

Boosting your Freight Decarbonization Journey in SmartWay






1:00 ET

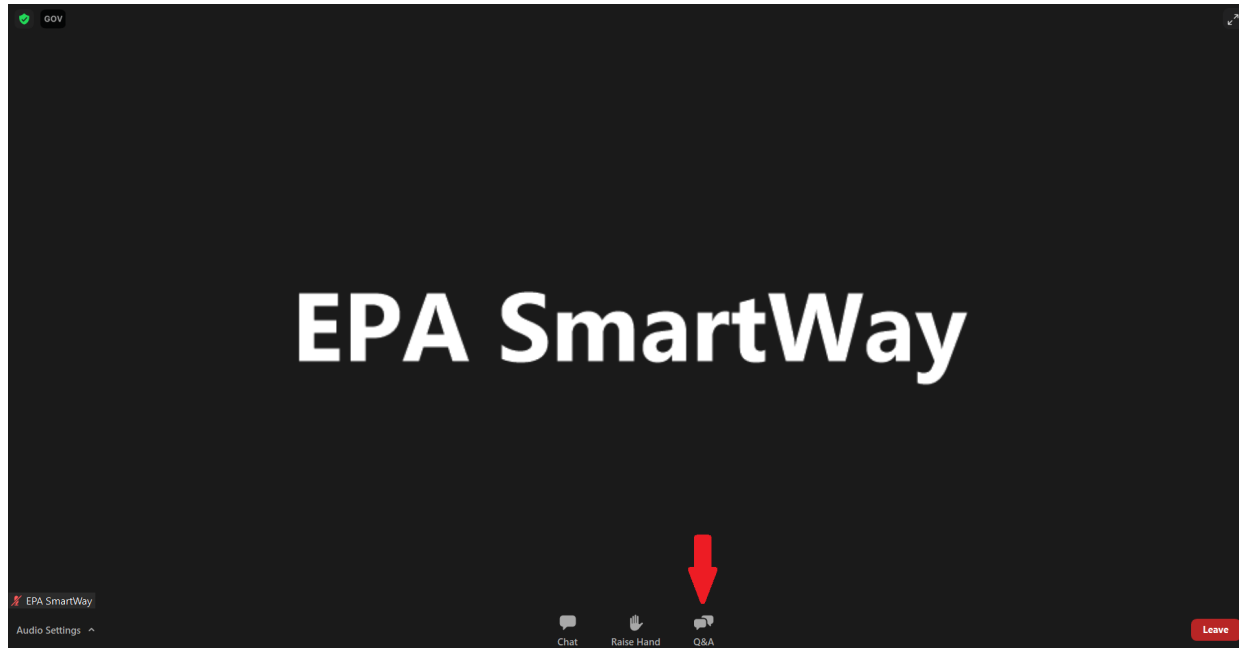
September 12, 2024



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



SmartWay

CONTACT US

SHARE



EPA SmartWay Partners go the extra mile – thank you!

In these extraordinary times, EPA SmartWay partners are working to produce and deliver essential supplies to help keep communities healthy and safe. THANK YOU!

- [Learn about COVID resources for trucking companies](#)

1 2 3 4

SmartWay Latest News

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- [Overview of SmartWay](#)
- [Why Freight Matters](#)
- [CSR and Freight Logistics](#)
- [SmartWay Program Successes](#)
- [Trends, Indicators & Partner Statistics \(TIPS\)](#)

Meet our Partners & Affiliates



Participate in SmartWay



- [How to Participate in SmartWay](#)
- [How the SmartWay Partnership Works](#)
- Become a SmartWay:
 - [Shipper](#)
 - [Logistics Company](#)
 - [Carrier](#)
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Search SmartWay

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Upcoming Webinars & Events

- [4/22/2021: Webinar - The Benefits of Freight Railroad Transportation Capacity, Safety & Clean Air!](#)
- [5/20/2021: Webinar - SmartWay Shippers: Submitting Activity Data Gets You More Out of SmartWay!](#)

[View Scheduled Webinars and Past Webinar Recordings](#)www.epa.gov/smartway

SmartWay Webinars & Events

EPA hosts **free webinars** to help you learn how to get the most out of the SmartWay Program.



On this page:

- [Upcoming Webinars](#)
- [Past Webinar Recordings](#)

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, April 22, 2021 | Education | The Benefits of Freight Railroad Transportation Capacity, Safety & Clean Air! |
| Wednesday, May 20, 2021 | Education | SmartWay Shippers: Submitting Activity Data Gets You More Out of SmartWay! |

Have an idea for a webinar? [Email your idea](#) 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.

Past Webinars

[Event Type Legend](#)

| Webinar Type | Event Name | Primary Audience |
|---------------------|---|--------------------------------------|
| Freight Matters! | Alternative Fuel Adoption Accelerates: Discussion with Penske and GNA | All Partners, General Audience |



www.epa.gov/smartway/smartway-webinars-events

Boosting your Freight Decarbonization Journey in SmartWay

1:00 ET

September 12, 2024



Today's Webinar



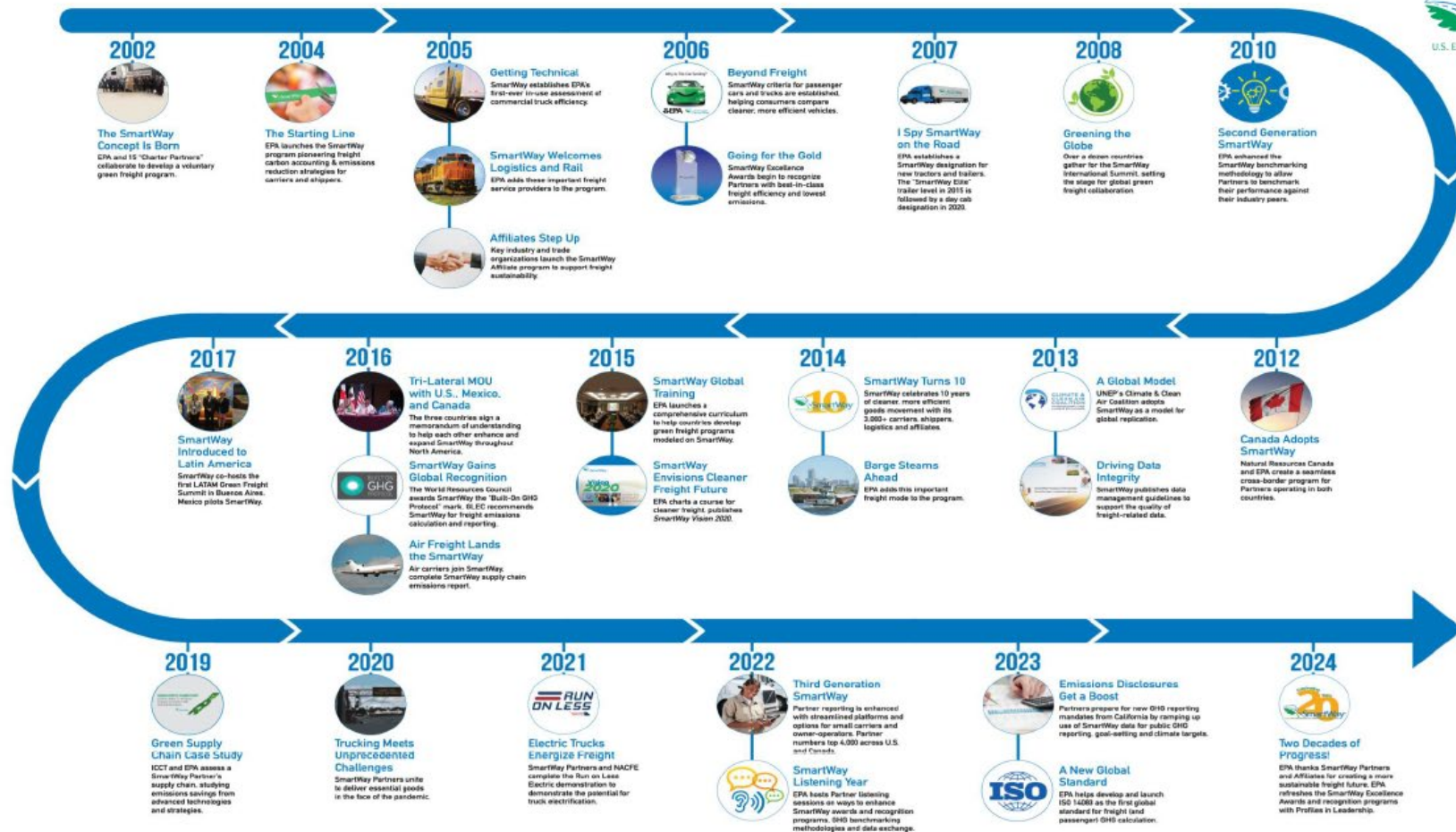
- Welcome
- Brief Overview of SmartWay
- Advantages of reporting freight activity data
- SmartWay Partners share their perspectives, benefits, best practices and tips
 - Neiman Marcus Group
 - Bridgestone Americas Tire Operations
- Q & A

SmartWay Background



- Public-private partnership
- Raises awareness around emission/sustainability benefits of freight efficiency
- Strengthens industry efficiency, competitiveness
- Built on collaboration
- Saves fuel, money, and the environment
- Celebrating 20 years!
 - <https://www.epa.gov/smartway/smartway-timeline>

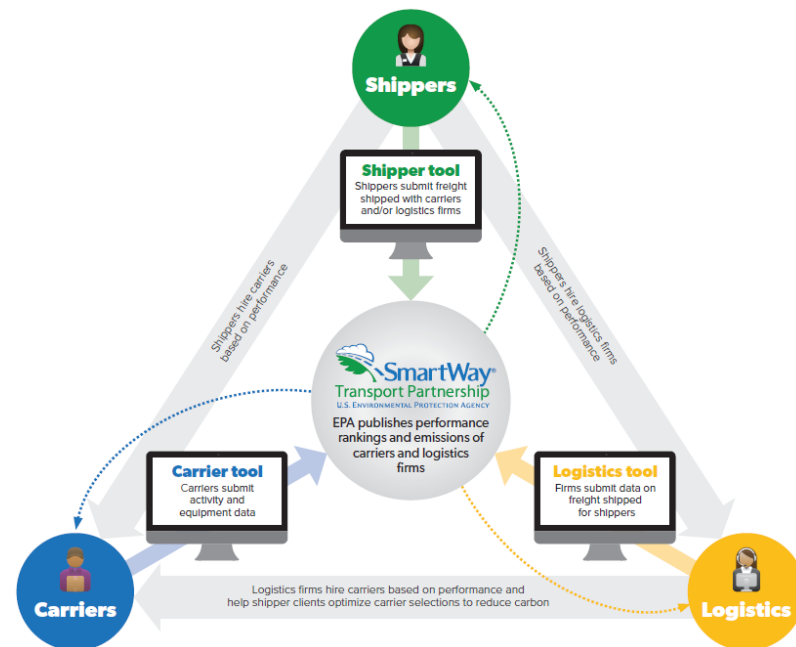
Two Decades of SmartWay Evolution



How SmartWay Works



- Companies collect and submit freight activity data
- 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 transportation service providers by environmental performance



How Shippers Currently Participate in the Program



- SmartWay Shipper partners participate in the program in a variety of ways
 - Submit a custom metric which provides the partner a relative sense of its environmental performance from transportation provider data
 - or*
 - Submit actual activity data which provides the partner an assessment of their carbon or performance based on their transportation provider and mode selection
 - or*
 - Submit actual activity data along with information on various operational strategies, which provides the partner with an assessment of their broader carbon footprint across their supply chain












Participation Level**Input Method**

There are four (4) ways shippers can participate in SmartWay. Way 1, the SmartWay Candidate level, is only for companies who want to learn more about SmartWay before joining as a SmartWay Shipper Partner. To become a SmartWay Shipper Partner, select Way 2, Way 3, or Way 4 below, complete the tool inputs, check your results and submit your tool to EPA for approval.

Select your Participation Level by checking the button [o] next to your selected option. You can change your participation level at any time, but be careful as it may result in some loss of previous data input.

| <input type="radio"/> Way 2: Basic Freight Assessment | <input type="radio"/> Way 3: Standard Freight Assessment | <input checked="" type="radio"/> Way 4: Advanced Freight Assessment |
|---|--|---|
| Best For: Shippers with limited data that want to start freight efficiency planning. | Best For: Shippers that want a freight emissions footprint to guide their freight decision making. | Best For: Shippers that want a more-detailed freight emissions footprint and added analysis. |
| Inputs: Carrier names and relative data (e.g., amount spent, number of shipments, volume shipped, or another custom metric) | Inputs: Carrier names; mileage, ton-miles and/or payload data per carrier | Inputs: Carrier names; mileage, ton-miles and/or payload data per carrier; and additional operational strategies and mode split data |
| Input Methods: Manual only | Input Methods: Manual or data import. You will decide your Data Input Method on the next screen. | Input Methods: Manual or data import. You will decide your Data Input Method on the next screen. |
| Benefits of Way 2: <ul style="list-style-type: none">• Define a relative freight performance metric (% SmartWay)• Be recognized as a Smartway Partner | Benefits of Way 3: All the benefits of Way 2 plus the ability to: <ul style="list-style-type: none">• Build a freight performance assessment based on per carrier mileage and payload• Compete for recognition through the SmartWay Excellence Awards | Benefits of Way 4: All the benefits of Way 3 plus the ability to: <ul style="list-style-type: none">• Subdivide freight activity based on inbound vs outbound, domestic vs international, discrete business units, and/or other criteria• Compare emissions savings from various mode and operational strategy changes retrospectively and prospectively• Receive additional credit for SmartWay Excellence Award |

4 Ways For Shippers To Participate

| Benefit | Way 1 Shipper Applicant | Way 2 Shipper Partner Activity Surrogate or Custom Metric | Way 3 Shipper Partner Activity Based | Way 4 Shipper Partner Activity & Operational Strategy Based |
|---|---|---|---|---|
| Access Personalized Engagement Plan |  | | | |
| Logo/Brand Use | |  |  |  |
| Relative Environmental Assessment | |  | | |
| Environmental Footprint. Use to report and benchmark | | |  |  |
| Compete for SmartWay Excellence Award | | |  |  |
| Quantify Carbon Savings from Operations | | | |  |
| Opportunity for Additional Recognition | | | |  |

Neiman Marcus Group



NMG

NEIMAN MARCUS
BERGDORF GOODMAN

Jade Lancaster, Domestic Transportation Analyst. She's been with Neiman Marcus since 2019, starting in the DC Operations Management and later transitioned into Domestic Transportation, where she also dual reports to the ESG team to support emissions-related projects such as SmartWay. Prior to Neiman Marcus, Jade worked as a Quality Engineer for The Crosby Group for ten years. She graduated from LeTourneau University with a Bachelor's of Business Management degree.

Chris Danielson is a Domestic Transportation Manager for Neiman Marcus. He has been with Neiman Marcus for 18 years and held several roles including Transportation Supervisor, and Business Intelligence Analyst for the International Group. Prior to Neiman Marcus, Chris was a Senior Associate with Price Waterhouse Coopers for 7 years. Chris is a Graduate of Texas A&M University.

Craig Kids is a Sr. Logistics Manager for Neiman Marcus Group (NMG). He has been with NMG just over 29 years, and in the Logistics role for 25 years. Responsibilities include management of 2 Freight Consolidator's (1 East Coast and 1 West Coast). Craig has responsibility for all Domestic Inbound freight to NMG DC's. He also has responsibility for Domestic Outbound Freight for NMG Stores both full-line and Last Call stores. His team manages Routing and Freight bill audit and pay for all Non-parcel shipments for NMG, and he and his team also manage Dangerous Goods training for the company. Prior to Neiman Marcus, Craig worked for United Parcel Service (UPS) for 14 years in various Operations roles. Craig is a Graduate of East Texas State University

NMG SmartWay Partnership

FY24 Review

NMG

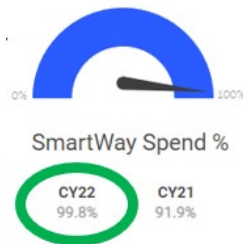
NEIMAN MARCUS
BERGDORF GOODMAN

NMG is now a Level III SmartWay Shipper!

NMG has maintained a level II partnership since 2020. With this level of partnership, we reported a percentage of spend with SmartWay carriers. While this was helpful in understanding what potential environmental impacts these carriers were having in our network at that time, with referencing carrier ranking, our carbon emissions footprint was not available to us.

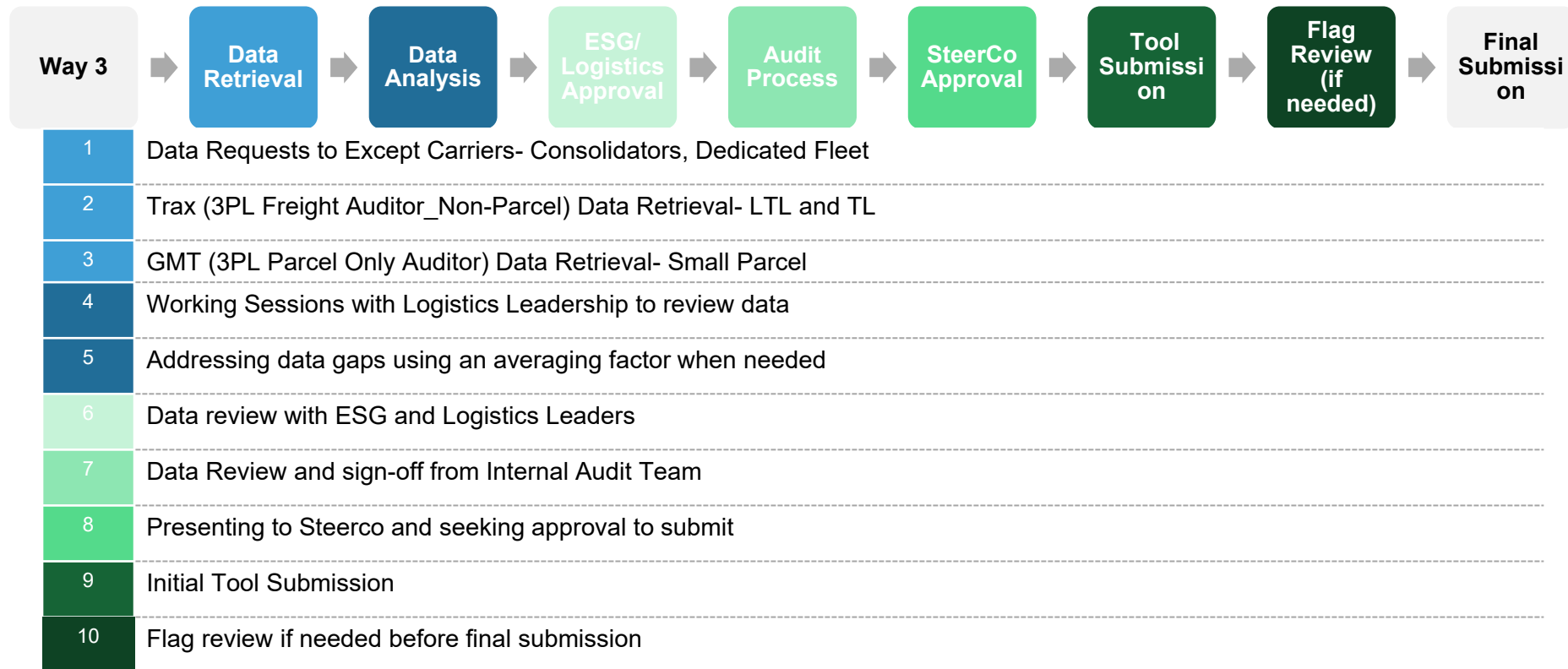
In an effort to gain visibility and reduce those emissions related to Domestic Transportation, NMG took the following steps.

- The ESG/ Logistics team's dual reporting role was created to align with emission goals within the business.
- Developed standard carrier communication to encourage SmartWay participation and data requirements to reach Level III.
- Obtained Level III Partnership at the end of CY23



| Benefit | SmartWay 1 Shipper Candidate | SmartWay 2 Shipper Partner/ Custom Metric | SmartWay 3 Shipper Partner/ Activity Based | SmartWay 4 Shipper Partner/ Activity & Operational Strategy Based |
|---|---------------------------------------|--|---|--|
| Access Custom Engagement Plan | | | | |
| Logo/Brand Use | | | | |
| Relative Carbon Assessment | | | | |
| Carbon Footprint/ Use to Report & Benchmark | | | | |
| Compete for Smartway Excellence Award | | | | |
| Quantify Carbon Savings from Operations | | | | |
| Opportunity for Additional Recognition | | | | |

Way 3 Submission Process Flow

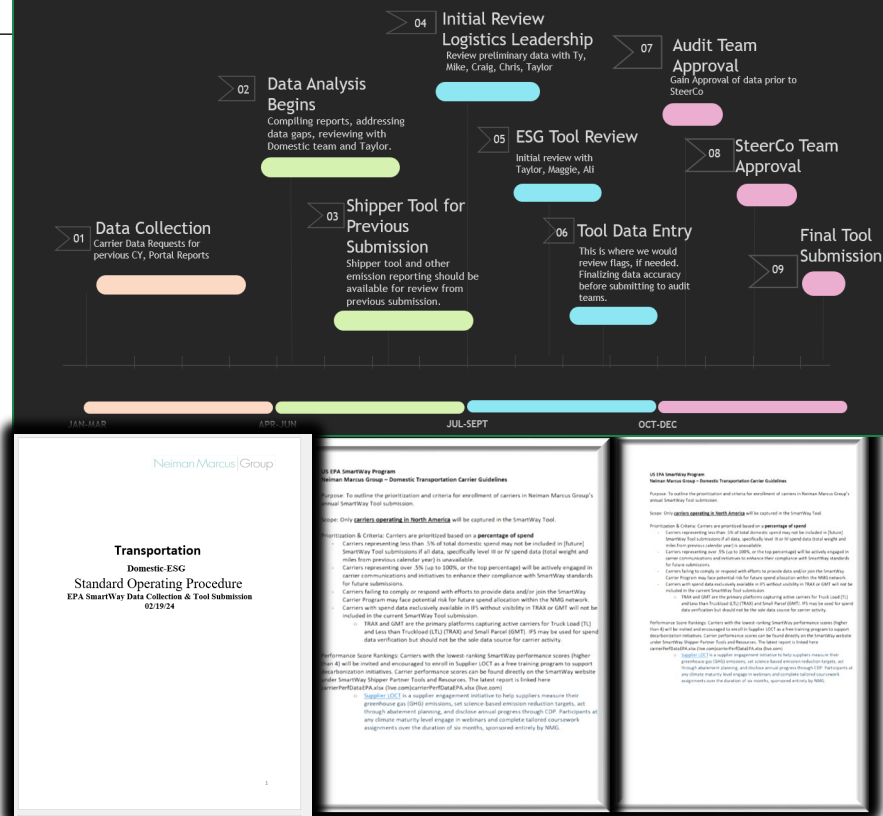


Standardizing the Way to Level III

We determined there was a need to establish a standard process to allow us to become more efficient and goal focused as we moved forward with our SmartWay partnership. As a result of that the following processes were established.

- **SmartWay Tool Guidelines**
- **SmartWay Tool Timeline**
- **Level III Playbook**
- **Standard Carrier Communications**
- **Verification Process**

SmartWay Tool Submission Timeline



Strengths & Opportunities

Strengths



- 99% of our carrier spend is with SmartWay carriers.
- 99% of NMG Ton-Miles are in the highest-ranking range. This means the carriers that transport the most significant amount of freight, the longest distance, are efficient in their CO2 emissions.
- Thoroughly documented processes to provide efficient and successful future submissions.
- Carrier enrollment in Supplier Leadership on Climate Transition. (SLOCT)

Opportunities



- Data is not streamlined through one platform; retrieval is a complex process and requires multiple systems.
- Some data gaps with specific carriers resulted in utilizing an averaging factor.
- Plan to include SmartWay Carrier participation and emissions related data requirements in future RFPs.
- Exploring how NMG could be included in the SmartWay's High-Performer Shipper Report.



Scott Daley is the Associate Director of Freight Strategy, Systems and Administration for Bridgestone Americas Tire overseeing Carrier selection, relationships, contracts, freight payment, claims and Transportation software. In this role he acts as a liaison between Carriers, operations, finance, and other areas of the organization while designing and administering Bridgestone's transportation network of finished goods and raw materials. Scott started his career in procurement and is a Certified Purchasing Manager who moved into the Logistics space in 2008 while at Honeywell. Over the years, he has held roles in MRO purchasing, SAP implementation, domestic and international transportation, mergers and acquisitions, and freight administration. Scott has a Bachelor's degree in Business Administration from Robert Morris University and a Masters in Organizational Leadership from Colorado State. He currently resides with his wife and daughter in Mt. Juliet TN.



SmartWay Partnership Webinar

Scott Daley – Associate Director of Freight Strategy, Systems and Administration

Our Foundation

"I am convinced that a simple profit-seeking business will never thrive, but **a business that contributes to its society and country will be forever profitable.**"

SHŌJIRŌ ISHIBASHI

Founder of Bridgestone Corporation

企業理念 The Bridgestone Essence

使命
Mission

最高の品質で社会に貢献
Serving Society with Superior Quality

心構え
Foundation

誠実協調
Seijitsu-Kyocho
[Integrity and Teamwork]

進取独創
Shinshu-Dokuso
[Creative Pioneering]

現物現場
Genbutsu-Genba
[Decision-Making Based on Verified, On-Site Observations]

熟慮断行
Jukuryo-Danko
[Decisive Action after Thorough Planning]



The Bridgestone E8 Commitment transforms our global vision into focused action

Vision: To provide social and customer value as a Sustainable Solutions Company

Through our commitments to...



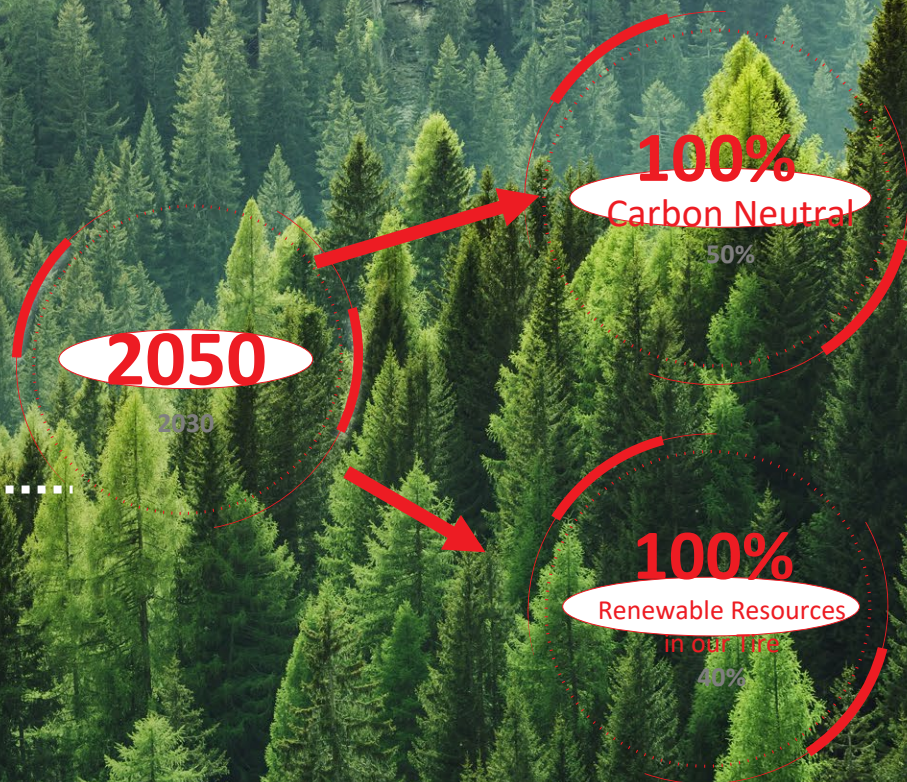
| Keyword | Statement |
|-------------|--|
| Energy | Committed to the realization of a carbon neutral mobility society |
| Ecology | Committed to advancing sustainable tire technologies and solutions that preserve the environment for future generations |
| Efficiency | Committed to maximizing productivity through the advancement of mobility |
| Extension | Committed to nonstop mobility and innovation that keeps people and the world moving ahead |
| Economy | Committed to maximizing the economic value of mobility and business operations |
| Emotion | Committed to inspiring excitement and spreading joy to the world of mobility |
| Ease | Committed to bringing comfort and peace of mind to mobility life |
| Empowerment | Committed to contributing to a society that ensures accessibility and dignity for all |



SUSTAINABILITY

OUR GLOBAL TARGETS

Definition & Meaning
to Bridgestone



Transportation is often the highest emitting sector of Scope 3 Emissions.



**CARRIER
SELECTION**



**MODE
CONVERSION**



**ALTERNATIVE
ENERGY
UTILIZATION**



**NETWORK &
PAYLOAD
OPTIMIZATION**

Breakthrough[®]
a US Venture company



US EPA Certified
SmartWay[®]

CleanMile

SmartWay

Why partner with SmartWay?

SmartWay is an EPA program that helps track, calculate, and compare fuel consumption and emissions across the transportation industry.

BRIDGESTONE'S GOAL:

AT LEAST 15%
IMPROVEMENT OF
LOGISTICS SCOPE 3
EMISSIONS BY 2030

Emissions Reduction Opportunities:

5.2 - 11.7%

CARRIER
CHOICE

0.7 - 1.7%

LOAD
FILL

4.3 - 8.0%

MODE
CONVERSION

3.6 - 5.0%

ALTERNATIVE
ENERGY

SmartWay Performance Rank from 1 (Best) to 5 (Worst)



1 — 2 — 3 — 4 — 5

Best score

Worst score

Carrier operates most efficiently

Room for efficiency improvements

Lower CO₂ emissions

Higher CO₂ emissions



SmartWay in the Carrier Selection

Bridgestone Transportation Providers Survey

Bridgestone is interested in exploring new transportation providers and talent. We are looking for innovative, reliable, and sustainably-focused strategic partners to join our network. Please respond to the below survey, and if it looks like there is a fit, we will be reaching out with additional details.

* Required

1. Full Name *

Enter your answer

2. Company Name *

Enter your answer


3. Email Address *

Enter your answer

4. Is your company SmartWay certified? *

☐ Yes

☐ No



Emergence: **Bridgestone Annual RFI_Draft**

Carrier Information

SCAC

Carrier Name

MC Number

DOT Number

Use Fourkites?

Smartway Certified?

Question *

Smartway Certified?

Select Option *

YES

Select Option *

NO

If Smartway certified, what tier?

Question *

If Smartway certified, what tier?

Short Text

Maximum 450 Characters

| Lane Type | Origin City* | Destination City* | Volume* | Line Haul (Flat)* | SCAC | SmartWay Score | Vendor Name | Vendor Entity Type | Vendor Award Status |
|---------------|--------------|-------------------|---------|-------------------|------|----------------|-------------------------------|--------------------|---------------------|
| Raw Materials | LA VERGNE | WILLIAMSBURG | 200.00 | | HLGP | | HEARTLAND LOGISTICS GROUP LLC | Broker | 0 |
| Raw Materials | LA VERGNE | WILLIAMSBURG | 180.00 | | ADSI | 1 | AVERITT | Carrier/Broker | Primary |
| Raw Materials | LA VERGNE | WILLIAMSBURG | 50.00 | | FULB | | UNIVERSAL LOGISTICS INC | Carrier | |
| Raw Materials | LA VERGNE | WILLIAMSBURG | 310.00 | | LQAB | 5 | TRANSPORT | Carrier/Broker | |
| Raw Materials | LA VERGNE | WILLIAMSBURG | 310.00 | | PFGA | 5 | COMPANIES INC | Broker | |
| Raw Materials | LA VERGNE | WILLIAMSBURG | 310.00 | | SLCY | 3 | CHN | NAL CARRIERS, INC | Carrier/Broker |
| Raw Materials | LA VERGNE | WILLIAMSBURG | 310.00 | | MOLY | 3 | ARCBEST | Other | |
| Raw Materials | LA VERGNE | WILLIAMSBURG | 310.00 | | NTGO | 4 | OLAN TRANSPORTATION GROUP, LL | Broker | |
| Raw Materials | LA VERGNE | WILLIAMSBURG | 310.00 | | XPOL | 1 | RXO CAPACITY SOLUTIONS, LLC | Broker | Backup |
| Raw Materials | LA VERGNE | WILLIAMSBURG | 310.00 | | GSRB | 3 | GOLD STAR TRANSPORTATION, INC | Broker | |

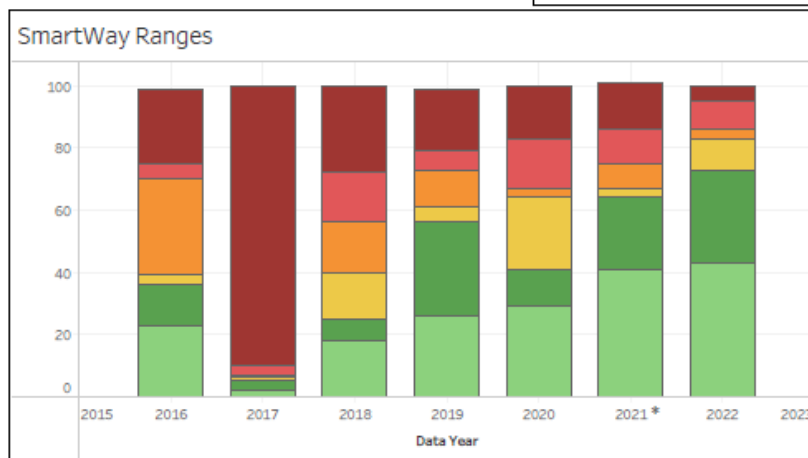
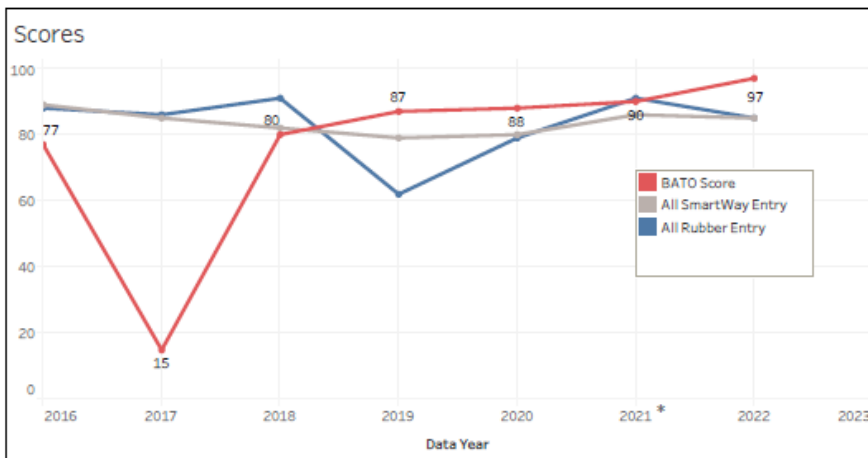
BATO SmartWay Journey

What is SmartWay?

EPA's industry accepted SmartWay program helps companies advance supply chain sustainability by measuring, benchmarking, and improving freight transportation efficiency.

Since its introduction in 2004, the SmartWay brand has:

- * Helped achieve significant emissions reductions from goods movement.
- * Raised awareness about the need to improve transportation sustainability.
- * Motivated carriers, logistics managers, and their customers to improve how they move goods, products, and supplies, resulting in less fuel use, reduced costs, and fewer emissions.
- * Helped improve the freight industry's image among consumers and the driving public.
- * Contributed to a steady growth in the number of companies and affiliates pursuing and delivering on environmental excellence through their participation in SmartWay.



* 2021 score artificially low because three carriers failed to miss the deadline for refreshing their SmartWay Certification. As of Jan 2023, all carriers have resubmitted and are good for the next submission year. Cycle Logistics, Everst Transportation, and Tennessee Contract Carriers

Questions?





The Bridgestone logo is centered on the slide. It consists of a red and black stylized "B" icon followed by the word "BRIDGESTONE" in a large, bold, black, italicized sans-serif font. A thin horizontal line passes through the middle of the "B" icon and the text.

Thank You

Special Thanks to **Danielle Grant, Haley Hancock, Amber McMillian** and **Gary Powell** for their contributions to our carbon reduction efforts and this presentation!

Questions?



www.epa.gov/smartway
Smartway_transport@epa.gov

SmartWay Helpline
(734) 214-4767

