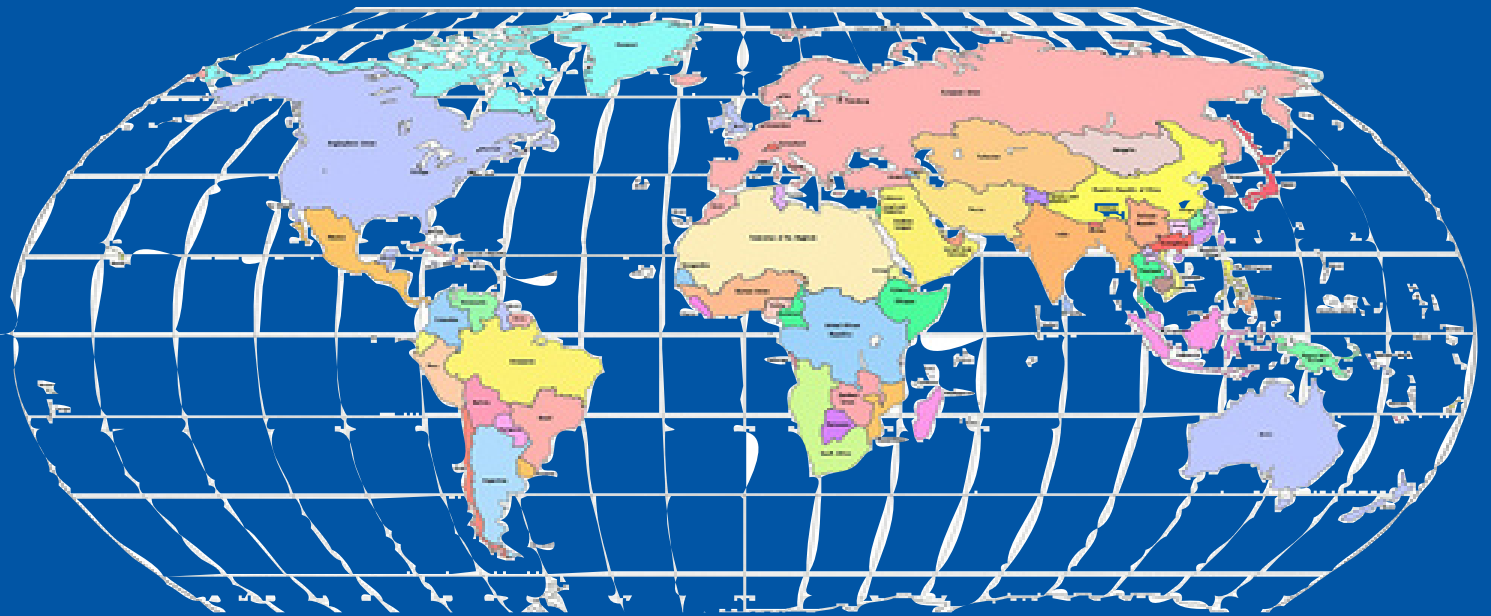


# ***PROGRAM***

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## ***SmartWay International Transportation Summit***

**Transforming the Global Supply Chain**



***December 2 - 4, 2008***

***University of Michigan***

***Ann Arbor, Michigan***



*Thanks to...*

*the following organizations who volunteered their support and expertise in the development of this conference.*

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*Welcome to the . . .*

## *SmartWay International Summit*

*“Transforming the Global Supply Chain”* is the first international conference of its kind to provide an opportunity for on-road transportation government and industry professionals from across the globe to share strategies and technologies for reducing green house gas emissions from goods movement.

Hosted by the United States Environmental Protection Agency’s *SmartWay Transport Partnership* at the University of Michigan, the conference features world-class speakers and industry leaders who will share their experience and expertise on transportation and goods movement. Participants and Speakers at the conference have traveled from as far away as New Zealand and as close as Canada.

The *SmartWay Transport Partnership* was launched in 2004 with 52 Partner companies and has grown to over 1300 partners. As the Partnership grew, it captured the attention of stakeholders from abroad. EPA received multiple requests from foreign governments and trade groups for assistance to establish similar programs elsewhere in the world. This conference was initiated as a response to those requests. However, as conference planning commenced, EPA found many related efforts and initiatives that would be instructive for this group. A new generation of supply chain efficiency and carbon accounting strategies are being designed to reduce and account for green house gas emissions from goods movement. Thus, EPA opted to seize this opportunity to share experiences across programs and exchange information with counterparts from around the world.

There will be plenty of time for interaction, sharing of ideas and discussion. Please join us in creating a long lasting partnership committed to reducing greenhouse gas emissions from the freight sector and transforming the global supply chain.

Thanks to you all for attending and thanks to our many sponsors for making this conference possible.

## *Schedule at a Glance*

**Tuesday, December 2, 2008**

<b>Day 1</b>	<b>Exploring the SmartWay Model</b>
9:00 - 10:00	Registration opens (BSRB Building)
10:00 - 10:30	Opening Remarks
10:30 - 11:00	Conference Overview and SmartWay Basics
11:00 - 12:00	Complex Model Analysis of the SmartWay Transport Partnership - MIT Center for Transportation Logistics
12:00 - 1:30	Lunch (Michigan League)
1:30 - 2:45	Merging Business and Environmental Goals
2:45 - 3:15	Break
3:15 - 4:30	Overview of Transportation, Air Quality and Climate
6:00 - 7:00	Reception
7:00 - 8:30	Dinner

***SmartWay International Transportation Summit***  
***Transforming the Global Supply Chain***



## *Schedule at a Glance*

**Wednesday, December 3, 2008**

<b>Day 2</b>	<b>Supply Chain Accounting and Information Sharing</b>
8:00 - 8:30	Continental Breakfast
8:30 - 10:00	SmartWay Partner Innovations - Reducing the Freight CO2 Footprint
10:00 - 10:30	Break
10:30 - 12:00	Supply Chain Accounting and Harmonization of Metrics
12:00 - 12:30	Boxed Lunch
12:30 - 1:45	Issue Forums - International Coordination and Information Exchange
1:45- 2:15	Feedback from Issue Forums
2:15- 2:30	Day 1 and 2 Wrap Up
2:30- 2:45	Board Buses to NVFEL (Optional Tour)
3:00 - 5:30	SmartWay Technology Show Case - hosted by the US EPA National Vehicle and Emissions Laboratory
5:30 - 6:00	Transport back to University of Michigan Central Campus
	Free Evening

***SmartWay International Transportation Summit***

***Transforming the Global Supply Chain***

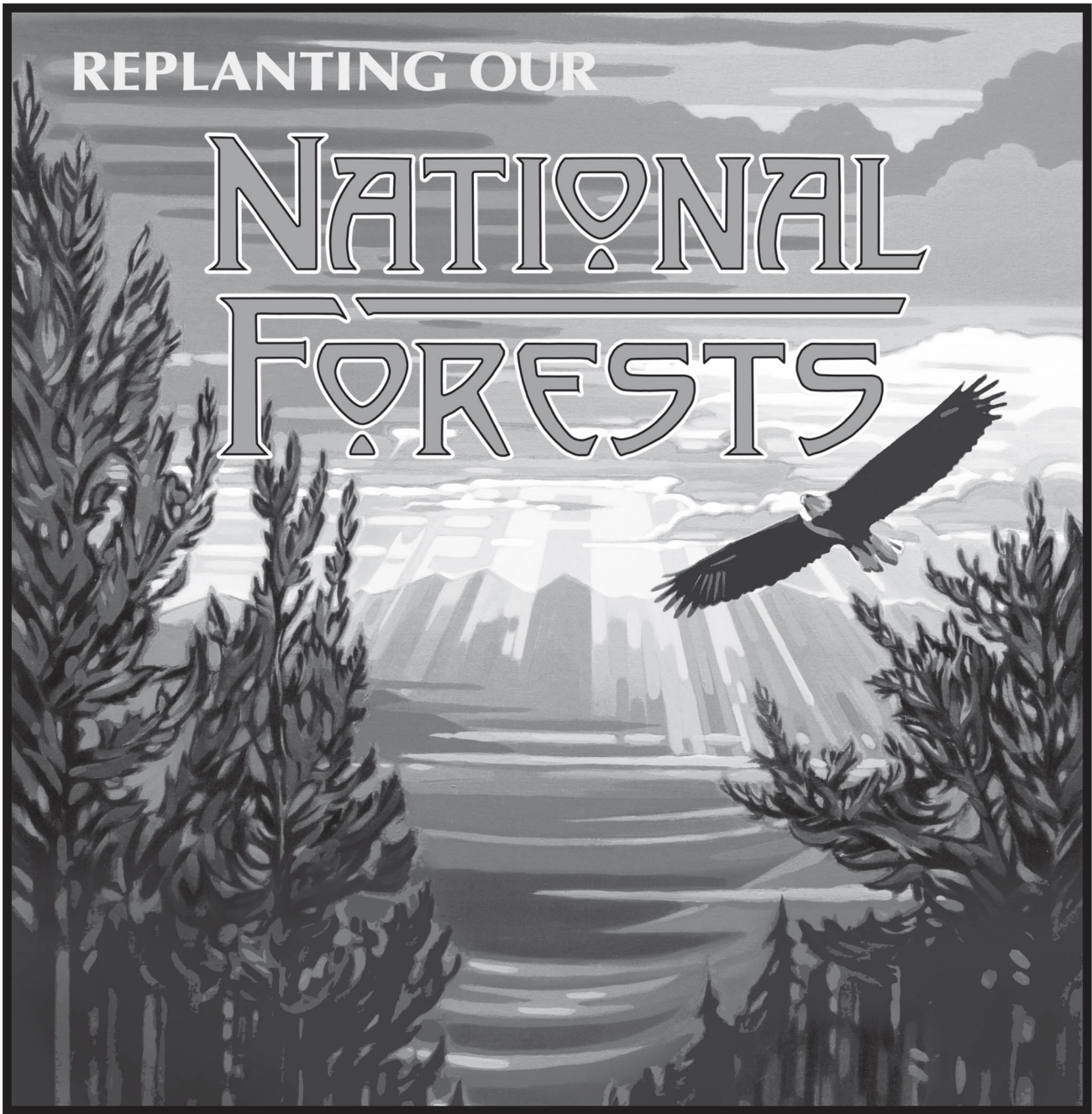
## *Schedule at a Glance*

**Thursday, December 4, 2008**

<b>Day 3</b>	<b>Setting Up a SmartWay Sister Program: Tools and Best Practices</b>
8:00 - 8:30	Continental Breakfast
8:30 - 9:15	Exploratory Stage
9:15 - 9:45	Examining the Exploratory Stage for Your Country - Discussion
9:45 - 10:30	Design and Development Stage
10:30 - 10:45	Break
10:45 - 11:30	Examining Design and Development for Your Country
11:30 - 12:30	Implementation Stage - Part 1: Marketing
12:30 - 2:00	Lunch - Great Lakes Room, Palmer Commons, U of M
2:00 - 3:15	Implementation Stage - Part 2: Partner Management and Recruiting
3:15 - 3:45	Discussion: Program Implementation
3:45 - 4:15	Expansion of the SmartWay Concept
4:15 - 4:30	Closing Remarks

***SmartWay International Transportation Summit***

***Transforming the Global Supply Chain***



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**Tuesday, December 2**

## ***Exploring the SmartWay Model***

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Note: All sessions will be held in the BSR Building (BSRB) unless otherwise noted

### ***Opening Remarks***

**Chris Grundler**, Deputy Director,  
Office of Transportation and Air Quality (OTAQ), United States Environmental Protection Agency  
**Peter Sweatman**, Director,  
University of Michigan Transportation Research Institute (UMTRI)

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### ***Conference Overview and SmartWay Basics***

**Matthew Payne**, Team Leader,  
SmartWay Supply Chain Team, SmartWay Transport Partnership, USEPA  
**Buddy Polovick**, Team Leader,  
Shipper Relations, SmartWay Transport Partnership, US EPA

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### ***Complex Model Analysis of the SmartWay Transport Partnership - MIT Center for Transportation Logistics***

**Dr. Edgar E. Blanco**, Research Associate and Executive Director,  
SCALE Latin America, Massachusetts Institute of Technology (MIT)

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### ***Lunch - Sponsored by University of Michigan SMART (Michigan League, 911 N. University))***

**Keynote Speaker: Professor Alan McKinnon**, Director,  
Logistics Research Centre in the School of Management and Languages,  
Heriot-Watt University, Edinburgh

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### ***Merging Business and Environmental Goals***

**Moderator: Mark Servidio**, Vice President for Sustainability, Sharp Electronics  
**William “Bill” Boyer**, Assistant Vice President of US/Mexico Transportation Sales,  
NYK Logistics Americas  
**Glen Kedzie**, Vice President and Environmental Counsel, American Trucking Associations  
**David Miller**, Vice President for Global Policy and Economic Sustainability, Con-way Inc.

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### ***Break - Sponsored by Sharp Electronics and NYK Logistics***

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(Day 1 agenda continued on next page)

## *Exploring the SmartWay Model*

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### *Overview of Transportation, Air Quality and Climate Change*

**Moderator:**

**John Guy**, Deputy Director,  
Transportation and Regional Programs Division, USEPA

**Bob Smith** – Chief, EcoENERGY for Fleets (FleetSmart), Natural Resources Canada

**Gérald Lalevé** – ADEME (Environment and Energy Management Agency) - Department of Transport  
and Mobility - France

**Tadashi Kaneko** – Japan International Transport Institute, Japan

**Rick Barber** – Manager of Transport Relations, New Zealand Transport Agency, New Zealand

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### *Reception - Sponsored by Sharp Electronics (location is BSRB Atrium)*

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### *Dinner - Sponsored by American Trucking Associations (ATA) (location is BSRB Atrium)*

**Keynote Speaker** - Sponsored by YRC Worldwide

**Andrew Savitz**, author of *The Triple Bottom Line: How Today's Best-Run Companies are Achieving  
Economic, Social, and Environmental Success - And How You Can Too*

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# SMART

**Sustainable Mobility & Accessibility  
Research & Transformation**

*SMART is proud to support*

**EPA's SmartWay  
International Transportation  
Summit: Transforming the  
Global Supply Chain**

**December 2 - 4, 2008**

*To learn more about SMART, go to*  
**[um-smart.org](http://um-smart.org)**

Sustainable Mobility & Accessibility Research & Transformation, a project of CARSS, the Center for Advancing Research and Solutions for Society at the University of Michigan in Ann Arbor

**A**ction for sustainable transportation is especially important now, as accelerating urbanization, population growth, globalization, and demographic shifts reinforce transportation and development patterns that threaten climate, environment, biodiversity, energy security, social equity, productivity, urban economies, and the quality of our lives.

Recognizing the complexity of the challenge and the sophistication of the innovation required, SMART takes a systems approach to urban mobility and accessibility. We work with local and international partners from diverse sectors and disciplines to understand and develop new theoretical perspectives, and to generate practical, innovative solutions that tell a holistic and hopeful story for the future of city regions and the people in them.

SMART undertakes research, demonstration projects, education, and global learning exchange on a range of issues related to the future of transportation in urban areas around the world.

To this end, and with the financial support of Ford Motor Company, SMART brings together the efforts of a wide range of academic and industrial partners: the Center for the Study of Complex Systems, the Erb Institute for Global Sustainable Enterprise, the Taubman College of Architecture and Urban Planning (TCAUP), the Ross School of Business, the School of Natural Resources & Environment (SNRE), the Institute for Social Research (ISR), the department of Applied Mechanics and Mechanical Engineering (and Wu Manufacturing Research Center), the Ford School of Public Policy, the Center for Local, State, and Urban Policy (CLOSUP), the University of Michigan Transportation Research Institute (UMTRI), the school of Literature Science & the Arts (LS & A), the Ford Motor Company, and others along with a growing global Learning Community of partners.

Wednesday, December 3

## *Supply Chain Accounting and Information Sharing*

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*Continental Breakfast - Sponsored by NYK Logistics*

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### *SmartWay Partner Innovations - Reducing the Freight CO2 Footprint*

**Moderator: Buddy Polovick**, SmartWay Transport Partnership, US EPA  
**Sabina Strautman**, Environment and Logistics, IKEA  
**Sebastian Seifarth**, Transportation Manager, Holcim (US) Inc.  
**Dave Guernsey**, Corporate Sustainability, UPS

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*Break - Sponsored by University of Michigan Transportation Research Institute (UMTRI)*

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### *Supply Chain Accounting and Harmonization of Metrics*

**Moderator: Sarah Froman**, SmartWay Transport Partnership, US EPA  
**David Rich**, World Resources Institute, Washington, D.C.  
**Erik van Agtmaal**, Green Logistics Consultants Group, Belgium  
**Brian Nemeth**, Director, Environment Health and Safety, Maersk Inc  
**Bill Sumers**, Director, Transportation Planning and Fleet Management, Chiquita Brands

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*Boxed Lunch - Sponsored by Con-way Inc.*

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### *Issue Forums - International Coordination and Information Exchange*

#### **Forum 1: *Creating an International SmartWay Exchange Network.***

**Facilitators: Buddy Polovick**, US EPA SmartWay and **John Woodrooffe**, UMTRI  
(Seminar Room A)

#### **Forum 2: *Creating Common GHG Supply Chain Accounting Systems.***

**Facilitators: John Sullivan**, Office of Sustainable Transportation Systems, UMTRI and  
**Sujeesh Krishnan**, Carbon Trust  
(Seminar Room B)

#### **Forum 3: *Creating an Information Exchange between Urban-Regional Transportation Hubs***

**Facilitator: Sue Zielinski**, Executive Director, SMART, University of Michigan  
(Seminar Room C)

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*Feedback from Issue Forums*

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*Day 1 and 2 Wrap Up*

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*Optional Tour: Board Buses to National Vehicle, Fuels and Emissions Laboratory (NVFEL)*

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## *Supply Chain Accounting and Information Sharing*

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### *SmartWay Technology Show Case - hosted by the US EPA National Vehicle and Fuel Emissions Laboratory*

- **Station 1: Truck Technology Showcase**  
*(facilitated by Kathleen Martz, SmartWay Partner Account Manager)*
  - o Navistar ProStar Tractor
  - o Penske SmartWay Tractor
  - o PACCAR Tractor
  
- **Station 2: US EPA Emissions Laboratory Tour**  
*(facilitated by Laboratory Staff, NVFEL)*
  - o UPS Hydraulic Hybrid
  
- **Station 3: Modeling and Planning Showcase**  
*(facilitated by Rick Cousineau, Dick Kridler, and Joseph McCarthy, SmartWay Partner Account Managers)*
  - o Llamasoft Logistics Model Demonstration
  - o University of Michigan SMART and UMTRI displays
  - o EPA SmartWay FLEET Model & Marketing Demonstrations

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*Transport back to University of Michigan Central Campus*

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**\*\*\* Free Evening \*\*\***



# Proud SmartWay Partners

As a part of its environmental commitment, **Penske Truck Leasing**, **Penske Logistics** and **Penske Truck Rental** participate in and support the EPA's SmartWay<sup>SM</sup> Transport partnership as affiliate and carrier partners. We are especially proud that Penske Logistics and Penske Truck Rental earned EPA's highest performance score rating. The entire Penske organization is committed to operating responsibly and to improving our environment.



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**Thursday, December 4**

***Setting Up a SmartWay Sister Program:  
Tools and Best Practices***

Instructional work book provided by USEPA

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***Continental Breakfast - Sponsored by Navistar***

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***Exploratory Stage***

**Matt Payne**, US EPA SmartWay Program

**Eduardo Olivares**, Manager, Transporte Limpio, SEMARNAT, Mexico (Translator: Zuimdie Guerra)

**Rick Barber**, Manager, Transport Relations, New Zealand Transport Agency

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***Examining the Exploratory Stage for Your Country - Discussion***

US EPA SmartWay Staff

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***Design and Development Stage***

**Buddy Polovick**, US EPA SmartWay Program

**Lynda Harvey**, Manager, Natural Resources Canada, Office of Energy Efficiency

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***Break - Sponsored by UMTRI***

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***Examining Design and Development for Your Country***

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***Implementation Stage – Part 1: Marketing - US EPA SmartWay Marketing Team***

This session will discuss promoting the program, developing marketing tools, award ceremonies and creating recognition opportunities.

**Patrice Thornton**, SmartWay Marketing Team Leader, US EPA

**Robert Schultz**, President, The Causeway Agency, creator of the SmartWay “Wheels Campaign”

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***Lunch - Sponsored by Penske Truck Leasing (Great Lakes Room, Palmer Commons, U of M,  
100 Washtenaw Ave.)***

**Presentation: Freight Best Practice Program**

**Richard Elviss**, United Kingdom Department for Transport

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Thursday, December 4 (continued)

## *Setting Up a SmartWay Sister Program: Tools and Best Practices*

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### *Implementation Stage - Part 2: Partner Management and Recruiting*

This session will discuss launching the program, managing partner participation, recruiting strategies, technology, incentives, and lessons learned:

- **Partner Management and Measuring Success:** how-to manage partners, tools, and resources, adapting to growth, feedback loops, and partnership expansion.  
Matthew Payne, Team Leader, SmartWay Supply Chain Team
  - **Technology Verification:** developing test protocols; product testing.  
EPA Staff, SmartWay Tech Team
  - **Financing:** assisting industry with innovative financial opportunities.  
Ken Adler, Team Leader, SmartWay Finance Team
- 

### *Discussion: Program Implementation*

USEPA SmartWay Team/Environment Canada/Natural Resources Canada

Question and answer session about SmartWay growth and lessons learned.

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### *Expansion of the SmartWay Concept*

USEPA SmartWay Team - Current and future challenges

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### *Closing Remarks*

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