

SmartWay 20th Anniversary Webinar



December 4, 2024



Moderator



Buddy Polovick **Team Leader**

Buddy has been with SmartWay since its inception over 20 years ago and is a Team Leader, supporting outreach and education, Partner engagement, GHG accounting and disclosure, and international collaboration.

Today's Discussion



- 🌿 Twenty Years of Progress
- 🌿 Power of Partnerships
- 🌿 Leadership
- 🌿 Technology Prowess
- 🌿 Data & GHG Reporting
- 🌿 Guest Speakers
- 🌿 SmartWay 4.0 & the Future of Freight



Presenter



Sam Waltzer **EPA SmartWay National Director**

Sam brings decades of experience in technology performance evaluation, market-based program design and implementation, and public-private collaboration across the energy and transportation sectors. Sam previously supported the assessment of SmartWay verified technologies and equipment, specializing in heavy-duty vehicle aerodynamics and their impacts on fuel efficiency.



Reflects well.

(And helps keep the air clean, too.)

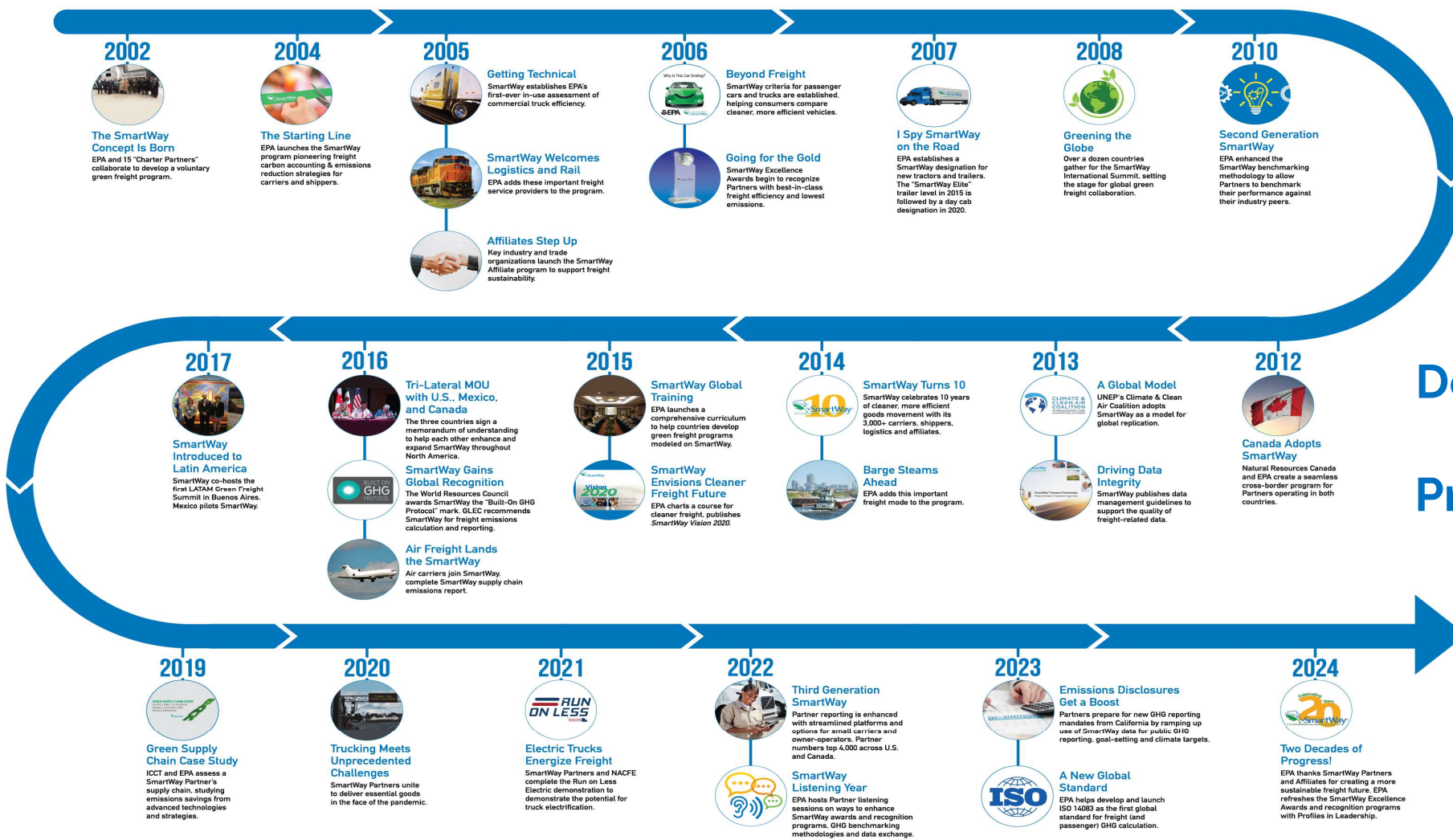
Let's face it, any time your fleet can boost fuel efficiency by 10 to 20%, it reflects well on you and your bottom line. U.S. EPA certified SmartWay Tractors and Trailers allow you to do just that. You can also display the SmartWay certification mark, a symbol of environmental distinction, which also reflects well on you. The SmartWay leaf indicates to both industry and the public that you operate the cleanest and most efficient trucks and equipment available today.



To learn more, visit epa.gov/smartway



“The windshield is bigger than the rearview mirror, because where we are going is more important than where we have been.”






Two Decades of Progress



Power of Partnerships



-  Expanded collaboration with key industry sectors
-  Added new Partner and Affiliate categories
-  Partnered with Canada, Mexico, other countries

Freight Sustainability Leadership



- 🌿 Put freight sustainability on forefront for policy makers, civil society and in the C-Suite
- 🌿 Created recognition and visibility for industry leaders
- 🌿 Catalyzed a global green freight movement

2006



Beyond Freight

SmartWay establishes criteria for passenger cars and trucks, helping consumers compare cleaner, more efficient vehicles.



Going for the Gold

SmartWay Excellence Awards begin to recognize Partners with best-in-class freight efficiency and lowest emissions.

2008



Greening the Globe

Over a dozen countries gather for the SmartWay International Summit, setting the stage for global green freight collaboration.

2013



A Global Model

UNEP's Climate & Clean Air Coalition adopts SmartWay as a model for global replication.

2015



SmartWay Global Training

EPA launches a comprehensive curriculum to help countries develop green freight programs modeled on SmartWay.

2019



Green Supply Chain Case Study

ICCT and EPA assess a SmartWay Partner's supply chain, studying emissions savings from advanced technologies and strategies.

2017






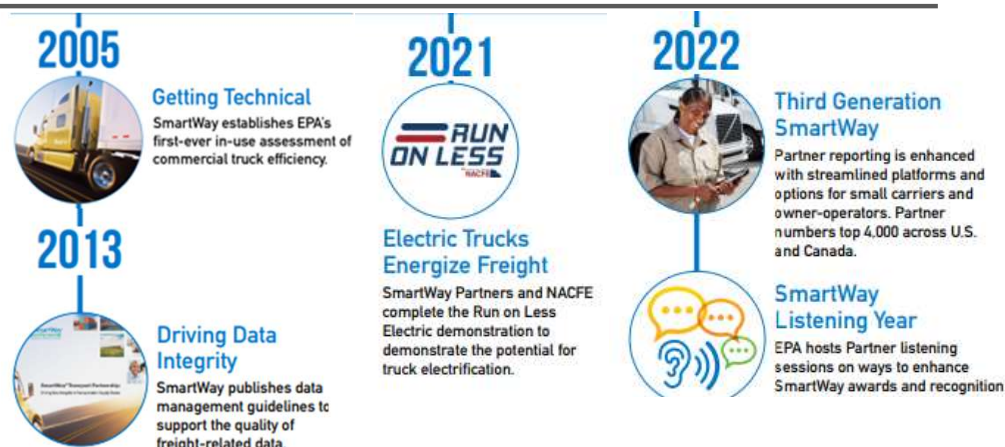
SmartWay Introduced to Latin America

SmartWay co-hosts the first LATAM Green Freight Summit in Buenos Aires. Mexico pilots SmartWay.

Technology and Research



-  Research
-  Technology Verification
 - eTRU
 - STARS online application portal
 - Tire retreads
-  New SmartWay Designations
 - Elite Trailers
 - Day Cabs
 - EVs



Data & GHG Reporting



- 🌿 SmartWay methodology recognized by WRI and GLEC as recommended GHG methodology
 - Aligned with new ISO 14083 standard
- 🌿 SmartWay data increasingly used in GHG reporting
 - CDP, GRI and other voluntary disclosures
- 🌿 SmartWay data used in setting targets, action plans, carrier procurement
- 🌿 New GHG reporting mandates accelerating focus on using SmartWay for scope 3



SmartWay Partnership Looking back...



- 🌱 Partner Numbers since 2004
 - the number of companies that participate has grown from 15 to over 4,000
- 🌱 SmartWay Partners saved over \$55.4 billion in fuel costs and reduced harmful air pollutants by:
 - 169.6 million metric tons of CO₂
 - 2.8 million tons of NO_x
 - 115,000 tons of PM (includes black carbon)
- 🌱 SmartWay Partner energy savings are equivalent to 396 million barrels of oil
OR eliminating annual energy use in 25.8 million homes



Enhanced Value Proposition



The SmartWay Presence in the Freight Industry Streets

-  SmartWay Brand
-  Updated Recognition Efforts
-  Educational Webinars
-  New resources
 - Logistics factsheets
 - Modal factsheets
 - EV web page
 - Affiliate Calendar



Guest Speakers



Jess Dankert

Vice President, Supply
Chain, RILA



Jacqueline Gelb

Vice President, Energy
and Environmental
Affairs, ATA



Thierry Spiess

Deputy Director On
Road Transportation
Programs, NRCan

RILA IS THE TRADE ASSOCIATION FOR RETAIL LEADERS.

WHO WE ARE

The Retail Industry Leaders Association (RILA) is for those that lead not just in sales but in aspiration. Through collaboration, education, advocacy and innovation, we envision the future of retail — and help retailers succeed in it

OUR MISSION IS BOLD BUT SIMPLE

To elevate a dynamic industry by transforming the environment in which retailers operate.



**RETAIL INDUSTRY
LEADERS ASSOCIATION**

REPRESENTING THE LEADING BRANDS IN RETAIL

PREMIER MEMBERS



Gap Inc.



Abercrombie & Fitch Co.
Abercrombie & Fitch | abercrombie kids | HOLLISTER | gilly's



AEO



ALDO GROUP



at home
The Home Decor Superstore



chico's

CITITRENDS



Crate & Barrel



Dillard's



EXPRESS

five BELOW



HIBBETT SPORTS



J.CREW

JCPenney



JOANN



KOHL'S



LEVI STRAUSS & CO.



L.L.Bean



macy's Inc



THE MICHAELS COMPANIES



NORDSTROM



PANDORA



SALLY BEAUTY



SHERWIN-WILLIAMS



TAILORED BRANDS



WILLIAMS-SONOMA

OUR FOCUS AREAS

RILA partners with leading retailers to meet the challenges of a dynamic economy. Through collaboration and thought leadership, we advance ideas that foster free markets, competition, economic growth, and sustainability.



HOME DEPOT'S CLEAN TRANSPORTATION EFFORTS EARNS EPA'S SMARTWAY PARTNER OF THE YEAR DISTINCTION

November 06, 2017

Everyday an orchestra of people are the thermostat to our stores and now, to

HEB NEWSROOM
Running an

H-E-B runs an efficient transportation founding member of the Environmental Protection Agency's SmartWay Program. It's no secret that cars pollute the air, and



Tractor Supply Receives 2024 EPA SmartWay Excellence Award

September 26, 2024

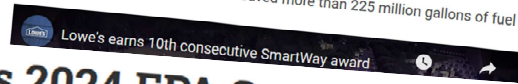
Rural lifestyle retailer is one of 18 SmartWay partner companies recognized for exceptional freight supply chain efficiency

BRENTWOOD, Tenn.-(BUSINESS WIRE)- Tractor Supply Company (NASDAQ: TSCO), the largest rural lifestyle retailer in the United States, announced today it has received a 2024 SmartWay Excellence Award from the U.S.



LOWE'S BECOMES FIRST TEN-TIME WINNER OF EPA'S SMARTWAY EXCELLENCE AWARD

In ten years, Lowe's suppliers have saved more than 225 million gallons of fuel



DEC 13, 2018

Meijer Earns Industry Recognition from U.S. Environmental Protection Agency for SmartWay Supply Chain

Retailer earns repeat recognition
October 27, 2021



Featured Partner: Walmart

About Walmart

What started small, with a single discount store and the simple idea of selling more for less, has grown



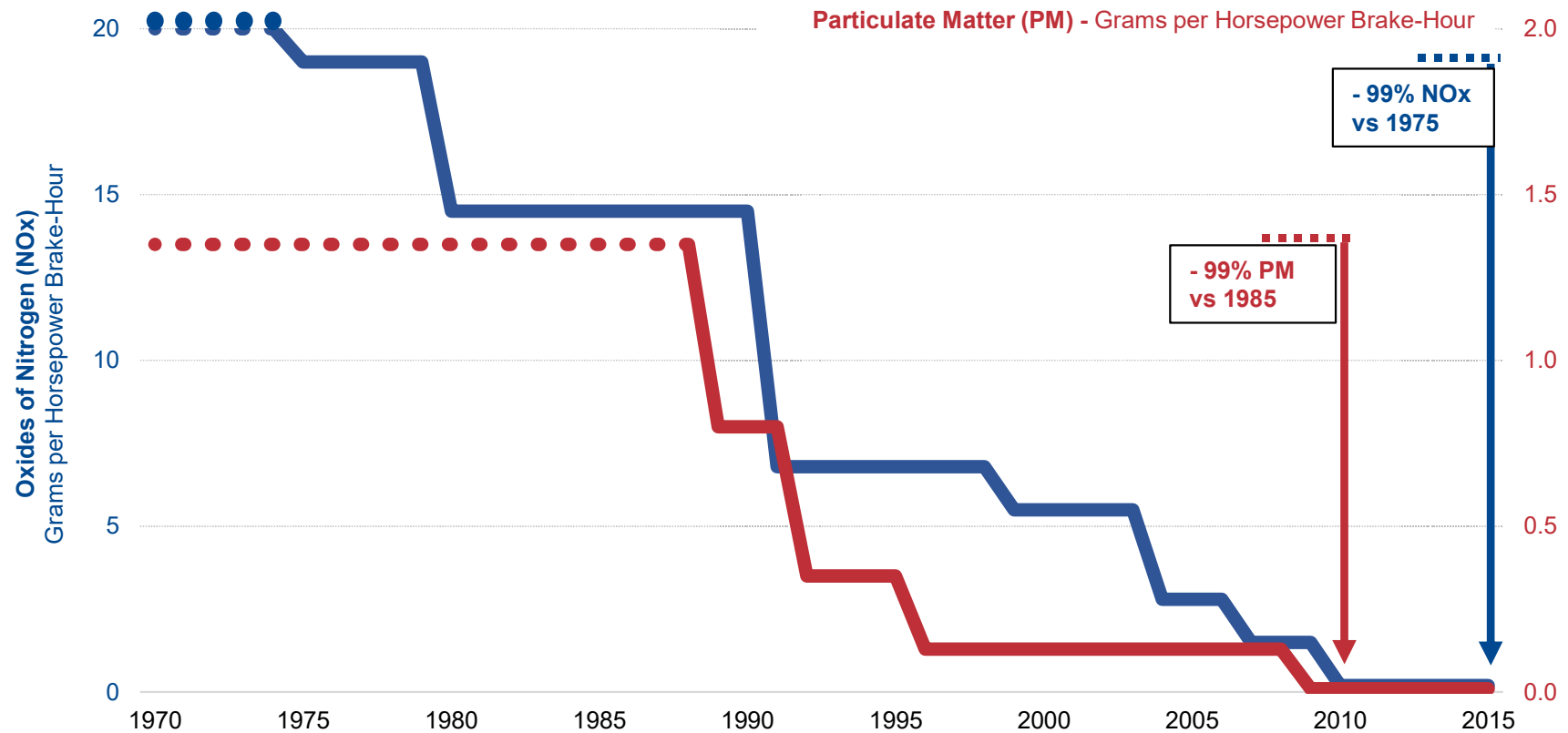
"Every day at Walmart we are proving that sustainability makes business sense and in 2015 we reached our goal to double our US fleet efficiency. Participation in SmartWay as both a shipper and carrier gives us a tool to measure our own, as well as our carriers' progress toward reducing our footprint over a 2005 baseline."

Internal Initiatives

We're focusing on reducing the emissions our transportation causes. In 2020 and 2021, we began using transportation optimization software, a backhaul miles program, and participated in the EPA's SmartWay Shipper Performance Program.



U.S. On-Highway Emissions Standards

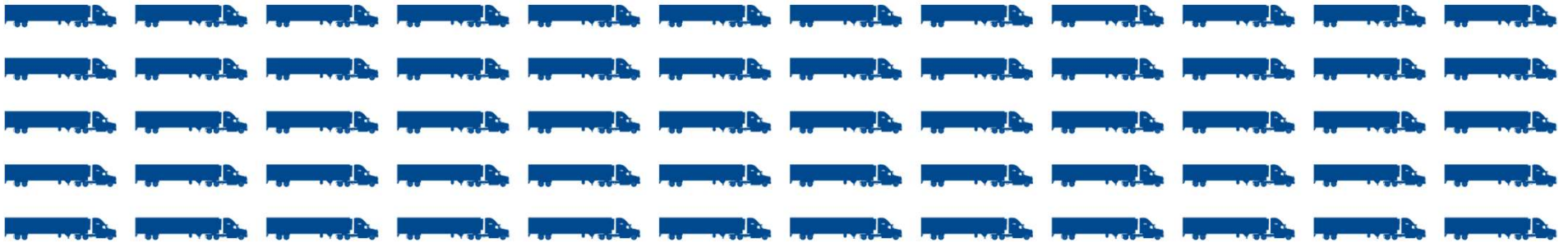


Source: ATA analysis of EPA emissions regulations.



The Trucking Industry's Success Story

60 of today's trucks



would be needed to produce
the emissions of **1 truck** back
in 1988





Natural Resources
Canada

Ressources naturelles
Canada

SmartWay in Canada

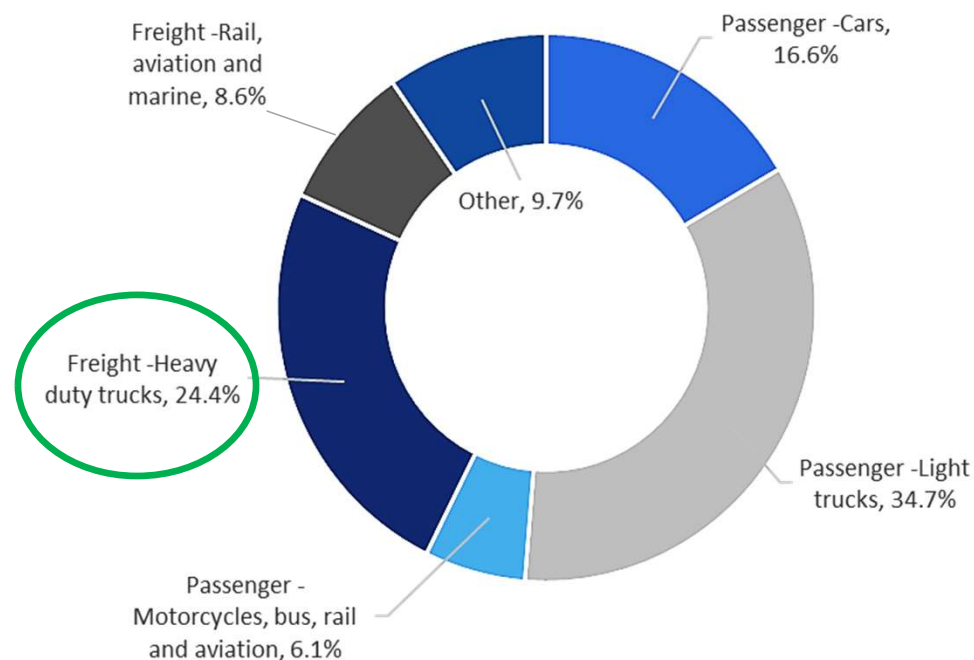
Overview Presentation

November 28, 2024

Canada

TRANSPORTATION SECTOR IN CANADA

- Transportation is the second largest contributor to Canada's greenhouse gas emissions **with on-road freight representing more than 24% of those emissions**
- The 2030 Emission Reduction Plan outlines the efforts to transition to non-emitting trucks and buses with a commitment that **35% of new MHDVs sold by manufacturers must be zero-emission vehicles by 2035**, and that **100% of all new sales of MHDVs (based on feasibility) are zero-emission by 2040**.
- Canada along with 26 countries, has also signed an international pledge – Drive to Zero – to achieve **100% zero-emission MHDV sales by 2040**.



GROWING NEED FOR FREIGHT DATA



Partner Company

Company Comments Contacts Submissions Fleets Partnership Logo History

SAVE CANCEL

Partner Company Name:
Canada Test Record

Status: Account Manager: Org Type: Partner Type: Multi-Tool:
Active Tanya Arseneault Partner Truck Carrier No

Reactivation Date:
08/24/2023

Initial Reporting Last Data Year Driver Trng
Partnership Date: Group: Submitted: Security Key:
02/08/2024 Truck-2 2023 CT1000002527

Annual Update Date: 04/03/2024 Due Date Extension: SmartWay ID: Annual Portal
00252714 37050722

Main Phone: Toll Free Phone:

Address:
580 Booth Street

City: Province/State:
Ottawa Ontario

Postal Code: Country:
K1A 0E4 Canada

Agency Exclude Partner From Reports & Outputs
NRCan Yes

Website:
https://

SCAC Code(s): US MCN(s):
TRIS 8181181

US DOT(s): Canadian NSC(s):
N/A JUAALOWA

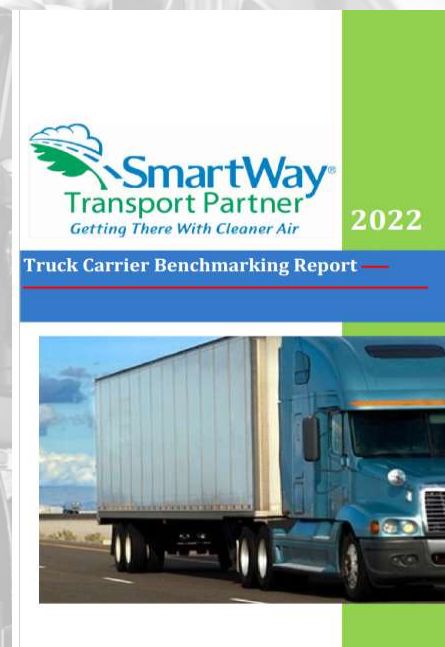
Org ID: Date Added:
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SAVE CANCEL

Contacts: (add)

- Tanya Arseneault (Primary Working Contact)
- Steph Lalonde (Primary Executive Contact)

Notes:



Natural Resources
Canada

Ressources naturelles
Canada

Canada

SMARTWAY IN CANADA



Natural Resources
Canada

Ressources naturelles
Canada

Canada

PROGRAM HIGHLIGHTS

TOOL MODERNIZATION



RESULTS IN 2024



904 *SmartWay* partners,



64,719 trucks



Up to 9% improvement

With more than 2 million diesel trucks on the road in Canada, **SmartWay** is helping decarbonize the fleet of today!



Natural Resources
Canada

Ressources naturelles
Canada

Canada

20 Years and Counting– *What's next for SmartWay?*



20 Years and Counting– What is next for SmartWay?



- 🌱 Improving accessibility and interface of **SmartWay systems**
 - Commercial-2-Government and Government-2-Government data system opportunities Making a Digital leap
 - *Technology and policy that explores options for handling large a sets.*
- 🌱 Re-imagining **SmartWay Technology** program
 - How can SmartWay continue to inform technology markets that can make a difference for fleets/ companies that are using technology?
- 🌱 Continued **harmonization** with other programs and protocols
 - Synchronization with global standards, data systems, and global supply chain.



Panel Discussion







www.epa.gov/smartway

smartway_transport@epa.gov

SmartWay Helpline

734-214-4767