



# Sustainable Freight Buyers Alliance (SFBA)

## General introduction

*Empowering freight buyers to accelerate freight decarbonization.*





Sustainable  
Freight  
Buyers  
Alliance

A Smart Freight Centre Partnership

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

**ZERO**   
EMISSIONS

**Goal:** Empowering freight buyers to accelerate freight decarbonization in line with the 1,5°C target by facilitating collaboration, streamlining solutions and tracking progress.



# 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



## 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



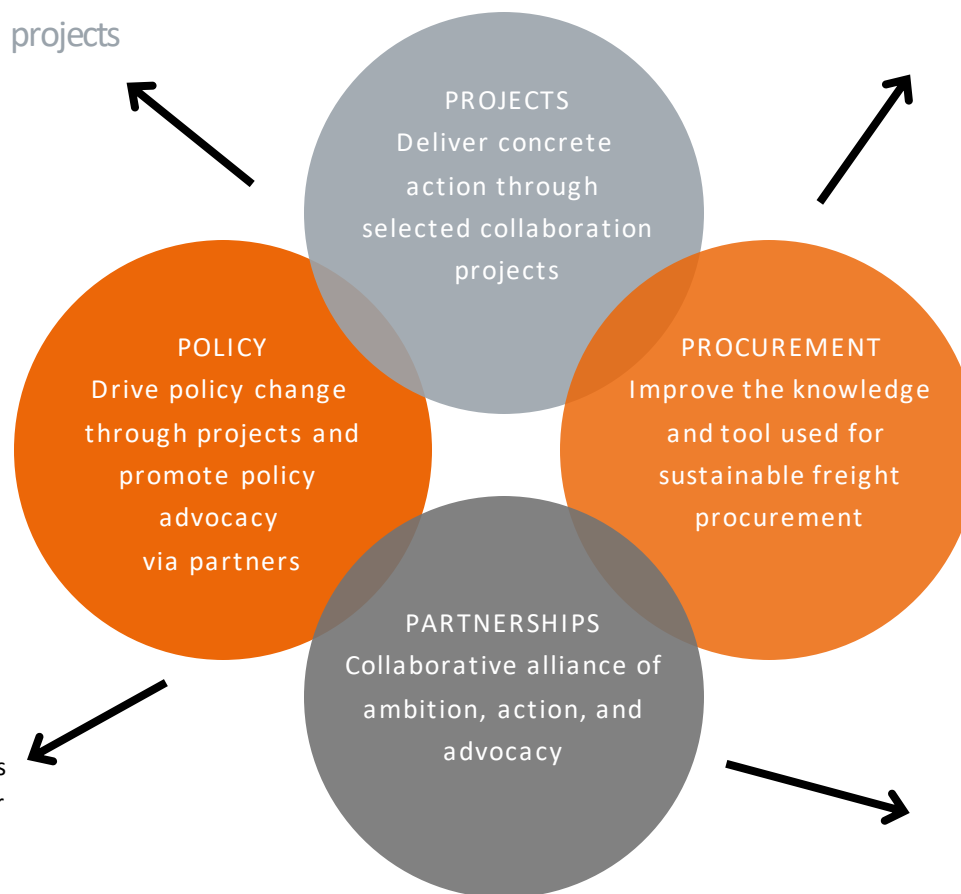
## How we use the power of procurement

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



## How we 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



# Today we have 50+ members across industries and growing...

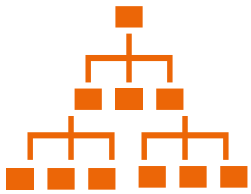
December 2023

Retail	FMCG/F&B	   <b>PEPSICO</b> <b>MARS</b>  <b>HEINEKEN</b>  <b>Mondelēz International</b> <b>Brambles</b> 
	Fashion	 <b>NIKE</b> <b>INDITEX</b> <b>PRIMARK</b>
	E-com	
Logistics	LSPs/Carriers	     <b>MAERSK</b>  <b>SCHENKER</b>  <b>ZEUS</b>     <b>SCARBROUGH</b>  <b>ASSTRAS</b>  <b>MAGNATE WORLDWIDE</b>   <b>SOVEREIGN</b>  <b>KUEHNE+NAGEL</b> 
	Pharma	
Bulk	Chemical/ Steel/ Agriculture	  <b>TATA STEEL</b>  <b>Cargill</b>  <b>KNAUF INSULATION</b> 
Technology & Services	IT Services	 <b>Microsoft</b>   <b>TRANSPOREON</b>  <b>Meta</b> 
Other		 



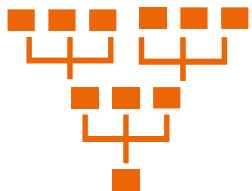
# Projects are designed to scale and take concrete action.

## 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

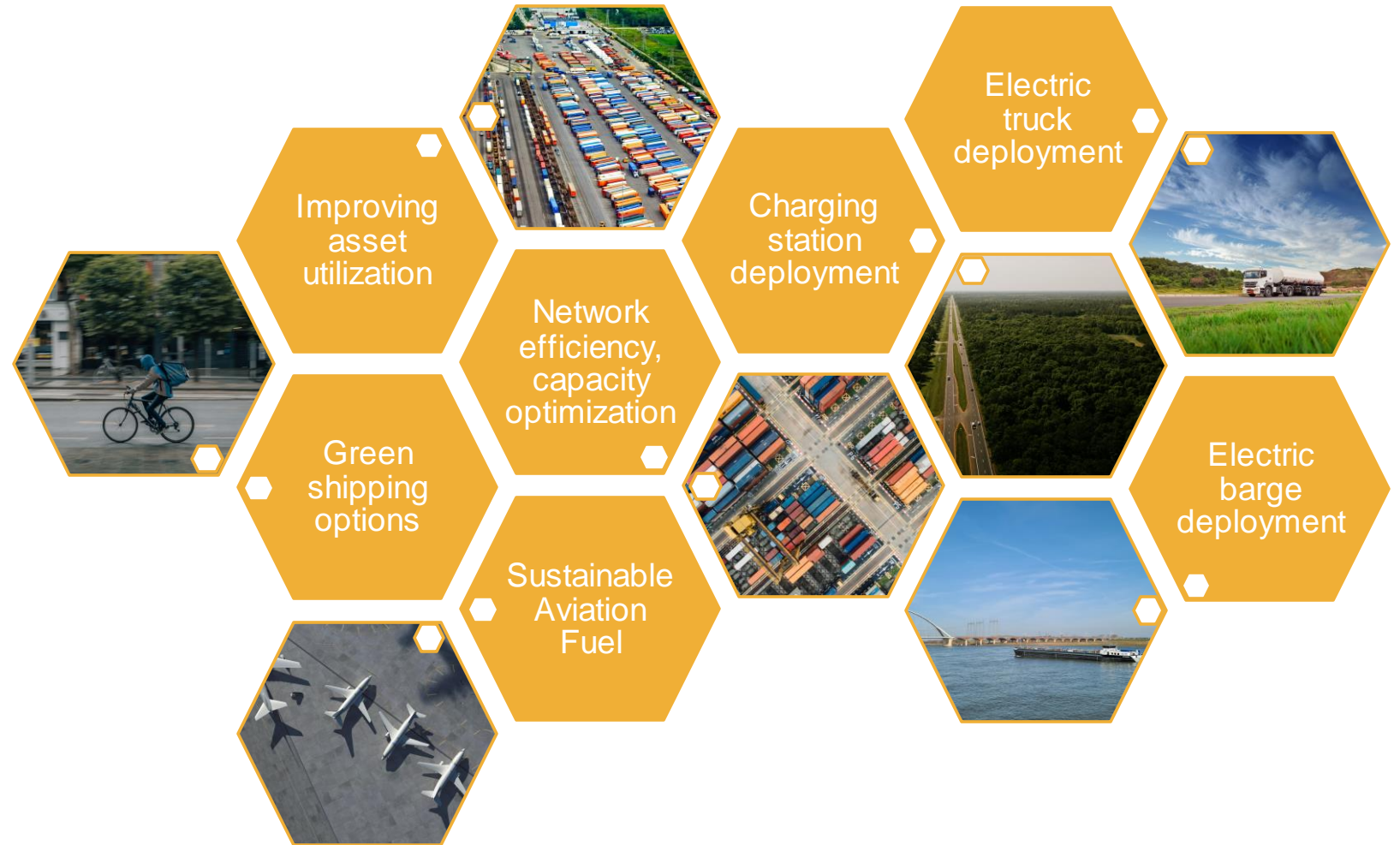
## Pilot, scale and multiply collaborative efforts

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





# SFBA Member Benefits & Commitments

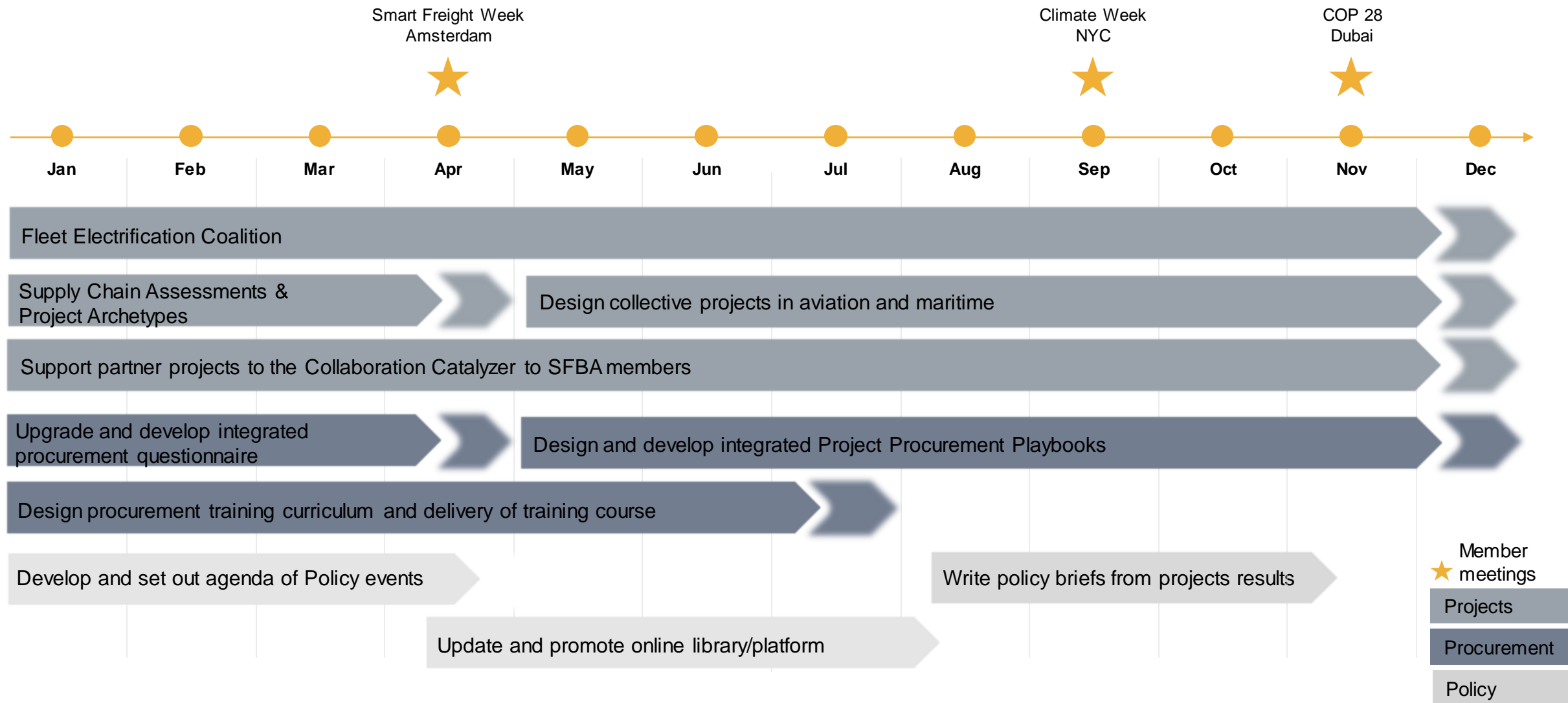
## Benefits

- 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





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Buyers  
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Uniting corporate **freight buyers** to shift towards zero-emissions freight across all modes of transport **in collaboration with their supply chains and partners.**

- 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](mailto:sfba@smartfreightcentre.org)

