

How to Factor Sustainability into Carrier Procurement

As a Shipper, your choice of freight carrier includes criteria like reliability, safety, expertise, customer service, and price.

EPA's SmartWay Transport Partnership can help you establish another important metric in your procurement process: sustainability. SmartWay provides easy-to-use tools, information, and standards—at no cost—to measure, benchmark, and improve the environmental performance of freight carriers, 3PLs, and other transportation providers.

All registered SmartWay Partners agree to measure the energy use and emissions from their fleets—an important data set if you want to make sustainability a factor in your choice of transportation providers.

Here are a few steps you can take.



STEP 1: SHOW THAT SUSTAINABILITY IS A PRIORITY

Sustainability and efficiency go hand in hand. With so much focus on rates and service, freight carriers may presume that energy efficiency and emissions aren't important—unless you tell them. Educate prospective carriers about your corporate values and sustainability goals, and let them know sustainability is a priority. Make freight efficiency part of the conversation and engage your carriers on what they are doing to improve.



STEP 2: INCENTIVIZE EFFICIENCY ACROSS YOUR SUPPLY CHAIN

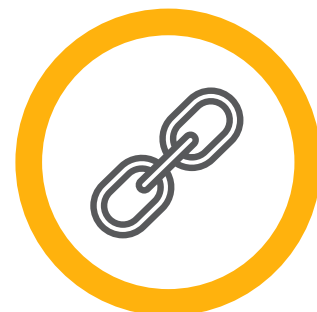
Tell your carriers about SmartWay and ask them to join. SmartWay can supercharge carrier relations, and will open up a dialogue on the benefits of freight efficiency in the supply chain, helping you get more from your carrier selection and management. SmartWay resources make it easy to simplify incorporating SmartWay participation into your RFP and transportation service agreements. SmartWay educational and outreach materials further encourage carrier participation.



SmartWay provides free tools to measure and benchmark sustainability



Share your corporate values and educate your carriers



Supercharge your supply chain

How to Factor Sustainability into Carrier Procurement *(continued)*



STEP 3: EVALUATE YOUR CARRIERS

As you evaluate carriers, check their SmartWay ranking. More than **2,800** trucking, rail, barge, and air freight carriers are registered with SmartWay. The list of carriers is online at www.epa.gov/smartway/smartway-carrier-performance-ranking and can be easily sorted by company name, fleet type, and performance. The data and rankings make it easier to identify greener, more efficient carriers.

Once your carriers are on board, they'll have access to valuable information and assistance—from a Partner account manager to online fuel-efficient driver training, webinars featuring their peers and industry leaders, and technical fact sheets. They'll appreciate this opportunity to save more fuel, improve efficiency, and cut emissions.



STEP 4: BECOME A REGISTERED SMARTWAY SHIPPER PARTNER

The SmartWay Partner logo is a visible way to promote your commitment to a more efficient supply chain and cleaner environment. It's another signal to your customers and shareholders that your company is doing its part.

As a shipper, the SmartWay brand can help you identify transportation Partners that share your goals—and help SmartWay Partner carriers find you too. You can also leverage the network of SmartWay Partners to find like-minded 3PLs, consolidators, and other businesses who want to share capacity and move goods more efficiently.



STEP 5: PROMOTE SMARTWAY TO YOUR VENDORS

Freight carriers that deliver goods downstream aren't the only source of freight emissions. Vendors that bring supplies and materials inbound to your facilities generate freight emissions upstream in your supply chain.

These suppliers and their carriers are part of your procurement process, and their emissions and fuel data would give you a more complete picture of your supply chain's environment performance. Encourage them to support your sustainability goals, reap the benefits of cleaner freight transportation, and become SmartWay Partners too.

More than



carriers are registered
with SmartWay



Leverage your business
with the SmartWay brand



Encourage your vendors to
become SmartWay Partners

ABOUT U.S. EPA SMARTWAY

SmartWay is a market-driven initiative that empowers businesses to move freight in the cleanest, most energy-efficient way possible. It provides shippers and carriers with the tools and support they need to track, document, and share information about transport modes, equipment, and operational strategies that can reduce fuel use and emissions across the supply chain.

