiliate Selection

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





## 2024 SmartWay Profiles in Leadership — EPA Criteria

### WHAT ARE THE SMARTWAY PROFILES IN LEADERSHIP?

New in 2024, EPA is recognizing freight sustainability leadership actions for some Partner categories and Affiliates. SmartWay defines leadership as the ability to drive change, influence industry, lead freight efficiency performance, and sustain freight environmental excellence. Areas of emphasis for *Profiles in Leadership* recognition include:

- Corporate Social Responsibility/Environmental, Social and Governance
- Freight Research
- Forecasting Innovative Trends in Freight Transportation
- Influential Collaboration
- Information System and Data Innovation
- Sustainability Education and Socialization
- Strategy/Operations Innovation
- Technology Innovation
- Other

SmartWay categories eligible for consideration are:

- Affiliates
- Air Carriers
- Barge Carriers
- Logistic Companies
- Rail Carriers

All the above Partner categories, with two years of on-time SmartWay Tool submissions and quality data, as well as Affiliates are invited to complete and submit [SmartWay Leadership Profile form](#) to EPA for consideration.



For this inaugural year of the Profiles in Leadership, EPA SmartWay will accept self-nominations from a Partner company or an Affiliate organization about its efforts and accomplishments. EPA may consider nominations from external parties in the future.



*Profiles in Leadership* candidates may be screened for any adverse environmental actions that may prohibit public recognition for their SmartWay achievements.



EPA will notify those Partners and Affiliates selected for recognition under the *Profiles in Leadership* recognition program.

Please note that shipper and truck carrier Partners are not eligible for *Profiles in Leadership* during this inaugural year. EPA may reconsider the eligibility of shipper and truck carrier Partners for *Profiles in Leadership* recognition in the future.



### WHAT ARE THE KEY DATES: TIMELINE AND NOTIFICATION?

**January 2024:** Affiliates and Partners (logistics companies, air carriers, barge carriers, and rail carriers) with two years of on-time SmartWay annual data submissions are invited to submit an online SmartWay Leadership Profile form to EPA for consideration.

**JULY 29:** Submission deadline for *Profiles in Leadership* forms from Partners (logistics companies, air carriers, barge carriers and rail carriers) and Affiliates.

**AUGUST-SEPTEMBER:** Final reviews and adverse environmental actions screening.

**OCTOBER:** Notification that individual Partners and Affiliates will be featured as *Profiles in Leadership* selectees will occur via email (no public announcement until fall).

**NOVEMBER:** Public announcement of those Partners and Affiliates selected for SmartWay *Profiles in Leadership*.



<https://www.epa.gov/system/files/documents/2024-01/42of24007.pdf>

# Key Distinctions: Award vs *Profiles in Leadership*



	Excellence Award	<i>Profiles in Leadership</i>
Eligible SmartWay Categories	<ul style="list-style-type: none"><li>• Shippers</li><li>• Truck Carriers</li></ul>	<ul style="list-style-type: none"><li>• Affiliates</li><li>• Air Carriers</li><li>• Barge Carriers</li><li>• Logistics Companies</li><li>• Rail Carriers</li></ul>
Agency Award?	Yes	No
SmartWay Refers to as:	Excellence Awardees	SmartWay Leaders

# Key Distinctions: Award vs *Profiles in Leadership*



Publicity Element	Excellence Award	<i>Profiles in Leadership</i>
Posting of Company Name on website	Yes	Yes
Recognition video	Yes	Yes
Certificate	Yes	Yes
EPA Acknowledgement (Quote)	Yes	Yes
Press release	Yes	No
Physical award (trophy)	Yes	No
Ceremony and presentation	Yes	No
Print advertisement	Yes	No
Public Summary post selection	No	Yes

Program Element	Excellence Award	<i>Profiles in Leadership</i>
Superior environmental performance (via Tool)	Yes	N/A
Agency wide Compliance Screen	Yes	Yes
Applications (Leadership component)	Yes	Yes
Leadership Rubric /competitive	Yes	Yes

# 2024 Timeline: SmartWay *Profiles in Leadership* Recognition

<b>December 2023</b>	Integrate Partner input and refine Excellence Award and Leadership criteria as appropriate.
<b>February 2024</b>	<i>Profiles in Leadership</i> application available online for Logistics Company, Air carrier, Barge carrier and Rail carrier Partners, as well as Affiliates. Eligible Partners and Affiliates are invited to submit a <i>Profiles in Leadership</i> application.
<b>July 29, 2024</b>	<i>Profiles in Leadership</i> application deadline.
<b>Aug – Sept 2024</b>	EPA conducts final reviews and adverse environmental actions screening.
<b>October 2024</b>	Individual Partner and Affiliate notification of SmartWay Leader selection via private email.
<b>Late November 2024</b>	Public announcement of 2024 SmartWay Leaders.

# Questions?

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# Thank You!

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

Available Resource: [SmartWay Profiles in Leadership Factsheet](#)

SmartWay email: [smartway\\_transport@epa.gov](mailto:smartway_transport@epa.gov)

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