

EPA SmartWay June 2022 e-update: SmartWay Carrier Partner roundtable scheduled; webinar on supply chain optimization, freight efficiency, emission reductions and more!

*June 2022 SmartWay e-update*

*News for EPA SmartWay Partners and Stakeholders*

## **Welcome New Partners!**

EPA welcomes Ferguson Enterprises LLC as a shipper partner to the SmartWay Partnership. Ferguson is a leading U.S. distributor of plumbing supplies; pipe, valves and fittings (PVF); and heating and cooling equipment. It operates more than 1,600 locations across North America. Ferguson also participates in SmartWay as a carrier partner. By joining as a shipper partner, Ferguson aims to build on its collaboration with its outsourced transportation partners, including many that also participate in SmartWay and that are committed to improving their fuel efficiency and reducing carbon emissions. SmartWay also will support Ferguson's work to refine its approach to managing and estimating freight emissions in its supply chain (Scope 3). To learn more about Ferguson and other companies that have recently joined SmartWay, visit [www.epa.gov/smartway](http://www.epa.gov/smartway).

## **Calling All Carrier Partners: SmartWay Carrier Roundtable!**

*June 22, 2022*

*1-3 pm (ET)*

Register [here](#).

As SmartWay nears its 20th anniversary, EPA and NRCan (Natural Resources Canada) are reviewing the program so it continues to meet partner needs while driving innovation and emissions reductions in the freight industry. Two areas of particular interest are enhancements to award/recognition programs, and if SmartWay is meeting your national and global emission data reporting needs. EPA knows our partners work in a dynamic marketplace and look forward to their ideas.

To better inform planning for SmartWay program enhancements, EPA will hold a series of virtual Partner Roundtables (one for each partner category), to collect ideas, perspectives, and insights from our industry partners. Our goal is to fully understand your needs and challenges, goals, and aspirations, and explore potential program enhancements. The next upcoming facilitated discussion will be for Carrier Partners and we welcome your participation. Your company is welcome to send multiple participants to participate.

Register [here](#) for the upcoming SmartWay Carrier Roundtable

We look forward to your participation, ideas and insights in the meeting and throughout the year. Additional information will be sent to registered participants in advance of the session. Note that registration is limited to first 350 registrants.

## **Summer 2022: Affiliate Resources for Your Members**

The editorial calendar for SmartWay Affiliates has been updated for June. The calendar provides easy access to a range of resources that Affiliates can use to support the efforts of their members to save fuel, reduce emissions and achieve their sustainability goals. For example, SmartWay's tractor/trailer program makes it easy for private and contract carriers to find trucks that can help maximize fuel efficiency and reduce emissions. Operating a designated SmartWay tractor and trailer can reduce fuel use up to 20 percent, saving between 2,000 and 4,000 gallons of diesel per year. And fleets that operate SmartWay designated tractors and trailers can use the SmartWay brand to feature their investment in energy efficiency and clean air. Check out the [SmartWay Affiliate resource page](#) and help spread the word!

### ***Upcoming Webinars***

#### **Optimize Freight Supply Chain Decision Making**

***June 16, 2022***

***11:00 AM (PT)/1:00 PM (CT)/2:00 PM (ET)***

If your company is looking for ways to reduce freight costs, increase efficiency, and make more sustainable choices in your freight supply chain, this webinar is for you. Join Matthew Kavanagh, Senior Manager, Logistics of SunPower Corp and Matthew Collins, Distribution Coordinator, Cabot Creamery, as they provide insights on how to reduce costs and emissions through improved operational practices. These high-performing Shipper Partners will share their strategies to achieve these objectives by reducing weight and/or miles, mode-shifting, and implementing other efficiency strategies.

Intrigued? Join us to learn how you can calculate emission reductions by using these strategies in the "Way 4" option of your SmartWay shipper tool. This webinar is for any shipper working to develop and implement freight sustainability initiatives.

Register [here](#)!

### ***Upcoming Virtual Meetings and Conferences***

#### **National Retail Federation Supply Chain 360**

***June 20-21, 2022***

***Huntington Convention Center***

## ***Cleveland, OH***

The National Retail Federation, a SmartWay Affiliate, is hosting Supply Chain 360 this year in Cleveland, Ohio. This inaugural event will take a holistic look at the modes and methods needed to build a faster and more sustainable retail supply chain. Several SmartWay partners will speak and participate in the conference, including a session on the benefits of participating in SmartWay. Conference topics will cover technology, operations and Environmental, Social, Governance (ESG) and sustainability practices. Keynote speakers will address initiatives to optimize supply chains from end-to-end, the acceleration of e-commerce, changing consumer behaviors, fulfillment, and how to leverage technology to improve supply chain resiliency and reliability. For more information and to register, visit [nrf.com](https://nrf.com).

## **Council of Supply Chain Management Professionals 2022 EDGE Conference and Exhibition**

***September 18-21, 2022***

***Nashville, TN***

The Council of Supply Chain Management Professionals, a SmartWay Affiliate, is hosting its 2022 EDGE Conference and Exhibition September 18-21 at the Gaylord Opryland Resort and Convention Center in Nashville, TN. In addition to offering keynotes, networking receptions, and an academic research symposium, EDGE delivers over 100 educational sessions. These sessions cover a range of current trends and topics affecting the global supply chain community, including: network planning and optimization, technology and innovation, order fulfillment, customer service, warehousing and distribution management, transportation and logistics, and risk mitigation, among others. Track sessions dedicated to sustainability, sourcing and specialty chains are new this year. Over 120 exhibitors will be on hand, showcasing and demonstrating their latest products, technologies, systems and equipment. To learn more and register, visit, [cscmpedge.org](https://cscmpedge.org).

## **American Trucking Associations Management Conference and Exhibition 2022**

***October 22-26, 2022***

***San Diego, CA***

The American Trucking Associations, a SmartWay Affiliate, is hosting its 2022 Management Conference and Exhibition, October 22-26, at the San Diego Convention Center and Marriot Marquis. The theme for this year's ATA's MCE22 program is *Celebrating the Growth of Trucking*. MCE22 is expected to attract thousands of trucking industry leaders and provides an opportunity for peer-to-peer exchanges on trends and challenges facing the industry. Several ATA committees will meet and there are over 44 educational sessions and policy discussions scheduled. For more information and to sign up for MCE22 updates, visit [mce.trucking.org](https://mce.trucking.org).

## SmartWay Welcomes Partner Input on Awards, Recognition Programs!

On May 19th, EPA and NRCAN hosted a Shipper Roundtable as part of the 2022 Partner Listening Year to solicit input to evolve and enhance the annual SmartWay Award program. We appreciate all feedback provided during the Roundtable, but we are interested in hearing from additional Partners as well. The following are areas in which we seek additional input:

- EPA and NRCAN currently recognizes Shipper Partners based on a combination of both quantitative (environmental performance via Tool results) and qualitative (considerations of freight industry leadership, SmartWay brand promotion and marketing, environmental justice, etc.) criteria. In what additional forms of recognition are SmartWay Shippers interested?
- SmartWay considers green investments to mean: activities and purchases of new technologies that support the transition from carbon dependence to more sustainable alternatives. How can EPA and NRCAN learn how Partners are using SmartWay to incentivize “green” investments in their freight operations (e.g., policies, programs, technologies, or practices that result in cleaner, more efficient goods movement)? What ways can the award highlight these efforts?
- SmartWay is considering integrating the recognition of emerging industry trends and technologies as part of annual recognition. Should we recognize innovations that integrate more responsive supply chain practices, improve efficiency, reduce weight and limit miles in the supply chain to shrink your carbon footprint?
- Advance optimization strategies/technologies (ELDs) are becoming more commonplace in the industry. Has your company adopted any new tracking techniques that enhance efficiency/sustainability? Would you like to see SmartWay include these techniques as part of our recognition efforts?
- How can SmartWay do a better job of recognizing leaders of environmental justice that are making strides in community air quality improvements via greater freight efficiency? Examples may include the use of:
  - strategies/technologies to reduce excess idling and other sources of air pollution in overburdened or underserved communities living near freight hubs, routes, and ports?
  - other efforts that afford all people the same degree of environmental protection, and a healthy environment in which to live, learn, and work?
- Does your company use the SmartWay Awards to motivate improvement in environmental performance or freight efficiency, to set goals or highlight environmental achievements?
- At what organization level does awareness/interaction about the SmartWay Awards exist within your company? Are all employees familiar with SmartWay and the annual award? Which organizational level is most familiar with the SmartWay annual award: CEO; VP; Sustainability Manager; Logistics Director; Public Relations Director, etc.?
- For previous Award recipients, refer to the 2021 SmartWay Award Publicity Kit that represents EPA and NRCAN publicity efforts each year. Are you satisfied with the publicity SmartWay Awards receive? How would you improve it?

- For the past two years, SmartWay, out of necessity, has migrated to a virtual ceremony to recognize its Awardees. Looking forward, what would your company prefer?
  - Virtual ceremony
  - In-person ceremony
  - Hybrid ceremony (combination of virtual and in-person)
  - Uncertain
  - None
- Should EPA and NRCan join with an outside entity on Partner recognition? As an example, prior to the pandemic Affiliates have acted as hosts of in-person Award ceremonies. In the future, would your company like to see:
  - Industry organizations recommend potential honorees for environmental or freight industry leadership
  - SmartWay coordinate with federal entities that already collect freight-related data?

Feel free to reach out to Joann Jackson-Stephens via [jackson-stephens.joann@epa.gov](mailto:jackson-stephens.joann@epa.gov) or (734) 214-4276 with your input on any or all of these questions. We look forward to your feedback, ideas and insights throughout this listening year.

***Anyway you ship it, move it the SmartWay!***

U.S. Environmental Protection Agency | [smartway\\_transport@epa.gov](mailto:smartway_transport@epa.gov) | <http://www.epa.gov/smartway/>