

# Supporting 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<sup>®</sup> Program

SmartWay<sup>®</sup> 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.

