**Sharing Freight Sustainability and
SmartWay with Your Executives**

General Talking Points

## Why Freight Matters to Our Organization

**Balancing our supply chain priorities means:**

* reducing costs;
* improving service;
* streamlining processes;
* expanding our business; and
* reducing our environmental impact.

*Growing our business can conflict with our goals to reduce our environmental impact because of freight transportation unless we incorporate sustainability principles into our business practices.*

**Freight transportation is:**

* the number one driver of supply chain costs.[[1]](#footnote-1)
* a major contributor to our environmental footprint.

We have an opportunity to lower costs while still delivering on our other goals by developing a sustainable freight strategy.

**A sustainable freight strategy helps us:**

* reduce costs from inefficient freight movement;
* eliminate waste in our supply chain;
* address consumer emphasis on sustainability;
* mitigate risk associated with goods movement; and
* enhance our reputation as a “good corporate citizen.”

 **For up to date statistics related to these points, visit:** [**https://www.epa.gov/smartway/why-freight-matters-supply-chain-sustainability**](https://www.epa.gov/smartway/why-freight-matters-supply-chain-sustainability)

## How Our Organization Can Address Freight Sustainability

**Launching a freight sustainability initiative allows us to:**

* + identify the environmental footprint of our current freight activities;
	+ benchmark performance of our existing freight carriers and decisions;
	+ measure the impact of our actions;
	+ identify opportunities to improve our performance on crucial environmental, energy and cost metrics;
	+ track our performance improvements over time; and
	+ enhance corporate social responsibility and other sustainability efforts.

## Benefits of Launching a Freight Sustainability Initiative

* **Reduce our Environmental Impact**
	+ Establish our commitment to reduce the environmental impact of freight transportation.
	+ Develop industry-standardized baseline or benchmark, track, report and reduce our Scope 3 emissions footprint, including carbon.
	+ Get the metrics and data we need to make better decisions to reduce our impact
* **Demonstrate our Corporate Social Responsibility**
	+ Showcase our achievements to customers, clients, shareholders and other stakeholders who embrace sustainability in purchasing/contracting arrangements
	+ Communicate our efforts to a broad group of stakeholders.
	+ Resonate with a socially conscious millennial workforce.
* **Showcase our Leadership**
	+ Define our leadership position in a world that expects corporate action on sustainability.
	+ Develop strategic partnerships that help maximize our impact.
	+ Influence our supply chain to drive efficiency as a priority.
* **Manage our Risk**
	+ Demonstrate sustainability leadership to investors.
	+ Prepare for the future of environmental business risks and governance requirements, domestically and abroad.
* **Gain Industry Recognition**
	+ Our peers are already taking advantage of SmartWay…and receive recognition as leaders.
	+ (note: you can identify competitors or similar organizations by looking at the SmartWay partner list: <https://www.epa.gov/smartway/smartway-partner-list>

## Barriers to Accounting for Our Organization’s Freight’s Impact

***(note: select those that are accurate for your organization and leader’s concerns)***

* Assessing your supply chain footprint can be time-consuming and data intensive.
* It is not always clear that the return on investment is worth the effort.
* We already have a lot of environmental accounting and disclosure responsibilities.
* We do not know how to get started setting up a system.
* We would need data about carrier’s activity.
	+ Not clear how to work with/engage carriers to get information.
	+ We are using a lot of different carriers and modes of freight movement.
	+ Our carriers are using multiple scorecards for other clients.

## How We Can Account for Freight

* **The US Environmental Protection Agency’s SmartWay Program:**
	+ streamline accounting processes to make supply chain assessment less time-consuming for our team;
	+ provides high-value data and business intelligence;
	+ gives us the exact type of data needed to complete the environmental disclosure protocols for freight;
	+ is an industry-standard system for evaluating, tracking and improving our performance on freight sustainability;
	+ gives us tools and resources to work with our carriers to share information and collaborate to improve the efficiency of our freight supply chain; and
	+ helps us respond to growing consumer emphasis on sustainability.
* **SmartWay is a voluntary, market-based, public-private partnership that helps us:**
	+ generate emissions data with scientifically-based methods using EPA emission factors, methods, and tools;
	+ produce consistent and comparable metrics for freight emissions across all industry sectors;
	+ streamline shipper and carrier reporting methodologies;
	+ assess our US and Canadian freight supply chain;
	+ collaborate with our freight carriers and establish shared efficiency goals;
	+ integrate SmartWay metrics into our freight procurements;
	+ integrate SmartWay data directly into our sustainability reports; and
	+ be acknowledged for our credit for work that we are already doing.
* **SmartWay has already developed tools in partnership with industry leaders and built the infrastructure to meet our carbon tracking goals**
	+ Visit the SmartWay website to download the latest tools: <https://www.epa.gov/smartway/smartway-shipper-partner-tools-and-resources>
* **SmartWay proactively reaches out to grow and meet evolving industry needs**
	+ Partnering with EPA and SmartWay can help us meet our goals.
	+ Getting started is easy.

## How SmartWay Works

There are several ways to participate in SmartWay.

**1) Participate as a SmartWay Shipper Candidate**

* As a Shipper Candidate we will be able to:
	+ Educate our carriers about fuel efficiency and freight emissions;
	+ Use our RFP or contracts process to create incentives for our carriers to register their data with SmartWay;
	+ Set freight sustainability goals for our organization;
	+ Collaborate with our carriers to set achievable efficiency goals; and
	+ Identify ways to improve efficiency throughout our supply chain.
* Becoming a SmartWay Shipper Candidate is a straightforward way to get started developing our organization’s freight sustainability strategy.
* Whenever we are ready, SmartWay provides resources to start measuring, tracking and improving our performance on freight efficiency in preparation for registering as a SmartWay Shipper Partner.

**2) Register as a SmartWay Shipper Partner**

SmartWay has three categories of partners:

* **SmartWay Shipper Partners-- Organizations that ship freight, including:**
	+ **Fortune 500® companies.**
	+ **Small and medium-sized businesses.**
	+ **Local, state, tribal, and federal governments.**
	+ **Colleges and universities.**
* **SmartWay Carrier Partners: Businesses that carry or move goods for shippers, including:**
	+ **Truck carriers.**
	+ **Rail carriers.**
	+ **Barge carriers.**
	+ **Air carriers.**
	+ **Multimodal carriers.**
* **SmartWay Logistics Company Partners: Firms that hire freight carriers and manage freight shipments for shippers.**

 **Any company or organization that ships freight can register with SmartWay as a SmartWay Shipper Partner.**

* Becoming a registered SmartWay Shipper partner helps us measure, track and improve our freight carbon footprint with the power of EPA data and technical support.
1. Source: CSCMP 27th Annual State of Logistics Report, 2017 [↑](#footnote-ref-1)