

# SmartWay for Shippers





## What is SmartWay?

SmartWay is a **cost-free, market based** collaboration designed to **reduce carbon emissions** in the freight transportation sector. It is a **partnership** between EPA and manufacturers and retailers of goods (or freight shippers), freight logistics companies hired to manage shipping of goods, and carriers that deliver products.

## Benefits

Partners are able to **improve** their transportation supply chains—to move more ton-miles of freight with **lower emissions** and less energy, and often at a **lower cost**—while also demonstrating **corporate leadership** for customers, shareholders, and other stakeholders.

By reducing the carbon footprint of freight operations, companies also reduce risk and ensure long-term sustainability in operations.

SmartWay's **standardized** tools and methods help freight shippers **optimize** supply chain performance to reduce costs and emissions, while also **earning recognition** for their corporate environmental accomplishments.

# SmartWay 1

This Way is for the shipper who wants to learn about the SmartWay program, but is not in a position to collect and report detailed freight activity. With SmartWay 1, you will engage in SmartWay as a Shipper Candidate.



## As a Shipper Candidate you are ready to:

- Educate your carriers about fuel efficiency and freight emissions.
- Incentivize carriers via RFP or contract processes to enroll.
- Encourage carriers to become more efficient.
- Improve your supply chain operational efficiency.
- Set your own freight sustainability goals.
- Educate your management about the opportunities to focus on freight sustainability and the benefits of SmartWay participation.



## Benefits

### As a SmartWay Shipper Candidate under SmartWay 1, your company can:

- Have a dedicated SmartWay Account Manager (SAM) who will:
  - » Assist with SmartWay Carrier outreach, education, and enrollment.
  - » Facilitate understanding of SmartWay.
  - » Provide access to resources regarding freight efficiency strategies and technologies.
  - » Work with you to understand SmartWay Carrier performance.
- Access a customized engagement plan/SmartWay curricula that includes:
  - » Educational and outreach materials for carrier enrollment.
  - » Example RFP and contract language.
  - » Information on creating a SmartWay work group at your organization.
  - » Talking points for sharing SmartWay with your C-suite.



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# SmartWay 2

This Way is for the shipper who is ready to become a SmartWay Partner by submitting carbon tracking data.



As a Partner, your company provides surrogate data as a SmartWay, accepted custom metric, such as percent spent, percent weight shipped, percent packages shipped, or other custom metric you define.

## With SmartWay 2, you are ready to:

- Obtain a relative sense of your company's emission rate (i.e., a percentage stand point).
- Track how much your company is spending or shipping on non-SmartWay carriers and baseline your percent SmartWay participation level.
- Educate your carriers about fuel efficiency and freight emissions.
- Enroll carriers into the SmartWay program.



## Benefits

### Under SmartWay 2, your company can:

- Be listed as a Registered SmartWay Partner.
- Use the SmartWay Partner logo as a visible way to promote your participation in SmartWay and commitment to freight efficiency.
- Learn the benefits of carbon tracking.
- Have an assigned Partner Account Manager (PAM) who will:
  - » Facilitate better understanding of SmartWay.
  - » Provide access to resources regarding freight efficiency strategies and technologies.
  - » Assist with SmartWay Carrier enrollment.
  - » Help you understand SmartWay Carrier performance.
- Access peer-reviewed carbon tracking tool.
- Access carrier performance.



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# SmartWay 3

This Way is for the shipper who is ready to become a Partner by submitting carbon tracking data.



As a Partner, your company provides annual activity data such as cargo tons and miles of freight shipped, accounting of SmartWay Carriers utilized, and/or other key performance data.

## With SmartWay 3, you are ready to:

- Provide actual activity data available to get accurate results. Provide one of the following data sets:
  - » Ton-miles and miles.
  - » Ton-miles and average payload.
  - » Total miles and average payload.
  - » Total miles (only for truckload).
- Conduct credible carbon benchmarking and reporting.
- Measure energy and environmental efficiency of company-specific freight activities.
- Take actions to meet freight sustainability goals.
- Report indirect freight transportation emissions (scope 3) to the Carbon Disclosure Project and other standard reporting protocols.
- Educate your carriers about fuel efficiency and freight emissions.
- Enroll carriers into the SmartWay program.



## Benefits

### Under SmartWay 3, your company can:

- Obtain a scope 3 inventory of freight transportation carbon footprint.
- Access a shipper performance report that allows your company to compare yourself against others in your industry.
- Access a progress report that allows you to compare your progress to industry peers.
- Obtain information that will help inform your company on how to shift your loads to more efficient truck carriers.
- Make environmentally sound and cost-effective mode decisions.
- Compete for recognition through the SmartWay Excellence Awards.
- Be listed as a Registered SmartWay Partner.
- Use the SmartWay Partner logo as a visible way to promote your participation in SmartWay and commitment to freight efficiency.
- Track year over year changes.
- Have an assigned Partner Account Manager (PAM) who will:
  - » Facilitate better shipper understanding of SmartWay.
  - » Provide partner access to resources regarding freight efficiency strategies and technologies.
  - » Assist with SmartWay Carrier enrollment.
  - » Help your company understand SmartWay Carrier performance.
- Access peer-reviewed carbon tracking tool.
- Access carrier performance information.



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# SmartWay 4

This Way is for the shipper who is ready to become a Partner by submitting carbon tracking data.



As a Partner, your company provides annual activity data such as tons and miles of freight shipped, accounting of SmartWay Carriers utilized, and/or other key performance data. Your company also commits to collect information on your operational and modal strategies.

## With SmartWay 4, your company will:

- Provide actual activity data available to get accurate results. Provide one of the following data sets:
  - » Ton-miles and miles
  - » Ton-miles and average payload
  - » Total miles and average payload
  - » Total miles (only for truckload).
- Implement innovative strategies and best practices.
- Lead the industry.
- Conduct carbon reporting and tracking.
- Measure energy and environmental efficiency of company-specific freight activities.
- Compare modal choice or shift to a more efficient mode.
- Report indirect freight transportation emissions (scope 3) to the Carbon Disclosure Project (CDP) and other standard reporting protocols.
- Educate carriers about fuel efficiency and freight emissions.
- Incentivize carriers via RFP or contract processes to enroll.
- Enroll carriers into the SmartWay program.



## Benefits

### Under SmartWay 4, your company can:

- Be part of a select group of SmartWay Shippers.
- Lead the industry with best practices.
- Project additional emissions reductions from improved operational practices.
- Obtain a scope 3 inventory of freight transportation carbon footprint.
- Access a progress report that allows you to compare your progress to industry peers.
- Receive a custom performance report comparing your company's efficiency to that of similar companies and your year-to-year progress.
- Obtain information that will help provide information on how to shift your loads to more efficient truck carriers.
- Make environmentally sound and cost-effective mode decisions.
- Compete for recognition through the SmartWay Excellence Awards.
- Be listed as a Registered SmartWay Partner.
- Use the SmartWay Partner logo as a visible way to promote your participation in SmartWay and commitment to freight efficiency.
- Track year-over-year changes.
- Access an assigned Partner Account Manager (PAM) who will:
  - » Facilitate better understanding of SmartWay.
  - » Provide access to resources regarding freight efficiency strategies and technologies.
  - » Assist with SmartWay carrier enrollment.
  - » Help you understand SmartWay carrier performance.
- Access peer-reviewed carbon tracking tool.
- Access carrier performance.



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Visit [www.epa.gov/smartway](http://www.epa.gov/smartway) to learn more about how your company can participate.

Benefit	SmartWay <b>1</b> Shipper Candidate	SmartWay <b>2</b> Shipper Partner/ Custom Metric	SmartWay <b>3</b> Shipper Partner/ Activity Based	SmartWay <b>4</b> Shipper Partner/ Activity & Operational Strategy Based
Access Custom Engagement Plan				
Logo/Brand Use				
Relative Carbon Assessment				
Carbon Footprint/ Use to Report & Benchmark				
Compete for Smartway Excellence Award				
Quantify Carbon Savings from Operations				
Opportunity for Additional Recognition				

**P**articipation in SmartWay is flexible and offers partners the opportunity to customize carbon and emissions reporting to better meet company needs for benchmarking, reporting, and improving freight efficiency.

Shippers not ready to complete the data reporting needed to become a SmartWay Partner may engage with EPA as a SmartWay Candidate. Begin your journey by educating your carriers about the SmartWay program. When you are ready to assess and track your freight operations, you can move up the onramp to find the right Smart**Way** for your company. There's a SmartWay for you!

**For more information about  
EPA's SmartWay Transport Partnership,  
please visit [www.epa.gov/smartway](http://www.epa.gov/smartway).**



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