

upporting Sustainable Freight Transportation: The SmartWay Affiliate Program

Are you committed to helping freight shippers, carriers, and logistics companies improve fuel efficiency, reduce emissions, and save money? The SmartWay Affiliate Program can help you provide efficient freight management strategies and expertise to your members and stakeholders.

SmartWay® Program

SmartWay® is an EPA program that helps the freight transportation sector improve supply chain efficiency. SmartWay reduces transportation-related emissions that affect climate change, reducing environmental risk for companies and increasing global energy security.

What is the SmartWay Affiliate Program?

SmartWay Affiliates are organizations that are committed to promoting greater energy efficiency and air quality within the freight transport sector through the SmartWay Transport Partnership.

As an Affiliate, you commit to:

- ► Educate your members and customers about the benefits of the SmartWay program;
- ▶ **Promote** the use of SmartWay technologies; and,
- Participate in SmartWay.

SmartWay Affiliate Categories

- » Nonprofit organizations
- » Truck and trailer dealerships
- » Leasing companies
- » Truck stops and travel plazas

What Does the SmartWay Affiliate Program Offer?

The SmartWay Affiliate Program offers:

- **Brand recognition.** SmartWay is a recognized brand in the freight industry—a symbol of cleaner, more efficient transportation. Affiliates are able to use the brand to communicate a shared commitment to reduce transportation related emissions.
- ▶ **Proven strategies.** SmartWay offers credible, tested strategies and technologies that Affiliates can share with their members.

- ▶ **Best-in-class education.** Affiliates can provide their members with the latest trends in the areas of efficient freight supply chains and efficient goods movement through publications, Webinars, and peer-to-peer networking.
- ▶ Access to materials. Affiliates can access professional ads and outreach materials—especially useful for an organization with limited resources.
- ▶ **Partnership opportunities.** Affiliates are able to leverage existing business to business relationships by drawing on technical expertise and input from EPA and other Affiliates.
- ▶ **Public recognition.** Affiliates are acknowledged by the U.S. EPA for their outstanding commitment to and enthusiasm about SmartWay through the SmartWay Affiliate Challenge.

How Can I Become a SmartWay Affiliate?

Ready to become a SmartWay Affiliate? Join us by completing the SmartWay Affiliate Partnership Agreement at www.epa.gov/smartway/smartway-affiliate-resources and emailing to EPA at smartway transport@epa.gov.

What do Affiliates Say About SmartWay?

"CSCMP is very proud and honored to be a SmartWay Affiliate. We are confident we can help improve the transportation industry's outlook today and well into the future by working together. We look forward to supporting the SmartWay program however we can in the coming years."

-Jim Schulze, Director of Operations, Council of Supply Chain Management Professionals

"Since its launch, SmartWay has been a great example of the government working with private industry toward a common goal."

-Bill Graves, ATA President and CEO

"We are proud to be a SmartWay Affiliate. The SmartWay program is a great synergy to our coalition's efforts because it gives us a supplemental outlet outside the Clean Cities program to connect fleets to methods and strategies that help reduce their petroleum consumption and fueling costs. It helps strengthen our impact and efforts in Wisconsin."

-Lorrie Lisek, Executive Director, Wisconsin Clean Cities

