

# The 50 Smart Ways to Celebrate Earth Day!

Freight transportation is a large contributor to air pollution. Air pollution emitted from transportation contributes to smog, and to poor air quality, which has negative impacts on the health and welfare of U.S. citizens. Celebrate **Earth Day** and bring attention to efficient and sustainable freight transportation by taking one or more of these actions.

1. Encourage your members to join SmartWay.
2. Share the template "join SmartWay" letters.
3. Send a letter to local business leaders asking that they consider joining SmartWay.
4. Publicize a SmartWay educational webinar.
5. Access the SmartWay educational webinars by linking to the recordings.
6. Place the link to the SmartWay webinars in your educational materials.
7. Publicize the new shipper in-reach resources and benefits of internal communication.
8. Link to the NRCan/EPA Smart Driver eco-driver training on your website.
9. Promote "The Home Depot /International Council on Clean Transportation Study" that discusses the impacts of freight efficiency strategies deployed in its supply chain.
10. Write a blog about SmartWay for your industry/trade association newsletter
11. Link to the collection of EPA SmartWay videos.
12. Share the SmartWay partner profiles.
13. Distribute the SmartWay posters to your members.
14. Encourage members who participate in SmartWay to use the SmartWay logo on their corporate letterhead and other materials.
15. Place SmartWay PSAs in trade journals.
16. Place SmartWay PSAs in your internal newsletters.
17. Use the monthly SmartWay social media.
18. Identify how SmartWay supports your organization's mission.
19. Demonstrate the business case for your members or customers to join SmartWay.
20. Host a virtual get together for decision-makers and other influencers in your community about the benefits of the SmartWay Program.
21. Host a virtual meeting with your Chamber of Commerce about the benefits of sustainable and efficient freight transportation.
22. Establish a relationship with your local truck dealership and talk to them about SmartWay Designated tractors and trailers.
23. Interview one of your members about ways they have reduced emissions from freight transportation.

24. Reach out to your local truck stop and distribute information about the SmartWay program.
25. Educate your members about idle reduction at loading docks.
26. Talk to your members about load optimization strategies.
27. Share information on intermodal strategies.
28. Educate your members on ways to reduce packaging.
29. Talk with your members about integrating freight into their sustainability plans.
30. Educate your members on improved freight logistics.
31. Share the SmartWay e-Update with members and invite them to subscribe.
32. Publicize the benefits of maintaining proper tire inflation.
33. Share with your members the benefits of reducing highway speed.
34. Highlight the benefits of low rolling resistance tires.
35. Share with your members the benefits of improved aerodynamics.
36. Educate your members about SmartWay Designated tractors and trailers.
37. Talk to your members about applying the SmartWay logo to their SmartWay Designated tractors and trailers.
38. Place the SmartWay Brighter Future PSA on your website.
39. Suggest that SmartWay participants display the SmartWay logo on their websites.
40. Place the Proud Supporter logo on your website – show the public that you care about sustainable freight transportation.
41. Encourage municipalities and regions to implement SmartWay strategies as a way to meet their climate action plan goals.
42. Explain why freight matters to supply chain sustainability.
43. Link to the SmartWay Freight Sustainability Leadership webpage.
44. Publicize key statistics about the successes of the SmartWay program.
45. Share the SmartWay shipper brochure and talk about the different ways a partner can participate in SmartWay.
46. Help your shipper members introduce their carriers to SmartWay.
47. Share the “shipper to carrier” customizable letter.
48. Discuss suggested options for contract language shippers might consider when encouraging carrier participation.
49. Share the customizable letter a logistics company may use to reach out to both shippers and carriers.
50. Encourage your members to celebrate **Earth Day!**