# EPA SmartWay Program

**Participants**

Abby Culloton: alc7@illinois.edu (Will be holding meetings and promoting SmartWay program to various groups around campus)

Morgan White: mbwhite@illinois.edu (Oversees process of registering as a SmartWay Affiliate from iSEE and will help with scheduling meetings)

Warren Lavey: lavey.@illinois.edu (Initially proposed that the University of Illinois register as a SmartWay Affiliate in 2013 and is very knowledgeable about the program)

**Problem Background**

The U.S. Environmental Protection Agency’s SmartWay program is a set of standards based on fuel efficiency and emissions reductions for shipping and logistics companies which aims to reduce the environmental impact of our nation’s transportation industry. The transportation sector currently makes up the majority of carbon dioxide emissions, and global freight transportation activity is expected to double within the next 20 years. As a result, it is crucial that we take action to reduce emissions from transportation, and the SmartWay program sets goals for companies to make these actions possible. Companies that are registered SmartWay partners meet certain standards of fuel efficiency and emissions reductions, as well as the monitoring and publishing of their emissions data.

The University of Illinois is currently in the process of registering as a SmartWay Affiliate, which makes us responsible for spreading the word about the SmartWay program and the benefits of registering as a partner to shipping companies that we purchase from. Since the University of Illinois buys large amounts of food, books, paper, lab supplies, and countless other items, we receive dozens of shipments daily. Buying from more environmentally friendly companies can greatly reduce our impact on global emissions as a university, demonstrates our commitment to the environment, and is another step towards making our campus a greener place. Once the University of Illinois is registered as a SmartWay Affiliate, we can transition to make more purchases from SmartWay partners and can inform companies that are not SmartWay partners on the benefits of joining.

**Target Area**

This project will apply to the entire University of Illinois campus.

**Stakeholders**

* iSEE: The Institute for Sustainability, Energy, and the Environment at University of Illinois has had a large stake in this project since 2013 when it was initially proposed. At that time, we would have been the first university to register as a SmartWay Affiliate. Since the project has stalled, we are not yet registered, while several other universities are, but joining this program still demonstrates University of Illinois’ commitment to sustainability and helps to work towards the goals set by the iCAP.
* UIUC Facilities and Services: As one of the first campus departments that will be transitioning to making purchases from the SmartWay program, F&S will be impacted since they may begin receiving shipments from different companies and may see different prices or products as a result.
* Large external logistics companies (i.e. UPS, Amazon, FedEx): Since these larger logistics companies are already established SmartWay partners, we may transition to receive more shipments from them, which will increase their business and benefit their reputation as a company.

**Project Objectives**

The objective of this program is to spread the word about the SmartWay program around campus and to companies that ship to our campus. We will be creating fact sheets to share with campus departments in order to explain the benefits of purchasing from SmartWay partners, and we will be drafting letters to outside companies to explain the benefits of joining the program. We also plan to visit a nearby truck stop to find out which companies ship to the campus area and will send letters encouraging them to join the SmartWay program if they have not already. We will also be partnering with a transportation based RSO for this site visit so that it can continue annually, and we can continue to spread the word about the SmartWay program for many years to come. The goal of all of this is to reach companies and prove that achieving higher standards of emissions reductions can also be a lucrative strategy for their business. This project aims to reduce the impact of the University of Illinois on global emissions by considering the larger scale on which we impact this process.

**Anticipated Timeline**

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| **Task** | **Deadline** | **Expected Hours Spent** |
| Research EPA SmartWay program and evolution of SmartWay with UIUC to create facts sheet | 2/26/20 | 4 |
| Meet with Morgan to review facts sheet and discuss next steps for the project | 2/28/20 | 1 |
| Reach out to someone from Housing to find out how Dining Services have transitioned over to buying from SmartWay partners. | 3/4/20 | 2 |
| Meet with F&S to discuss transitioning to buying from SmartWay partners. | 3/11/20 | 2 |
| Meet with Illini Union Bookstore to discussing transitioning to buying from SmartWay partners. | 3/25/20 | 2 |
| Locate a truck stop near campus, reach out to a transportation based RSO, and schedule a date for site visit to truck stop. | 3/27/20 | 2 |
| Draft letters to send out to external companies who ship to campus. These will be sent out to any companies that we find are on campus during the site visit who are not yet SmartWay partners. | 4/1/20 | 2 |
| Visit truck stop and send out letters to companies. | 4/8/20 | 4 |
| Hold any follow up meetings with departments and answer follow up questions about SmartWay program. | 4/15/20 | 5 |
| Write a press release (tentative) to share that the University of Illinois is an EPA SmartWay Affiliate and is working towards more sustainable transportation partnerships on campus. | 4/22/20 | 4 |

**Budget**

This project will not a require a monetary budget. However, since this project requires communication with many different groups and individuals, it is very important that I budget my time accordingly. I plan to allow about thirty minutes for this project each day for responding to any emails or phone calls, doing research, and preparing for meetings. Certain days will require more time and others will not require any, but by allotting at least thirty minutes each day, I will ensure that I manage all of my essential communications in a timely manner.

**Risk Management**

Since there is no real incentive for university departments to join the SmartWay program, other than the boost in reputation, I am concerned that no groups will actually choose to participate in this program. I am also unsure about how easy it is for departments to switch which shipping companies they use in order to buy from SmartWay partners, since there may be contracts and agreements that I don’t know much about. My goal for this semester is to spread the word about the benefits of buying from SmartWay partners to different campus departments, as well as the benefits of joining the SmartWay program for companies that frequently ship to campus, and hopefully these groups will find it convincing enough that they choose to make the switch, even if it is something that happens over a longer period of time than this semester.

**Considerations**

There are several more contacts that I need for this project that I do not have yet. I will need to determine which RSO I plan to partner with for the site visit, and I will need to find the contact information for the different departments that I will be meeting with. I will get most of this information through Morgan since she will be helping out with the majority of the process.