Targeted Messages for Sustainability/Environmental Executives

Here are some messages that directly address the goals, challenges, and priorities of your organization’s sustainability and environmental departments.

### Our organization is already committed to sustainability:

* We are already looking for ways to improve our performance on a variety of sustainability metrics.
* We report our sustainability goals in our CSR report.
* We are committed to transparency and disclose our performance via CDP, GRI, and WRI reporting.

### However, there are some challenges we need to consider:

* While the focus of our reporting has been on direct emissions and impacts, there is increasing need to address on indirect sources (Scope 3) like transportation
* We do not have a good understanding of our freight supply chain efficiency and connect our transportation and logistics offices with our sustainability, corporate social responsibility and finance departments
* We are not optimizing opportunities to improve the efficiency of goods movement

### There are ways we can improve our sustainability performance:

* We can align our work with overarching corporate strategies and goals
* Our organization's transportation department is already gathering information that we can use for our sustainability and environmental reporting.
* Collaborating and partnering with our carriers to become more efficient can help us save money.
* Because our freight movement is an energy-intensive and costly process, which also produces emissions, working to improve freight efficiency reduces costs and emissions
* EPA’s SmartWay program is a voluntary partnership that helps us:
  + generate environmental data with industry-standard methods using EPA emission factors, methods, and tools;
  + produce consistent and comparable metrics for freight emissions across all industry sectors;
  + collaborate with our freight carriers to establish shared efficiency goals;
  + integrate SmartWay data directly into our environmental disclosure, and corporate social responsibility (CSR) reports; and
  + respond to shareholder and consumer interest in accounting for and improving our environmental footprint.

### We are at risk If we do not address freight sustainability:

* Waiting too long to include freight in our sustainability strategy and reporting leaves us vulnerable to missing opportunities to lead and meet consumer expectations.
* Freight is the fastest growing source of harmful emissions in the transportation sector and will grow in significance.
* Our organization will look to supply chain leadership for ways to control costs and mitigate risks.
* Lack of transparency in our operations prevents us from being responsive to our network.
* Not optimizing opportunities to improve goods movement efficiency reduces our competitiveness and creates financial risks.