**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)