



What the SmartWay team can do for you!

SmartWay is an internationally recognized program with a standardized approach for tracking emissions, and it is free. Over 400 Canadian shippers and freight carriers have joined SmartWay, a North American network of 3,500 companies interested in saving money, using less energy and lowering emissions. SmartWay gives its partners access to free resources and tools that help them track and improve their fuel efficiency and reduce their emissions and operating costs. SmartWay is also committed to recognizing and publicizing the work of its partners.

How SmartWay works

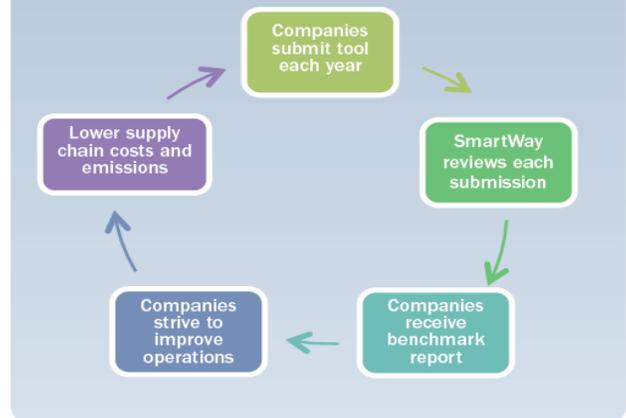
To join SmartWay, companies enter data each year about their freight transport activity into the appropriate tracking tools. These tools are available in English and French for truck, barge, multimodal and logistics carriers, as well as freight shippers.

Annual benchmarking reports

SmartWay gives companies an annual report that provides benchmarking data related to their performance. This report helps companies:

- see year-over-year improvements
- make year-to-year comparisons
- analyze performance and key statistics
- compare their operations against industry peers
- develop an action plan to improve fuel efficiency and reduce operating costs

Annual data submission, benchmarking and reporting drives improvement



SmartWay addresses the environment and climate change

By connecting fuel-efficient freight carriers with shippers who want to “green” their operations, SmartWay helps to reduce greenhouse gases and air pollution from the freight supply chain. The environmental benefits improve the well-being of all Canadians.

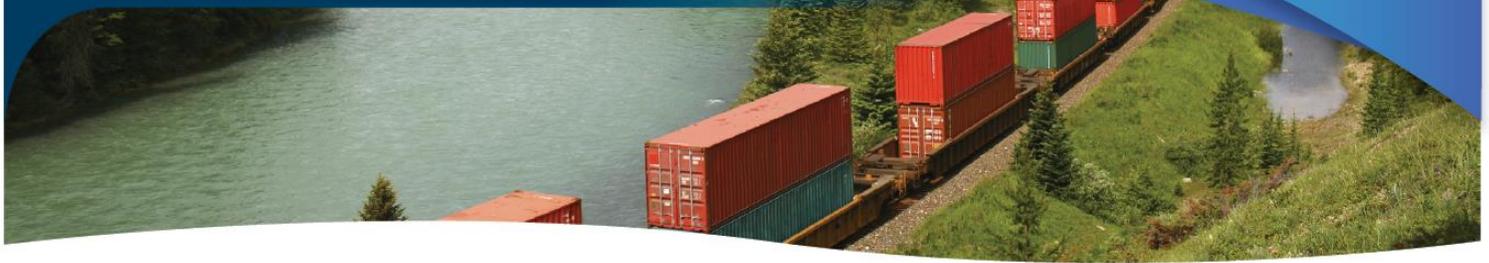
The SmartWay logo demonstrates to your customers, employees and carriers that your company is a leader in sustainable transportation. Compete for an annual SmartWay Excellence Award and gain industry recognition for your efforts to lower supply chain costs and emissions by integrating freight sustainability strategies and practices into your operations.

SmartWay provides real data to help you make informed business decisions

Reduce fuel consumption – A carrier’s ranking is an important metric to check. CO₂ production corresponds to fuel use and the effects of climate change.

Improve freight efficiency – A carrier’s grams per tonne-kilometre of CO₂ are indicative of freight efficiency.

Reduce smog in a localized area (e.g. loading docks or port operations) – A carrier’s grams per kilometre of particulate matter is a metric related to air quality.



Business case for being a SmartWay truck carrier

Shippers today are increasingly focused on the environmental impact of their businesses. SmartWay gives you a competitive edge by enabling you to brand yourself as fuel-efficient and offer potential clients reliable information about your company's sustainability for their corporate reporting.

83% of Canadian SmartWay truck carriers report that joining SmartWay helped them to get new shipper business!

- Receive an annual benchmarking report that enables them to analyze fleet company data.
- Can gain a better understanding of their fuel efficiency and emissions performance.
- Can obtain Carrier Emission Results on our website to see how they compare against their peers.
- Can look for areas for improvement by regularly monitoring and tracking their fuel consumption.
- Can save fuel and reduce emissions and operating costs.
- Can gain a competitive advantage — and potentially new customers — by meeting a rising demand for fuel-efficient, low-emission carriers.

Business case for being a SmartWay shipper

- The Shipper Tool creates easy, accessible reports that can be used both for internal corporate reporting and reporting to external stakeholders on your Scope 3 emissions, including the Carbon Disclosure Project and Global Reporting Initiative.
- SmartWay provides your company with a personalized shipper benchmarking report to help you understand how you compare with industry peers on key metrics.
- Can obtain Carrier Emission Results on our website to identify the most fuel-efficient, low-emission SmartWay carriers.
- Can measure the emissions impact of their goods movement.
- Can lower their emissions by improving the performance of their dedicated fleets and for-hire carriers.
- Can use SmartWay data in their corporate reports, carbon disclosure projects, and other public reporting, demonstrating to their stakeholders that they are concerned about sustainable freight transportation.

Join SmartWay

Register today with SmartWay or contact the SmartWay team at 1-855-322-1564 or by email at nrcan.smartway.nrcan@canada.ca.

For more information, visit smartway.nrcan.gc.ca