

2024 SmartWay Leader: Tucker Company Worldwide

ABOUT COMPANY



Tucker Company Worldwide, North America's oldest privately held freight brokerage, specializes in project cargo, like over-dimensional, and permitted shipments, and high-value, high-security shipments via both dry van and temperature control. Tucker helps some of the world's top brands ensure safe, on-time delivery of their freight through precise procedures and advanced technology.

For more information, visit our website:

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SMARTWAY PROFILES IN LEADERSHIP AREA OF EMPHASIS

Sustainability Education and Socialization — All internal and external actions to educate employees, customers, suppliers, colleagues, members, and investors about your freight sustainability efforts and how SmartWay helps with doing that work. Incorporating sustainability values as part of a routine of doing business.

"At Tucker, we are deploying multiple methods to reduce emissions by: supporting the use of SmartWay carriers, whose methods, technology and investments reduce emissions; removing CO₂ from the atmosphere by reforesting the Amazon rainforest; and, spreading awareness within our customer base and within trade associations about what is and isn't available in trucking technology. At Tucker, we use all practical tools and education to make a positive difference."

Jeffrey Tucker, CEO

TUCKER'S CARBON NETZERO PROGRAM

Tucker Company Worldwide is committed to addressing climate change through multiple approaches: avoiding or reducing emissions and offsetting emissions where

operational demands limit efficiency options. To these ends, Tucker has improved freight efficiency through SmartWay Partners for 15 years, using motor carriers who are cleaner and emit fewer emissions. In addition, Tucker is actively participating in, and innovating, carbon-dioxide removal initiatives. Tucker's Carbon NetZero program (<https://tuckerco.com/netzero/>) is one of the first in the U.S. 3PL market to directly sequester Scope 3 emissions, as well as work to protect and grow the world's carbon sinks.

Tucker's Carbon NetZero program provides options to manage Scope 3 emissions – which are the result of activities from assets not owned or controlled by the reporting organization, but that indirectly affects its' value chain – specifically focusing on "Tank-To-Wheels" (TTW) emissions. This initiative is carried out in collaboration

with established Non-Governmental Organizations (NGOs) offsetting carbon emissions by planting trees in the Amazon. Tucker accomplishes this by acting as a “Master Broker” for over-the-road shipping, which puts it in a position to provide an opportunity to find efficient carriers and/or carbon offsets through the Tucker Carbon NetZero program. Tucker strives to offer companies worldwide a verifiable way to offset up to 100 percent of their Scope 3 transportation emissions.

Tucker’s Carbon NetZero initiative helps its clients meet multiple corporate goals to have a broader social and economic impact. From a social perspective, Tucker’s Carbon NetZero program aims to contribute to the well-being and quality of life of present and future generations. This includes striving to create equitable societies where all individuals have access to basic human needs such as healthcare, education, housing, and employment opportunities. From an economic perspective, Tucker has partnered with well-established NGOs that emphasize maintaining a viable and robust economy over the long term. This includes promoting responsible consumption and production patterns, ensuring fair trade practices, and avoiding practices that lead to economic instability or exploitation.

Tucker’s offerings to reduce climate impacts by providing options for both avoiding (through freight efficiency) and offsetting GHG emissions illustrates how each step of the supply chain – including 3PLs – can play an important part in reducing carbon emissions.

OUTCOME/ RESULT/ IMPACT

-  Overall, response to the educational exposure and opportunity to offset emissions has been positive. This includes opportunities for a company to explore the NetZero process, down to visiting the on-the-ground organization managing the reforestation to observe the validation measures and community impacts.
-  Ensuring transparency in the development, accounting, and validation of carbon offsets was a key part of the program’s success.

“LEADING THE WAY”: TRANSFERABLE LESSON LEARNED

The demand for sustainable transportation solutions is growing rapidly with almost all requests for proposal (RFPs) and transportation discussions incorporating at least some aspect of sustainability. While being an important part of addressing the climate crisis, the sustainability conversation can also be seen as an opportunity to evolve technology, operations, and community.

Call-Out Benefit

Decarbonization of the supply chain can benefit from both avoiding GHG emissions as well as strategies to offset emissions. While many players in the supply chain have some level of understanding, each transaction can be an opportunity to advance the understanding of the technologies, strategies, and impacts of sustainable goods movement.

Opportunities to educate participants in the supply chain exist in each transaction and at every level. These can go beyond traditional freight efficiency and tailpipe emissions to include topics such as Scope 2 and Scope 3 emissions, carbon offsets, and the intersection of sustainability and fair-trade practices.

Transparency is a key aspect of building confidence in new approaches, such as the use of carbon offsets.

CONCLUSION

Decarbonization of the supply chain can benefit from both avoiding GHG emissions as well as strategies to offset emissions. While many players in the supply chain have some level of understanding, each transaction can be an opportunity to advance the understanding of the technologies, strategies, and impacts of sustainable goods movement.

SmartWay Profiles in Leadership

Profiles in Leadership is SmartWay's newest recognition initiative. Beginning this year, EPA will recognize freight sustainability leadership actions of SmartWay Affiliates and eligible SmartWay Partners (Logistics companies, Air carriers, Barge carriers and Rail carriers). EPA developed this recognition concept after hearing that Affiliates and Partners would like to see greater opportunities for recognition of sector leadership. EPA SmartWay created this new type of recognition to provide additional opportunity for advancing freight transportation sustainability.

SmartWay defines leadership in this context as the ability to drive change, influence industry, lead freight efficiency performance, and sustain freight-related environmental excellence. *Profiles in Leadership* is an official SmartWay program acknowledgement of leadership demonstrated by investments that are strategic, financial, and innovative, which will yield future environmental and efficiency benefits.