Sustainable Freight Buyers Alliance (SFBA)

General introduction

Empowering freight buyers to accelerate freight decarbonization.
SFBA is led by Smart Freight Centre
Smart Freight Centre is guiding the logistics industry to zero emissions

- Leading collaboration of multinationals, setting the standard in calculating and reporting GHG logistics emissions
- Development of guidelines, testing with companies, and advocacy for industry-wide uptake and aligned policy

Global Logistics Emissions Council

- Uniting Freight Buyers to collaborate, track progress and provide solution pathways
- A new initiative together with BSR and the World Economic Forum in partnership with We Mean Business and Mission Possible Partnership

Sustainable Freight Buyers Alliance

- A collaborative partnership between ocean container carriers, freight forwarders, and cargo owners
- Generate high quality GHG performance data for container transport
- Forum for best practice sharing

Clean Cargo

- Advancing climate action through collaboration and supportive policy on decarbonizing freight in China
- Bringing together shippers, carriers and technology providers in the Zero Emission Freight Initiative

Smart Freight Shippers Alliance China

- Guiding and training companies on their journey towards zero emissions
- Accreditation and Validation of GHG logistics calculations

Training & Services
Mission, Vision and Goal

Uniting corporate freight buyers and freight decarbonization initiatives to shift towards zero-emission freight across all modes of transport.

SFBA aims to bring about a system change and set off a flywheel of progress.
What SFBA brings you

COLLABORATION CATALYZER
The network and facilitation of concrete, collective projects

SOLUTIONS HUB
The instruments for streamlining information & decarbonizing procurement

DEMONSTRATING PROGRESS
The tools to track and demonstrate progress for increased visibility in and beyond the logistics sector
SFBA’s solutions

- **Collaboration Catalyzer**
  Online marketplace for concrete projects and ideas

- **Project identification support**
  Working groups with support from experts and SFBA Partners

- **Project facilitation**
  Expert support according to implementation needs

- **Solution Library**
  Decarbonization guidance, initiatives, policies and benchmarks

- **Solution Pathways**
  Custom-made shortlist of tools and guidance for freight decarbonization

- **Procurement Tools**
  Webinars, workshops and development of procurement tools

- **Project related emissions calculations**
  Collaboration impact tracker

- **Corporate freight emissions reporting**
  Industry progress monitor

- **Recognition of achievements**
  Success stories highlighted and impactful collaboration

**Goal:** Empowering freight buyers to accelerate freight decarbonization in line with the 1.5°C target by facilitating collaboration, streamlining solutions and tracking progress.
How SFBA creates a system change

**CONCRETE PROJECTS & TARGETS**
Developing concrete freight decarbonization projects, in collaboration
Working collectively towards achieving 100m tonnes of CO2e reduction by 2030

**GROWTH & EXPOSURE**
Growing platform to increase number of well-informed freight buyers
Provide exposure to impactful collaborations, freight decarbonization solutions and related procurement practices

**STANDARDIZATION**
Companies and initiatives to use the GLEC Framework
Advancing development and use of sustainable freight procurement guidelines
Become a part of SFBA

**Members**
Currently, SFBA members can be shippers/cargo owners only.

**Partners**
SFBA partners can be carriers, LSPs, solution providers, action initiatives, knowledge & scaling partners
Governance

Commitments:
- Reporting emissions according to the GLEC Fw.
- Demonstrating freight emission reduction actions

SFBA Members
Cargo Buyers €10k Annual Fee

SFBA Council
Founders Circle ('22 only)

SFBA Advisory Group

SFBA Partners
Carriers, LSPs, solution providers, action initiatives, Knowledge & scaling partners

Contribute
- Members define and execute collective ambition via projects and individual action
- Bring forward goals and project ideas

Benefits
- Access to SFBA network and platform, project support, procurement and solution tools, tracking and monitoring instruments

SFBA Charter
- 50% emission intensity reduction OR
- 35% absolute emission reduction
By 2030 (base line >2020)

Contribute
- Partners are invited to assist with relevant projects
- Provide input in working groups

Benefits
- Can suggest concrete projects to attract additional participants
- Influence development of guidelines for shippers

Commitments:
- Knowledge sharing
- Accelerate collab. projects
7 Founders Circle companies + 5 new companies
Member Benefits

Shippers / Cargo owners

• **Collaborate with peers and partners on freight logistics projects**
  - Suggest or join projects
  - Scale projects to reduce carbon emissions, share costs and risks
  - Receive assistance with project development

• **Access to SFBA Solutions Hub**
  - Tools to make well-informed, sustainable procurement decisions
  - Case studies, leadership stories and webinars
  - Insights of and engagements with relevant action initiatives and policy discussions

• **Networking**
  - General Member and Working Group meetings
  - Project specific discussions and meetings
  - Workshops and Events (e.g., Smart Freight Week)
Next Steps - Members

• Apply for SFBA Membership at https://www.surveymonkey.com/r/SFC-SFBA
• Sign agreement and pay fee
  • €10K annual fee
  • 20% discount for members of other SFC initiatives (e.g., Clean Cargo)
• Sign SFBA Charter (voluntary)
• Onboarding discussion with SFC
• Begin collaborating!
Partner Benefits (no financial contribution)

Carriers, LSPs, solution providers, action initiatives, knowledge and scaling partners

• **Collaborate on freight logistics projects**
  • May be invited to join relevant project development discussions
  • Propose concrete projects for Members to join
  • Scale projects to reduce carbon emissions, share costs and risks

• **Visibility and knowledge sharing via Solutions Hub**
  • Highlight your relevant case studies and initiatives
  • Influence development of guidelines for shippers

• **Networking**
  • Join relevant Working Groups and other meetings
  • Events (e.g., Smart Freight Week)
Next Steps - Partners

- Apply for SFBA Partnership at https://www.surveymonkey.com/r/SFC-SFBA
- SFC reviews applications
- No fee to become an SFBA Partner
- SFC will reach out when relevant links with the work of SFBA or SFBA projects are identified
- Begin collaborating!
SFBA Development Timeline

2022

- SFBA Live Launch, SFW
- Recruiting Members and Partners
- WG #1 Workshop
- SFBA Platform Live

2023

- Climate Week, NY, 19-25 Sept
- WG #1 Workshop
- COP27
- Quarterly Meetings (Members, Partners)
- SFBA Council & Adv. G. meeting
- WG #2 Workshop

*Note: The timeline includes key events and workshops related to the SFBA development process.*
Thank you!

Any further questions, please check our website or reach out to info@smartfreightcentre.org