



Sustainability

J . B . H U N T

CORE

S T A N D A R D S

A better way of doing business



The Transportation Logistics Company

Energy and its relationship with the environment are pressing issues for individuals, governments and corporations: greenhouse gases, global warming, and soaring utility and fuel bills impact us all. In a word, the concern is sustainability. Creating a more sustainable supply chain can drive strategic competitive advantages for your organization by reducing operating costs and mitigating potential business risks while engaging employees and improving your corporation's reputation.



What is sustainability?

The Environmental Protection Agency defines sustainability as “the ability to achieve continuing economic prosperity while protecting the natural systems of the planet and providing a high quality of life for its people.” Another definition of sustainability is “the willing adaptation of an organization to the financial, environmental and social conditions necessary for the long term survival and prosperity of that organization.” Both definitions underscore the three-way balance among economics, environment, and society required for any human enterprise to survive and prosper indefinitely.

Few professional disciplines have as much opportunity to improve an enterprise's sustainability practices as do today's logistics practitioners. With supply chains stretching across the globe, the physical movement of goods consumes great amounts of carbon-based energy. According to the Energy Information Administration, the transportation sector consumes 28% of the primary energy resources in the United States, and 67% of the nation's daily consumption of over 20 million barrels of petroleum. Finding more sustainable transportation methods is paramount for the “triple bottom line” of economic, environmental, and social success.

J.B. Hunt is a pioneer in the area of reducing both the cost of transportation and its impact on the environment and society and has a long history of looking for new, creative ways to transport products in a safe, low-cost and sustainable manner.

Innovations pursued by J.B. Hunt Transport Service, Inc. include:

Safety First culture		Creating a “safety first” culture. Unsafe operations are not sustainable. This safety culture helps protect both economic health and the motoring publics' well-being.
Intermodal conversion		Converting over-the-road shipments to intermodal container-on-flat-car (COFC) shipments reduces carbon emissions by more than 50%, on average. Intermodal conversion is by far the single most effective way to reduce emissions.
Empty mile reduction		Reducing empty miles run between each shipment hauled.
Engine idling reduction		Reducing tractor engine idling through driver incentive programs and on-board equipment like direct-fired heaters and auxiliary power units.
Top speed governing		Governing top speeds on company-owned equipment to maximize fuel efficiency and safety performance.
Mileage optimization		Reducing total miles run by calculating the most safe, direct path from origin to destination and monitoring compliance with the “best” route.
Tires		Maintaining proper tire inflation and utilizing new tire technologies such as single-wide and low-rolling resistance tires maximizes fuel efficiency where the rubber meets the road.
Friendly fuels		Burning bio-diesel fuels when available and appropriate.
Smart-quipping		Equipping tractors with aerodynamic body moldings and fuel-efficient drive lines.
Efficiency training		Training drivers via simulators to drive in the most fuel-efficient manner.
On-the-go RFID		Utilizing radio frequency identification methods to bypass certain en-route stops (weigh stations and toll booths primarily).
Cool Transport™		Developing Cool Transport™, an industry-first carbon-neutral transportation service designed by J.B. Hunt and BlueSource, LLC. This new service combines offsetting verified emission reduction (VER) credits with existing J.B. Hunt transportation offerings to create carbon-neutral transportation solutions.



As a result of these efforts, J.B. Hunt was recently recognized as an Environmental Protection Agency SmartWaySM Transport Partner. This recognition is given to approximately ten percent of the companies participating in the EPA's SmartWay Transport Partnership program, a voluntary effort between the government and the transportation industry to develop and implement methods to improve air quality and reduce greenhouse gas emissions in transportation.

Building on these successes, J.B. Hunt is a leader in making supply chains increasingly “green” and less dependent on carbon-based fuels. From energy efficient operations to innovative carbon-neutral service offerings, J.B. Hunt can make your supply chain more sustainable and competitive today.

www.jbhunt.com



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