

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 Transport 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 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
Shipment conversion 	Converting over-the-road shipments to intermodal shipments (saving over 200 gallons of fuel and two tons of carbon gas emissions per shipment on average)
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
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 Transport 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 Transport 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 Transport 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 Transport can make your supply chain more sustainable and competitive today.