

SmartWay Excellence Awardees Are Leaders in Freight Sustainability

As a SmartWay Affiliate, our organization is paving the way for a cleaner, more fuel-efficient future. We work on behalf of our members to support EPA's goal for sustainable freight supply chains. Our actions help reduce the environmental footprint of goods movement and grow a more sustainable freight sector, while cutting costs.

WHAT IS SMARTWAY?

EPA's SmartWay program helps companies advance supply chain sustainability by measuring, benchmarking, and improving freight transportation efficiency. Learn more: www.epa.gov/smartway.

LEADERSHIP IN FREIGHT SUSTAINABILITY

We help our members achieve their freight transportation goals by encouraging them to become SmartWay Partners. Partnering with SmartWay means committing to sustainable freight policies and practices. EPA recognizes the top two percent of all SmartWay Partners, based on the environmental performance of their freight transportation, with its annual SmartWay Excellence Award Companies that receive this honor are demonstrating top environmental excellence in supply chain management.

Leadership means going beyond "low hanging fruit" efficiency measures, like reducing idling or asking carriers to join SmartWay. It means making a commitment – often from the highest levels within a company – to consider how supply chain and logistics decisions impact the environment. It means being innovative, and looking for more efficient, cleaner and innovative policies, processes and practices throughout a company's supply chain. It means finding ways to incentivize cleaner freight transportation. EPA encourages all SmartWay Partners to explore leadership opportunities, and be a role model for their industry, customers, and employees toward a more sustainable freight sector. CEOs, directors, managers, and leaders at all levels of a company can use the ideas and suggestions below to shape their sustainability journey.

WHAT YOU CAN DO

If you're a SmartWay Partner willing to champion accountability and freight sustainability, here are some things you can do:

- Fully operationalize SmartWay and freight sustainability efforts into business-as-usual operations from top to bottom.
- Use key freight activity data calculated in SmartWay tools for benchmarking and reporting.
 - Benchmark your freight operations against your peers. Use that data internally to create action plans for improving and setting new targets for change and enhancing operations.
- Share your lessons learned and best practices on freight sustainability with industry peers and even competitors in order to advance the industry.
- Participate in and support global freight sustainability initiatives (e.g., ISO, GLEC, CCAC) and collaborate in broader environmental initiatives like science-based targets.
- Encourage and incentivize carriers, suppliers and vendors to improve their environmental performance.
 - Implement efficient freight alternatives as a buyer/supplier of freight services.
- Enhance your company's brand by publicizing your freight sustainability efforts as part of your consumer-facing messaging.
- Educate employees, suppliers, and consumers on the sustainable choices they can make.
- Engage in discussions and mentor companies to encourage them in their efficiency efforts, which leads to cleaner air for all our communities.

Implementing these suggestions may help your company be more successful in advancing your industry, supporting your customers, clients, and stakeholders and receive recognition for your leadership and achievements.