



2013 SmartWay Affiliate Challenge

Thank you for participating in the SmartWay 2013 Affiliate Challenge. The Challenge provides EPA with the opportunity to publicly acknowledge the important contributions of SmartWay Affiliates. To participate, complete the activities listed below. These activities must be performed within the time frame of March 1, 2013 through March 1, 2014.

Completed checklist and supporting documentation such as sample materials, pictures, etc. must be postmarked by March 14, 2014. Mail to:

SmartWay Transport Affiliate Challenge
Attn: Patrice Thornton
USEPA Office of Transportation and Air Quality
2565 Plymouth Road Ann Arbor, MI 48105

Supporting materials may also be e-mailed to: thornton.patrice@epa.gov by March 14, 2014. Place "Affiliate Challenge" in the subject line.

Name _____

Organization _____

E-mail address _____

Phone _____

Affiliates that complete the following activities within the Challenge time period will merit special acknowledgment:

- ☐ Create or coordinate the creation of a designated sustainability/environmental webpage describing your organization's sustainability focus, including, highlighting and/or featuring its engagement with the SmartWay Transport Partnership
- ☐ Disseminate SmartWay PSAs internally, i.e., to your members and stakeholders (website, internal newsletter)
- ☐ Host at least one briefing, workshop or webinar to educate and inform internal and external stakeholders about the SmartWay Partnership program
- ☐ Co-Host with SmartWay HQ or Regions at least one SmartWay overview webinar
- ☐ Develop and distribute joint letter to membership asking them to engage in SmartWay
- ☐ Share SmartWay information on your social media sites

Choose one or more extra credit activities for special recognition:

- ☐ Place PSA in external commercial publication
- ☐ Identify champion at member organization for joint follow up
- ☐ Assist partners with tool completion

Note: Acknowledgement by EPA SmartWay does not imply endorsement of the Affiliate or of Affiliate's products or services.

Frequently Asked Questions

What is the SmartWay Affiliate Challenge?

The challenge is an opportunity for EPA to publically acknowledge SmartWay Affiliates who have initiated and executed exceptional recruiting, promotional and marketing activities in support of our shared goals. These Affiliates serve as role models for other affiliates.

How do I participate in the 2013 SmartWay Affiliate Challenge?

Complete the activities listed on the 2013 Affiliate Challenge application. These activities must be performed and completed during the time frame of March 1, 2013 through March 1, 2014. The completed form and supplemental materials must be sent to Patrice Thornton. (Package must be postmarked by March 14, 2014).

Package may be sent to:

Patrice Thornton
US EPA SmartWay Affiliate Challenge
2565 Plymouth Road
Ann Arbor, MI 48105
(734) 214-4329

Package can also be e-mailed to thornton.patrice@epa.gov Receipt of package will occur via e-mail.

What should I submit to EPA?

Complete the Affiliate Challenge application by checking off the marketing activities achieved between March 1, 2013 and March 1, 2014. Supporting documentation such as pictures, names of recruited partners, copies of articles, etc. must be included in the package.

Will there be opportunities for more than one organization to be recognized?

Yes, there may be multiple recipients.



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When and how will nominees be notified of EPA's SmartWay Challenge decision?

EPA will contact all participants via e-mail regarding award decisions by March 31, 2014.

What will the recognition consist of?

- Awardees will be recognized on the SmartWay website in time for Earth Day, 2014.
- EPA will develop a press release template for Challenge participants to use in their own Earth Day activities.
- Honorees will be invited to attend SmartWay Excellence Award ceremony
- EPA will send a congratulatory letter to the organization's Board of Directors.
- EPA will publicize the Affiliate Challenge and the honorees in a special Earth Day edition of the SmartWay E-update.