Sustainable Freight Buyers Alliance (SFBA)

General introduction

Empowering freight buyers to accelerate freight decarbonization.
Through collaborative action, we can achieve 100m tonnes of CO2e reduction from logistics operations by 2030.

SFBA is designed to help you achieve your targets and to take collaborative action.
Uniting corporate freight buyers to shift towards zero-emissions freight across all modes of transport in collaboration with their supply chains and partners.

Our ambition
To create the world’s largest, most impactful sustainable transportation coalition to accelerate the transition to net zero across sectors and industries.
We empower freight buyers and suppliers to deliver change by supporting concrete projects, scale solutions and streamline procurement.

**CONCRETE PROJECTS AND AGGREGATION OF DEMAND**
- Developing concrete freight decarbonization projects, in collaboration with the supply chain
- Aggregation of demand to increase supply of solutions

**GROWTH AND EXPOSURE OF SOLUTIONS**
- Provide exposure to impactful collaborations, freight decarbonization solutions and related procurement practices

**STREAMLINING and HARMONIZATION**
- Advancing development and use of sustainable freight procurement guidelines
- Inform and influence required policy change
Through the SFBA we will deliver projects, advance procurement and drive policy change

**How we deliver collaboration projects**

- Identify and provide project archetypes and define collaboration frameworks
- Design projects via the Collaboration Catalyzer
- Aggregate demand through the Fleet Electrification Coalition

**PROJECTS**

Deliver concrete action through selected collaboration projects

**POLICY**

Drive policy change through projects and promote policy advocacy via partners

**PROCUREMENT**

Improve the knowledge and tool used for sustainable freight procurement

**PARTNERSHIPS**

Collaborative alliance of ambition, action, and advocacy

**How we use the power of procurement**

- Provide Procurement Guidelines and multi-modal Questionnaire
- Design and develop Project Procurement Playbooks
- Design sustainable freight procurement training

**How we influence policy**

- Engage advocacy partners to discuss and communicate relevant subsidies and policies with SFBA members
- Inform policymakers about policy gaps/barriers identified from SFBA projects
- Provide platform and dedicated events for relevant policy messages
- Bring together project, policy and finance

**How we foster collaborative partnerships**

- Provide networking and engagement opportunities for members/partners via regular meetings
- Integrate with partner programs to amplify and support synergies
- Provide opportunities to showcase efforts made by SFBA members
- Update and promote the online collaboration platform as a functional library for members

**Through the SFBA we will deliver projects, advance procurement and drive policy change**
Today we have 45+ members across industries and growing...

**May 2023**

<table>
<thead>
<tr>
<th>Industry</th>
<th>Members</th>
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<tbody>
<tr>
<td><strong>Retail</strong></td>
<td>FMCG/F&amp;B</td>
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<td></td>
<td>E-com</td>
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<td><strong>Logistics</strong></td>
<td>LSPs/Carriers</td>
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<td><strong>Healthcare</strong></td>
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<td><strong>Bulk</strong></td>
<td>Chemical/Steel/Agriculture</td>
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<td><strong>Other</strong></td>
<td>Technology &amp; Services</td>
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More members are expected in the upcoming future
Projects are designed to scale and take concrete action.

SFBA recognizes two complementary approaches to designing and scaling projects

**Top down**
Scale identified solutions through aggregating demand and designing a dedicated SFBA program, e.g. Fleet Electrification Coalition.

**Bottom up**
Members can suggest projects which require partners to succeed. SFBA will help enable identification of partners and mature the project.

**Project success criteria**

- **Requires collaboration between shippers (and partners) to succeed.** The initiative cannot be done by one company alone.
- **Action oriented with measurable and significant outcomes** to be able to show tangible results based on the GLEC Framework.
- **Approach should be scalable across the globe** and therefore the learnings captured and shared amongst Members.
Deliver concrete action through selected projects
Pilot, scale and multiply collaborative efforts

Through the SFBA Archetype framework identify programs

We conduct individual member supply chain interviews to prioritize programs

Together, we design and scale dedicated decarbonization programs

Upon execution, create replicable collaboration projects

Improving asset utilization

Charging station deployment

Electric truck deployment

Electric barge deployment

Green shipping options

Network efficiency, capacity optimization

Sustainable Aviation Fuel

Sustainable Freight Buyers Alliance

Led by Smart Freight Centre
Benefits

▪ Shape and design large scale decarbonization projects, sharing costs, risks and deployment complexities

▪ Propose collaborative freight decarbonization projects with like-minded peers

▪ Participate in the procurement workstreams and member events

▪ Work closely with industry partners and play a significant role in influencing policy frameworks

▪ Connect with partners across the industry to decarbonize

Commitments

▪ Demonstrate freight emission reduction actions via collaboration projects and/or individual actions

▪ Contribute to workstreams and share knowledge and experiences

▪ Report emissions according to GLEC Framework
SFBA Main activities for 2023

- **Fleet Electrification Coalition**
- **Supply Chain Assessments & Project Archetypes**
- Support partner projects to the Collaboration Catalyzer to SFBA members
- **Upgrade and develop integrated procurement questionnaire**
- **Design procurement training curriculum and delivery of training course**
- Develop and set out agenda of Policy events
- **Update and promote online library/platform**
- Write policy briefs from projects results
Next Steps

• Explore **SFC membership options** OR apply directly for **SFC Premium Membership**
• Schedule an onboarding call with SFC or any other questions at **sfba@smartfreightcentre.org**
• Begin collaborating!