

Becoming a SmartWay Transport Shipper Makes Good Business Sense

- **Improve Your Savings by Improving your Environmental Performance:**

SmartWay Transport Partners use freight carriers that are improving their own fuel efficiency while shippers are improving the efficiency of shipping and receiving operations. This translates to money saved and reduced environmental impacts from your freight shipping. As a SmartWay Transport Partner, you will have the information necessary to make beneficial decisions regarding carrier selection.

- **Quantify your Environmental Achievements:**

Emission reductions may be valuable on the open market through trading and credit programs already in development nationally and internationally. EPA's FLEET Performance Shipper Model allows you to track and manage your greenhouse gas emission reductions from freight activities.

- **Promotional Opportunities and Public Recognition:**

The SmartWay Transport Partner brand of excellence is awarded to qualifying Partners as a visible cue to your business customers, clients, and consumers to use in their advertising and other promotional media. It tells them that you are a champion of environmental stewardship and helps them to make educated choices about SmartWay Transport(ed) products. Visible exposure through national and regional events, advertisements, articles and special recognition are just a few ways that EPA commits to recognize your achievements.

"Businesses have an opportunity and a responsibility to do what they can to protect the environment. It's important to our customers and it's important to healthy communities, so we encourage all companies to join us in this great effort with SmartWay."

—Winell Herron, V.P. of Public Affairs and Diversity, H-E-B

Becoming a Partner is Easy

When you join the SmartWay Transport Partnership, you commit to:

- Increase the percentage of freight shipped by SmartWay Transport Partnership Carriers;
- Measure the greenhouse gas emissions of your operations using the FLEET Performance Model;
- Identify a goal to reduce the greenhouse gas emissions from freight facility operations;
- Develop a Plan detailing how each of these goals will be achieved; and
- Report progress toward achieving each of these goals to EPA annually.

"SmartWay incorporates elements that we feel are consistent with how we approach our business and how we want our service providers to approach things as well."

— Sabina Strautman, IKEA USA

Simply mail or fax the signed Partnership Agreement to:

SmartWay Transport Partnership
USEPA Office of Transportation and Air Quality
2000 Traverwood
Ann Arbor, MI 48105
Fax: (734) 214-4052

Then download the FLEET Performance Model at www.epa.gov/smartway, fill in your information, and email the completed model to smartway_transport@epa.gov. Your Partner Welcome Kit will be mailed to you shortly.

Become a SmartWay Transport Shipper TODAY!

For more information about joining the SmartWay Transport Partnership, call us at (734) 214-4767.