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# GREATER GREEN BAY DRIVING THE INDUSTRY

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## Greater Green Bay's Logistics Industry is Taking a Leading Role in Sustainability

**A**s demand for sustainability initiatives sweep the nation across every sector, efforts to 'go green' are no different for Greater Green Bay's transportation and logistics (T&L) industry.

The transportation industry is one of the country's fastest growing fields. It is also one of leading industries working to influence change to lower carbon emissions.

Despite its perceived size, Greater Green Bay has the 18th largest concentration of T&L companies in the country, making it a key region core to the T&L industry identity.

T&L is a vital component to Greater Green Bay's local economy, and as such, leaders representing its more than 642 companies and 11,000 employees are making concerted efforts to lead by example and collectively prioritize sustainable practices.

In the last year, Green Bay-based Schneider announced an addition of 62 electric trucks to its intermodal operations in Southern California, making it one of the largest electric truck fleets in North America. The company also laid out a series of actionable corporate sustainability goals, which included reducing CO2 emission by 7.5% per mile by 2025 and 60% per mile by 2035. Schneider announced in May it's more than halfway to the 2025 goal. The company expects to double its intermodal size, and by doing so reduce emissions by an additional 700 million pounds a year. Schneider also set a goal to reach carbon neutrality in all company-owned facilities by 2035.

"At Schneider, we're constantly addressing ways to not only meet, but go beyond industry standards and expectations because the demand for sustainable transportation solutions grows daily," said Schneider President and CEO Mark Rourke. "We are addressing critical issues in our environment. With our sustainability goals, we will measure our progress and hold ourselves accountable."

For other companies whose trucks may be out for weeks at a time, the option to go electric is a more difficult proposition. In circumstances where need for diesel engines remain, companies like America's Service Line LLC are still finding creative ways to limit its environmental impact.

David Giese, Fleet Maintenance Director and Sustainability Lead for America's Service

Line, says the company sets its diesel-powered fleet to idle a maximum of three minutes before they shut themselves down.

Additionally, truck speeds are also limited to 67 MPH to further reduce fuel consumption and carbon footprint, and every vehicle is supplied with an APU (Auxiliary Power Unit and Diesel Fired Heater), which allows a driver to have power, A/C, and heat as needed without running the much-larger engine that powers the truck.

The industry has seen a significant shift in recent years, and organizations are emphasizing the importance of sustainability now more than ever. What was once confined to a few individuals in a department has now become a crux of conversation at every level of the company.



For Green Bay-based Breakthrough — a business unit of U.S. Venture, Inc. delivering cutting-edge transportation and supply chain solutions for some of the world's leading shippers — sustainability work has taken the form of a fully integrated organization-wide approach toward solving problems and finding solutions.

“The pace at which companies are setting climate targets is faster and more detailed than ever,” said Heather Mueller, chief marketing and product officer at Breakthrough.

“Before, sustainability may have been a small, decentralized effort within an organization, however, now new players — ranging from C-suite to finance, and even transportation — are being pulled into these conversations and responsible for gathering information and delivering sustainable results.”

On April 22, Earth Day, Breakthrough introduced CleanMile, the first end-to-end solution to track your transportation network lifecycle emissions, create emissions reduction roadmaps, and execute initiatives to reach your sustainability goals. CleanMile makes it easier for companies to make real progress toward a sustainable future.

Breakthrough also organized a sustainability and community engagement committee to execute and engage in best practices inside and outside the workplace.

Green Bay-based MatchBack Systems is approaching sustainability through a different lens: shipping containers.

In the U.S., around 40% of international shipments have significant empty distance, meaning that many containers transported inland carry nothing but air. To eliminate this inefficiency, MatchBack Systems' industry-leading technology synchronizes import and export container moves, called “street-turns” or “matchbacks,” which decreases the repositioning of empty containers and eliminates 440 pounds of previously unattainable CO2 emissions.

“Sustainability is a hot topic in the logistics sector and technology has a critical role to play,” said Todd Ericksrud, the company's president and CEO. “Our system provides

metrics that make emissions data readily available so it's easy to track CO2 savings to meet green objectives as well as fuel and distance savings. We enable companies to achieve

measurable sustainability goals and cost savings while delivering efficiency gains throughout the supply chain.”

MatchBack Systems' advocacy for sustainability goes deeper than the workplace, too. It's a commitment that stretches through partnerships with nonprofits such as the National

Forest Foundation's campaign to plant 50 million trees across national forests. And for every “street-turn” executed by their customers, or every new recruit to their company, they plant a tree.

KBX Logistics, a global steward of smart freight transportation based out of Green Bay, is focused on forward-thinking practices of their own, including experimentation with electric vehicles and autonomous technology.

A recipient of a 2021 EPA SmartWay Excellence Award in the logistics category, the company was one of just 12 companies in the industry lauded for its environmental supply chain performance and energy efficiency.

The recognition provides yet another strong proof point of how Green Bay's T&L industry is continuing to lead by example when it comes to sustainability.

“Earning [the award] is a testament to KBX's critical work — particularly at a time where the supply chain is under tremendous strain during the COVID-19 pandemic,” said Paul Snider, President of KBX Logistics at the time of the announcement.

“We are continuously enhancing our capabilities and operations to transform the North American supply chain into one that is more seamlessly connected, efficient, and safe for operators and the customers we serve.”

“**Sustainability is a hot topic in the logistics sector and technology has a critical role to play...**”  
- Todd Ericksrud



There is no better time to be a part of one of the transportations and logistics, or logistics tech companies in the Greater Green Bay, WI, area. The region is North America's strong hold for the industry and all indications show no sign of this growth, opportunities and successes to stop anytime soon.

[www.greatergbc.org/economic-development/transportation-and-logistics/](http://www.greatergbc.org/economic-development/transportation-and-logistics/)

