

# Webinar Presentation

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## 2025 SmartWay Excellence Award Criteria

US Environmental Protection Agency  
March 5, 2025



# Covered Today

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-  Award History
-  Award Goals
-  Recognition Approaches
-  Leadership Approach
-  Freight Sustainability Leadership
-  Candidate Selection Process
  - Award Criteria
  - Semifinalist Selection & Application Process
-  2025 Award Highlights & Timeline

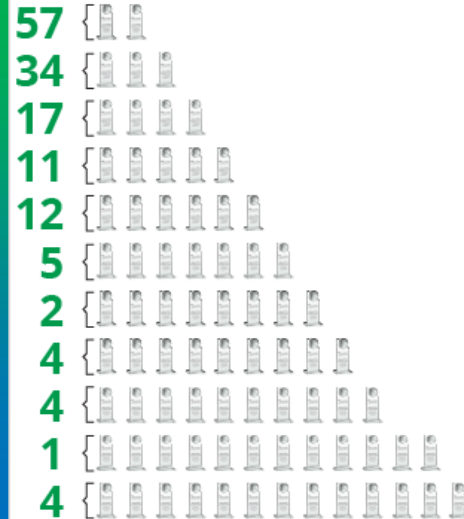
# Award History



SmartWay Award Recipients



MULTIPLE AWARD WINNERS (151 TOTAL)



314

Partners recognized as  
Excellence Awardees  
over 15 years

151

Partners recognized as  
Excellence Awardees  
more than once

# Excellence Award Goals




-  Recognize top Partners (shippers and truck carriers) that excel in freight sustainability
-  Screen Partners based on environmental performance
  - Using the most recent, completed annual reporting cycle from all Partner categories
  - Use semifinalist application process to assess freight sustainability leadership
-  SmartWay Qualitative Definition of Corporate Freight Sustainability Leadership:
  - Ability to drive change, influence industry, lead freight efficiency performance, and sustain freight environmental excellence
-  Aim for a mix of large/medium/small Partners
  - Using total annual miles traveled as indicator

# Recognition Approaches



## SmartWay Recognition Defined

 Recognition in SmartWay is an opportunity to highlight Partner achievement and activities.

 Some recognition types in SmartWay:

- Excellence Awards
- High Performers
- *Profiles in Leadership*
- Featured Partner profiles and Case studies
- Webinar/conference panelists
- E-update mentions

# Leadership Approach

Leadership recognition across Partner categories

## Excellence Awards

- Shippers/Truck Carriers: Leadership is one component of a two-step process.
  - Top environmental performers, as determined by annual SmartWay data submissions.
  - Semifinalist Leadership application.

## Profiles in Leadership

- Logistics/Air/Barge/Rail/Affiliates: "**Profiles in Leadership**" recognizes specific areas of emphasis (e.g., research, innovation, collaboration).

Category	Award Approach Both "Excellence" & "Leadership"		
	Excellence Awards	Profiles in Leadership	Leadership Element
<b>Shipper</b>	✓		<i>Integrated semifinalist application</i>
<b>Truck Carrier</b>	✓		<i>Integrated semifinalist application</i>
<b>Logistics</b>		✓	<i>Leadership profile</i>
<b>Air Carrier</b>		✓	<i>Leadership profile</i>
<b>Barge Carrier</b>		✓	<i>Leadership profile</i>
<b>Rail Carrier</b>		✓	<i>Leadership profile</i>
<b>Affiliate</b>		✓	<i>Leadership profile</i>

# 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 emissions 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



# Candidate Selection Criteria Overview



## **All Eligible Partners must:**

- Be a Partner in Good Standing, i.e., on-time submission of the 2024 Tool
- Truck Carriers must have an approved 2025 Truck Tool on file by May 28, 2025 to be eligible for further consideration
- Have reported actual, verifiable data in their respective tool
- Demonstrated superior environmental performance
- Pass Agency-wide adverse environmental compliance screen







## **Truck Carrier and Shipper Partners will:**

- Be invited to submit the Semifinalist Application with specific efficiency documentation for qualitative consideration

# Overview of Refreshed Award Criteria



## Truck Carriers

-  **Semifinalist Criterion 1:** Best combined ranking for each SmartWay truck category  
 $\frac{1}{3} \text{ CO}_2\text{e g/ton-mi} + \frac{1}{3} \text{ NOx g/ton-mi} + \frac{1}{3} \text{ PM g/ton-mi} +$   
 $\frac{1}{3} \text{ CO}_2\text{e g/mi} + \frac{1}{3} \text{ NOx g/mi} + \frac{1}{3} \text{ PM g/mi}$ 
  - **New in 2025**  $\text{CO}_2\text{e}$  metric is incorporated into the semifinalist criterion. *The  $\text{CO}_2\text{e}$  component enables the combined ranking to reflect efficiency in both fuel use and criteria pollutant emissions.*
-  **New in 2026 - Semifinalist Criterion 2:** Innovations clearly documented in Truck Tool by Truck Carrier Partners.
-  Leadership application for Semifinalists (top ranking truck carriers)
-  Truck carrier size segmentation

# SmartWay Portal Innovation Tech Questionnaire



## ▼ Online Truck Tool for ALL CARRIERS – Data Year 2024

The Online Truck Tool for All Carriers may be used by any SmartWay Truck Carrier Partner. DO NOT complete more than one version of the Truck Tool.

[Begin now](#)

- [Truck Tool Innovation questionnaire](#)
- [View previous submissions](#)
- [Example Tool](#)
- [Provide Feedback for the Online Truck Tool For All Carriers \(10 question survey\)](#)
- [User Guide for the SmartWay Online Truck Tool for All Carriers](#)
- [Technical Documentation for the SmartWay Online Truck for All Carriers](#)

# SmartWay Portal Innovation Tech Questionnaire



## SmartWay Truck Carrier Tool Innovation Questions

Responding to these questions offers the following advantages:

- Confirmation of Excellence Award semifinalist application questions
- Opportunity to improve fleet performance with use of freight efficiency technologies and strategies
- Opportunity for recognition under Feature Partner profiles
- Opportunity to offer feedback to SmartWay regarding technology efficiency performance.

You have the option of partially filling out the questionnaire and then using the Save button at the bottom of the page, which will save the information so you can complete the questionnaire later. The Truck Tool Innovation link in the SmartWay Portal can be used to either start filling out this questionnaire or continue where you left off if you used the Save button. If you have any questions, please contact your Partner Account Manager.

### FLEET TECHNOLOGY INNOVATION

► SmartWay Designated Tractor

► SmartWay Designated Trailer

► Use of fuel-efficient technologies

► Use of Electric Vehicles

► Use of renewable fuels

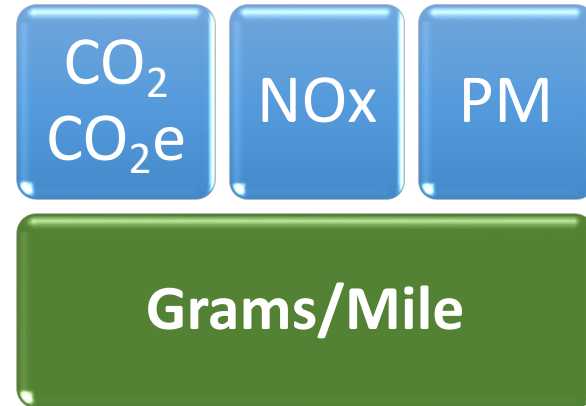
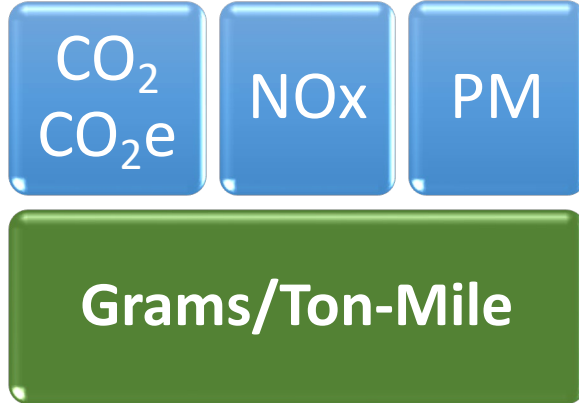
# Overview of Refreshed Award Criteria



## Shippers

- 🌿 **Semifinalist Criterion #1:** Way 3 and 4 SmartWay Shippers, 98 percent of miles or ton-miles shipped are with SmartWay Partners
- 🌿 **Semifinalist Criterion #2:** Best combined, top ranking  
 $\frac{1}{2} \text{ CO}_2\text{e} + \frac{1}{4} \text{ NO}_x + \frac{1}{4} \text{ PM}$  in g/ton-mile
  - **New in 2025**  $\text{CO}_2\text{e}$  metric is incorporated into semifinalist criteria
- 🌿 Shipper recognition categorized by industry sector
  - arts & media, building materials, chemicals and petroleum, consumer electronics, consumer goods, food & beverage, industrial manufacturing, packaging, paper and lumber, pharma & health care, and retail.
- 🌿 Leadership application for Semifinalists
- 🌿 Shipper size segmentation

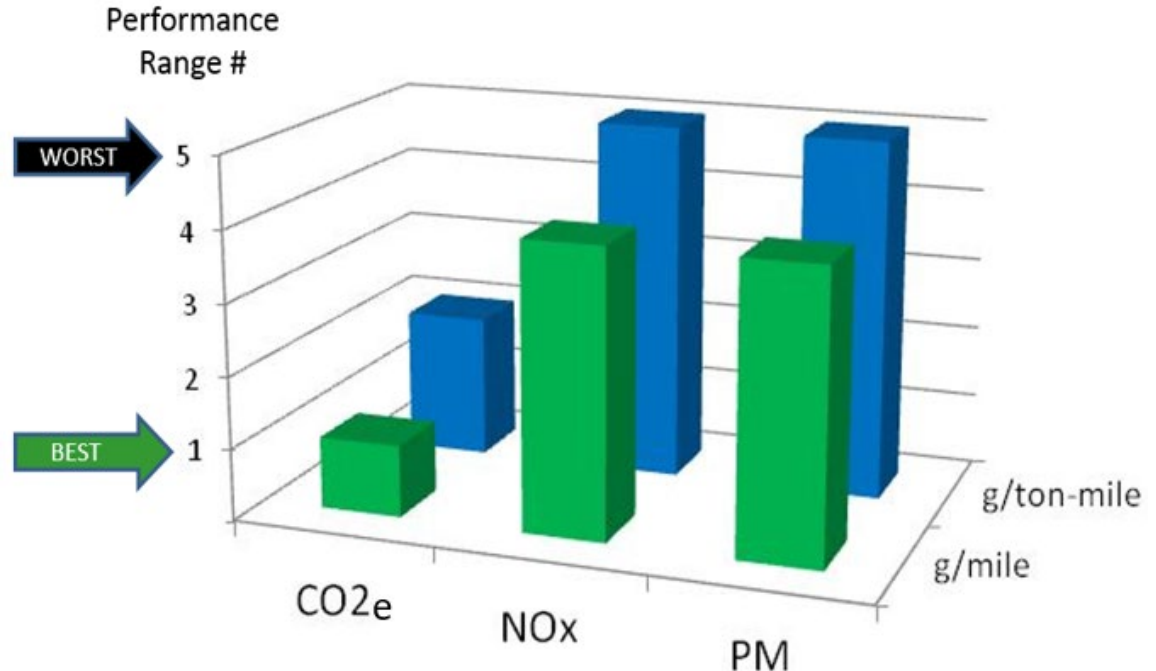
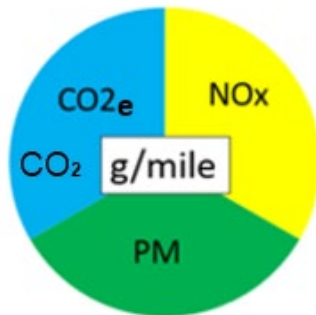
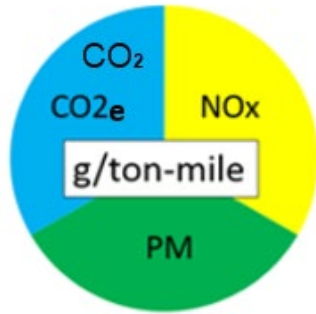
# Key Emissions Metrics for SmartWay Partners



# SmartWay Performance Rankings for Carriers



Example Fleet Category: Truckload Dry Van



# Truck Carrier Performance Ranking



## Performance Rankings

<https://www.epa.gov/smartway/smartway-carrier-performance-ranking>

Click down arrows ▼ to filter data by column categories. Select one or more items in the dropdown checklists.

Note: g/m=grams/mile and g/tm=g/ton-mile

Note: g/m=grams/mile and g/tm=g/ton-mile					Performance Rankings and Emission Factors											
					Grams per Mile						Grams per Ton-mile					
Carrier Fleet Name		Mode	SmartWay		g/m		g/m		g/m		g/tm		g/tm		g/tm	
			Ranking	Fleet	CO2e	g/m	NOx	g/m	PM	CO2e	g/tm	NOx	g/tm	PM	g/tm	
			Category	Type	Rank	CO2e	Rank	NOx	Rank	g/m F	Rank	CO2e	Rank	NOx	Rank	PM
Carrier Fleet Name 1		Truck	Dray	Private	5	1880	1	2.7	1	0.025	5	96.5	1	0.15	1	0.001
Carrier Fleet Name 2		Logistics		Private	4	1950	4	9.4	4	0.35	3	109.5	2	0.43	3	0.0175
Carrier Fleet Name 3		Truck	Expedited	For-Hire	1	700	1	0.25	1	0.005	5	490	5	0.55	5	0.01
Carrier Fleet Name 4		Truck	TL/Dry Van	For-Hire	2	1475	5	5.3	5	0.042	2	77.5	4	0.25	5	0.0026
Carrier Fleet Name 5		Truck	TL/Dry Van	For-Hire	3	1565	5	5.3	5	0.042	2	77.5	4	0.25	5	0.0026
Carrier Fleet Name 6		Truck	TL/Dry Van	For-Hire	3	1565	2	2.3	2	0.018	3	84.5	2	0.13	2	0.0011
Carrier Fleet Name 7		Truck	Mixed	For-Hire	5	1800	5	6	5	0.09	4	95	5	0.34	5	0.0039
Carrier Fleet Name 8		Truck	Mixed	For-Hire	4	1700	4	5	4	0.07	2	79	3	0.22	4	0.0031
Carrier Fleet Name 9		Truck	TL/Dry Van	For-Hire	2	1475	3	3.3	2	0.018	2	77.5	3	0.19	2	0.0011
Carrier Fleet Name 10		Truck	Refrigerated	For-Hire	5	1850	5	5.7	5	0.07	5	96	5	0.27	5	0.004
Carrier Fleet Name 11		Logistics		For-Hire	4	1950	4	9.4	4	0.35	2	100.5	3	0.57	3	0.0175
Carrier Fleet Name 12		Truck	TL/Dry Van	For-Hire	2	1475	3	3.3	5	0.042	3	84.5	3	0.19	5	0.0026



# Quantitative Performance Criteria for Truck Carriers



Individual Truck Fleet Composite Score =

$$\underbrace{\frac{1}{6} [\text{CO}_2\text{e}] + \frac{1}{6} [\text{NOx}] + \frac{1}{6} [\text{PM}]}_{\text{grams per ton-mile}} + \underbrace{\frac{1}{6} [\text{CO}_2\text{e}] + \frac{1}{6} [\text{NOx}] + \frac{1}{6} [\text{PM}]}_{\text{grams per mile}}$$

- **Thirteen separate fleet categories:**

- Truckload Dry Van, Less-than-Truckload Dry Van, Refrigerated, Package, Tanker, Flatbed, Dray, Expedited, Heavy Bulk, Mixed, Moving, Special, Auto

*Note: The value in each bracket is a truck carrier fleet's public performance rank*

# How Do I Compute My Fleet Composite Score?



				Performance Rankings and Emission Factors											
				Grams per Mile						Grams per Ton-mile					
SmartWay Ranking Fleet				g/m CO2e		g/m NOx		g/m PM		g/tm CO2e		g/tm NOx		g/tm PM	
Carrier Fleet Name	Mode	Category	Type	Rank	CO2e	Rank	NOx	Rank	g/m F	Rank	CO2e	Rank	NOx	Rank	PM
Carrier Fleet Name 8	Truck	Mixed	For-Hire	4	1700	4	5	4	0.07	2	79	3	0.22	4	0.0031
<b>YOUR FLEET</b>	Truck	TL/Dry Van	For-Hire	2	1475	3	3.3	2	0.018	2	77.5	3	0.19	2	0.0011
Carrier Fleet Name 10	Truck	Refrigerated	For-Hire	5	1850	5	5.7	5	0.07	5	96	5	0.27	5	0.004

## Individual Truck Fleet Composite Score

$$\underbrace{\frac{1}{6} [\text{CO}_{2e}] + \frac{1}{6} [\text{NOx}] + \frac{1}{6} [\text{PM}]}_{\text{grams per ton-mile}} + \underbrace{\frac{1}{6} [\text{CO}_{2e}] + \frac{1}{6} [\text{NOx}] + \frac{1}{6} [\text{PM}]}_{\text{grams per mile}}$$

# How Do I Compute My Fleet Composite Score?



				Performance Rankings and Emission Factors											
				Grams per Mile						Grams per Ton-mile					
SmartWay Ranking Fleet				g/m CO2e		g/m NOx		g/m PM		g/tm CO2e		g/tm NOx		g/tm PM	
Carrier Fleet Name	Mode	Category	Type	Rank	CO2e	Rank	NOx	Rank	g/m F	Rank	CO2e	Rank	NOx	Rank	PM
Carrier Fleet Name 8	Truck	Mixed	For-Hire	4	1700	4	5	4	0.07	2	79	3	0.22	4	0.0031
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Carrier Fleet Name 10	Truck	Refrigerated	For-Hire	5	1850	5	5.7	5	0.07	5	96	5	0.27	5	0.004

## Individual Truck Fleet Composite Score

$$\frac{1}{6} [\text{CO}_{2e}] + \frac{1}{6} [\text{NO}_x] + \frac{1}{6} [\text{PM}] + \frac{1}{6} [\text{CO}_{2e}] + \frac{1}{6} [\text{NO}_x] + \frac{1}{6} [\text{PM}]$$

grams per ton-mile                      grams per mile

# How Do I Compute My Fleet Composite Score?



				Performance Rankings and Emission Factors											
				Grams per Mile						Grams per Ton-mile					
Carrier Fleet Name	Mode	SmartWay Ranking		g/m CO2e Rank	g/m CO2e	g/m NOx Rank	g/m NOx	g/m PM Rank	g/m F	g/tm CO2e Rank	g/tm CO2e	g/tm NOx Rank	g/tm NOx	g/tm PM Rank	g/tm PM
		Category	Fleet Type												
Carrier Fleet Name 8	Truck	Mixed	For-Hire	4	1700	4	5	4	0.07	2	79	3	0.22	4	0.0031
<b>YOUR FLEET</b>	Truck	TL/Dry Van	For-Hire	2	1475	3	3.3	2	0.018	2	77.5	3	0.19	2	0.0011
Carrier Fleet Name 10	Truck	Refrigerated	For-Hire	5	1850	5	5.7	5	0.07	5	96	5	0.27	5	0.004

## Individual Truck Fleet Composite Score

$$\frac{1}{6} [ 2 ] + \frac{1}{6} [ 3 ] + \frac{1}{6} [ 2 ] + \frac{1}{6} [ 2 ] + \frac{1}{6} [ 3 ] + \frac{1}{6} [ 2 ]$$

grams per ton-mile                      grams per mile

**Composite Score = 2.33**

# Carrier Award Criteria: Size Definition



## Awards per truck fleet size

- **Large Carriers:** annual miles traveled are  $\geq 1\%$  of the total miles traveled for that category
- **Small/Medium Carriers:** annual miles traveled are  $< 1\%$  of the total miles traveled for that category

### Exceptions:

Large Truckload Dry Van & Reefer,  $\geq 0.75\%$

Medium Truckload Dry Van & Reefer, between  $0.25\%$  to  $0.75\%$

Small Truckload Dry Van & Reefer,  $< 0.25\%$

## Carrier Fleet categories:

- Truckload Dry Van
- Tanker
- Specialized
- Refrigerated
- Package
- Moving
- Mixed
- Less-than-Truckload Dry Van
- Heavy/Bulk
- Flatbed
- Dray
- Expedited
- Auto Carrier

# Quantitative Performance Criteria for Shipper



Individual Shipper Company Composite Score =

$$\frac{1}{2} [\text{CO}_2\text{e}] + \frac{1}{4} [\text{NOx}] + \frac{1}{4} [\text{PM}]$$



grams per ton-mile

Demonstrate that effectively 98 percent of miles or ton-miles shipped are with SmartWay Partners

*Note:* CO<sub>2</sub>e, NO<sub>x</sub> and PM in brackets refer to a performance “rank” based on gram per ton-mile emissions, similar to that for truck carriers

# Shipper Award Criteria: Size Definition



-  Awards given in three Shipper categories based on relative size of freight operations
  - Large Shipper: 500 million or greater annual miles shipped
  - Medium Shipper: Between 25 million and 500 million annual miles shipped
  - Small Shipper: 25 million or fewer annual miles shipped
-  Eligible Shipper partners will be contacted and invited to submit a semifinalist application

# Shipper Tool Data Input Requirements

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Annual activity data includes:

- Total Miles
- Total Ton-Miles
- Average Payload



Way 3 and Way 4 Shipper participation



# SmartWay Award & Shipper Participation



## FOUR WAYS TO JOIN SmartWay

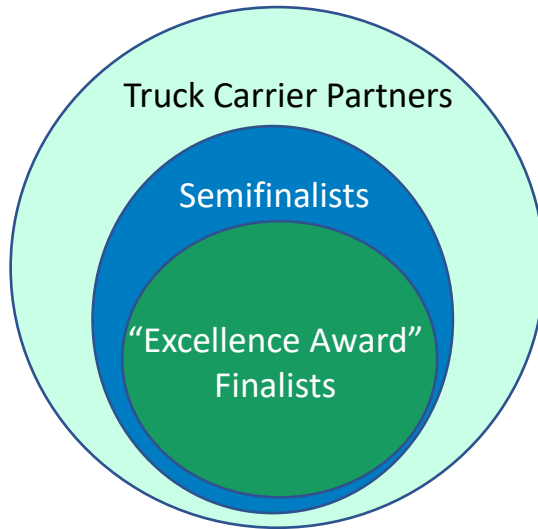


# Recognition Snapshot 2025 Approach



## Truck Carrier and Shippers Finalists Selection

- Semifinalist candidates: Environmental Performance
- Finalists: Supplemental documentation completed & submitted (application)



## 2025 SmartWay Excellence Awards — EPA Criteria

### WHAT ARE THE SMARTWAY EXCELLENCE AWARDS?

The SmartWay Excellence Awards are EPA's means to recognize Partners that have optimized the environmental performance and efficiency of their freight management operations.

The SmartWay Excellence Award program recognizes Partners with a **combination of superior environmental performance and freight sustainability leadership** for shippers and truck carriers.



To be eligible for consideration, all qualified shipper and truck carrier Partners must have:

- at least 2 consecutive years of Tool data submission with high quality data, clear explanations for alerts.
- timely and accurate submittal of required data in the 2024 reporting cycle for shipper and truck carrier Partner categories (i.e., be Partners in good standing).
- for truck carriers: EPA must also have received a timely submission of the 2025 Tool.



EPA makes a full review each year of shipper and truck carrier Partner's SmartWay Tool submission to assess qualifications for award consideration.



Semifinalists in shipper and truck carrier Partner categories will be contacted to submit an award semifinalist application that offers opportunities to highlight freight sustainability leadership.



All Excellence Award finalists will be screened for any adverse environmental actions that may prohibit public recognition for their SmartWay achievements.



EPA will notify those Partners that are selected as Awardees.

Please note that logistics company, air carrier, barge carrier, and rail carrier Partners are now eligible for the *SmartWay Profiles in Leadership*, a new Partner recognition opportunity. Affiliates are eligible to apply as well.



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

**JANUARY:** The SmartWay Award process and data review commences. EPA identifies candidates using data submitted via the 2024 SmartWay Tool, from shipper and truck carrier Partner categories.

**FEBRUARY:** Shipper and truck carrier semifinalists are identified and invited to submit supplemental information.

**APRIL 28, 2025:** Submission deadline for supplemental information from shipper and truck carrier Award semifinalists.

**JUNE:** Final reviews and adverse environmental actions screening.





**AUGUST:** Notification of Awardees via private email (no public announcement until fall).

**OCTOBER:** Public announcement of SmartWay Excellence Award recipients.

[www.epa.gov/smartway/smartway-excellence-awardees#2025criteria](http://www.epa.gov/smartway/smartway-excellence-awardees#2025criteria)

# Semifinalist Application Process



-  EPA will notify/invite all eligible semifinalists to apply
  - Clear and complete responses to application questions needed
-  Truck Carrier and Shipper Semifinalists submit an online application
-  Partners requested to substantiate or document their efforts described on the application via:
  - Web links (preferred)
  - Limited digital attachments
  - No hard copies allowed
-  Semifinalist applications due: April 28, 2025

# Selection Criteria



- 🌿 Eligible Partners with two years of on-time SmartWay Tool submissions with quality data
  - Truck Carriers must have an approved 2024 Truck Tool on file by May 28, 2025 to be eligible for further consideration
- 🌿 Completed 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)

# 2025 Award Highlights



## Awardee announcement

- Industry conference(s) or Virtual event
- Press release
- PSA
- Social media

## Recognition

- Media coverage
- Peer recognition





# 2025 Timeline: SmartWay Excellence Awards

<b>December 2024</b>	Refine Excellence Award criteria as appropriate.
<b>February/March 2025</b>	EPA officially announces 2025 Excellence Award program via SmartWay newsletter, email, website and webinar. EPA identifies Excellence Award candidates.
<b>March 2025</b>	Shipper and Truck carrier semifinalists are invited to submit leadership activities via online application.
<b>April 28, 2025</b>	Submission deadline for Excellence Award semifinalist application (shippers and truck carriers).
<b>May-July 2025</b>	EPA conducts final reviews and adverse environmental actions screening.
<b>August 2025</b>	Excellence Awardee Notification via private emails.
<b>Fall 2025</b>	Public announcement of SmartWay Excellence Award recipients.

# Important to Remember

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-  Feel free to contact EPA with questions
-  EPA will contact your company:
  - When eligible, for additional information
  - For Award notification



# 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 Excellence Award Criteria Factsheet](#)

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

Joann Jackson-Stephens, SmartWay Brand Manager

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