

**Intersecting DEI with
Sustainability to Propel
Growth**



**TMSA
DIVERSITY EQUITY & INCLUSION**

ELEVATE

TMSA CONFERENCE

June 9-11, 2024 | New Orleans



Who are We?



Eileen Dabrowski

Learning & Development Manager
Werner Enterprises



Emily Phillips

Principal & Founder
E.MISSION Advisory

Intersecting DEI with Sustainability to Propel Growth

Learning Objectives



- **Background & Introduction**
- **Why are DEI & Sustainability Important?**
- **Benefits**
- **10 Easy Steps – DEI**
- **10 Easy Steps – Sustainability**
- **ROI of DEI & Sustainability**

Intersecting DEI with Sustainability to Propel Growth

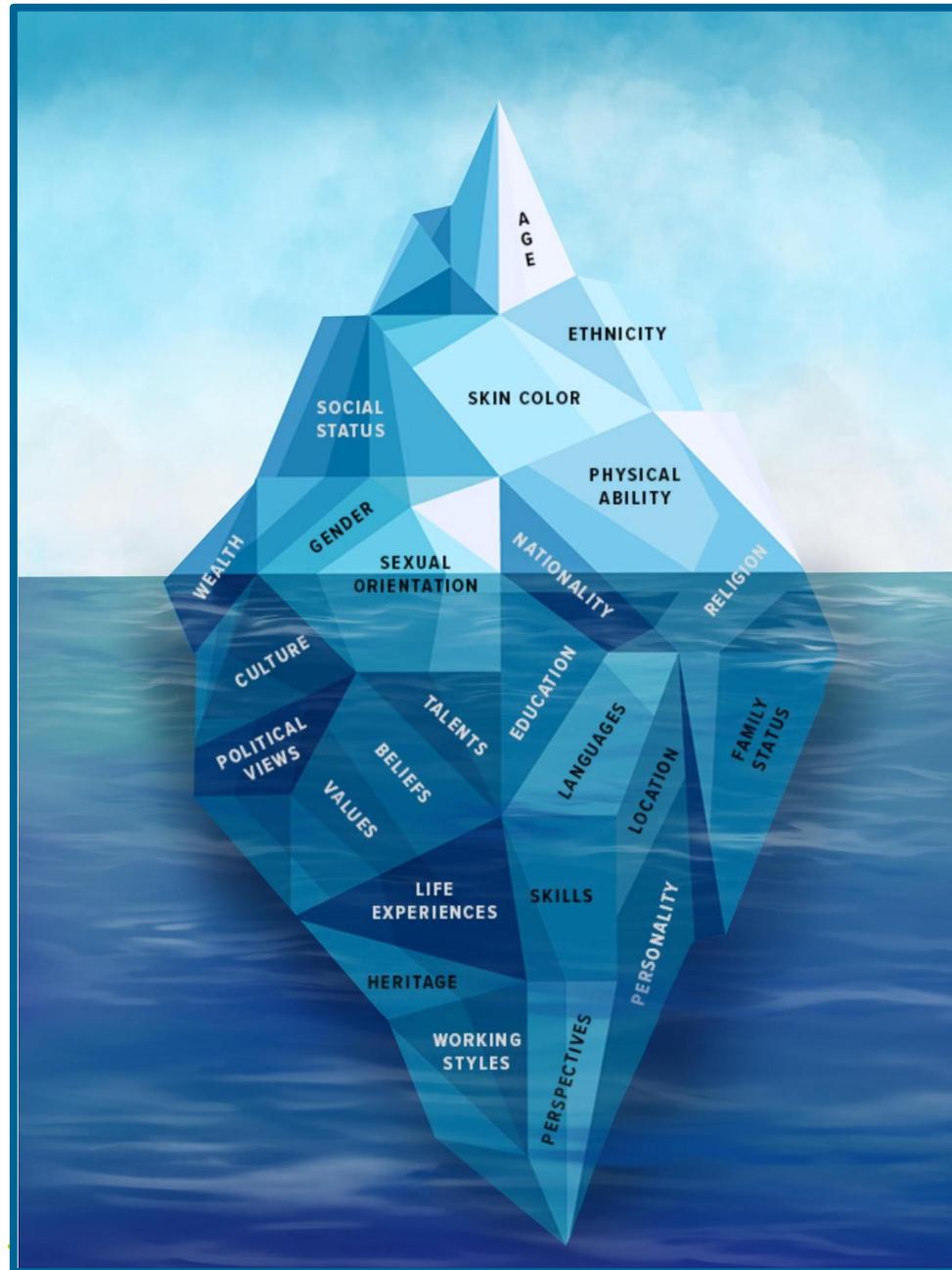


Designed to help TMSA & its member companies incorporate a DEI lens into the framework of their organizations by:

- **Creating DEI+ Content**
- **DEI Training**
- **Offering a Safe Space**
- **1 on 1's**
- **Webinars & Blogs**
- **Best Practice**



Intersecting DEI with Sustainability to Propel Growth



ELEVATE
TMSA CONFERENCE

Baseline

How many of you feel passionate about **DEI & Sustainability**?

How many feel you are **crushing** DEI & Sustainability efforts?

Have you completed a Bid, RFP, etc. that asked about **ESG**?

How many of you feel you **can improve** your **ESG** efforts?



Intersecting DEI with Sustainability to Propel Growth



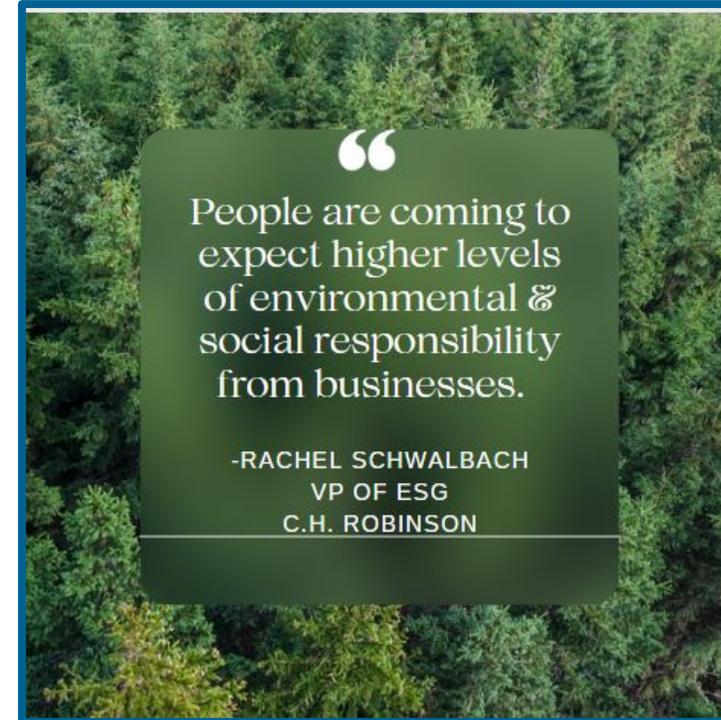
Importance & Benefits - DEI

- Consider the **DIVERSITY** present in:

- Teams
- Book of Business
- Carriers/Drivers
- Shippers & Receivers
- Personal Life

- **DEI Impacts & Benefits:**

- Retention (Employees, Customer, Carriers, Drivers)
- Recruitment
- Marketing
- Profitability, Awards, Bids, RFPs
- Brand Reach & Integrity



Intersecting DEI with Sustainability to Propel Growth



ELEVATE
TMSA CONFERENCE



Ten Easy Steps to Foster a More Inclusive Workplace

1) Use inclusive language in all communication.

- Ask about your employees' preferred pronouns.
- Instead of asking about an employee's husband or wife, ask about their spouse.
- Do not make assumptions about an employee's life because of what they look like.

2) Make your company events/teambuilding/philanthropy more inclusive.

Not everyone likes to play golf or drink. Providing options, collecting employee feedback, and diversifying your events will garner more engagement and participation. Remember, diversity is more than what we can see or what we assume.

- Is there something that appeals to someone with a young family?
- Are all people in your company represented and celebrated?
- Do the underrepresented populations (women & minorities) on your team have any suggestions?
- Are you adjusting the times of company events to accommodate and include all schedules?

3) Celebrate the diversity of your team, your clients, your carriers, and providers.

- Get to know people, learn what is important to them, what holidays they celebrate, favorite foods, etc.
- Showcase your support of all populations, beliefs, backgrounds, cultures, and identities.
- Differences in thought propel company growth.

4) Embrace and adopt inclusive marketing and recruitment strategies.

- Where and how are you marketing your company and/or services?
- Vary your recruitment platforms and strategies. Not everyone uses Facebook or Indeed.
- Tailor strategies to hire top talent in varied markets.
- Make your Ads inclusive and remember to showcase your diversity.

5) Avoid stock images & content that do not accurately depict your team and your company.

- Do team photos and stock photos realistically portray your company as it is and make your customers, drivers, carriers, and shippers feel included?
- Feature your trucks, your building, your employees in all marketing materials.



6) Offer DEI Training to help foster a respectful workplace.

- Teach your team about the waterline of visibility (provided). Much of our diversity as humans cannot be seen (like an iceberg).
- Recognize all holidays.
- Incorporate your employee cultures in potlucks and celebrations.
- Regularly survey your team to maintain a pulse.
- Empower your HR team and agents of change to learn and teach DEI.
 - If you do not have DEI trained staff on site, and if budget allows, consider leveraging a DEI/Sustainability consultant.

7) Embrace varied learning opportunities at work.

- Some employees must read to retain.
- Some must see and hear to retain.
- Some must do to learn.
- Others need a combination of learning styles and methods.

8) **Avoid making assumptions about employees.** Humans often make assumptions about others based on their physical appearance, name, voice, etc. Let the people in your life tell you about their diversity.

- Create "Getting to Know You Surveys" when you hire and onboard a new employee. Have legacy employees also complete.
- Incorporate DEI+ minded questions like, what is the most important holiday in your family?

9) **Offer floating holidays to employees** in lieu of automatically everyone celebrates the same holidays as the Owner/Founder/Senior Leader.

- If you hire diverse talent, you will have varied holidays and time off requests for your staff, thus allowing you to provide seamless coverage.

10) **Create a safe, quiet space for employees to go when they need an escape, break, are over-stimulated, or need to relax.**

- For introverts and those who are neurodivergent, navigating the socialization of the workplace can be overwhelming.
- A dedicated quiet space can provide a much-needed haven for anyone needing it.
- Set ground rules and standards to ensure the space remains intact.

10 Steps to Foster a More Inclusive Workplace

FOSTERING A MORE INCLUSIVE WORKPLACE



FOSTERING A MORE INCLUSIVE WORKPLACE



Intersecting DEI with Sustainability to Propel Growth





DEI & Sustainability – Connecting the Dots



Intersecting DEI with Sustainability to Propel Growth

Shipper Trends in Sustainability

Things Shippers ask of their Carrier Partners

RFP questions on ESG & Sustainability strategy

ESG minimum assessment scores to receive future RFPs

Greenhouse Gas (GHG) emissions reporting

Partnership on alternative fuel solutions



Importance & Benefits - Sustainability

- Consider the **SUSTAINABILITY** opportunities in:

- Operations
- Offices
- Employee Workforce
- Carriers
- Vendors

- **Sustainability Impacts & Benefits:**

- Global Environment
- Employee Satisfaction
- Health
- Community
- Weather Severity



Intersecting DEI with Sustainability to Propel Growth





10 Steps Towards Sustainability

1. Route efficiency and optimization.

- Route optimization reduces total routed miles, minimizes empty miles and reduces your overall carbon footprint, not to mention reduces cost!
- Proactive communication and visibility reduces re-work, go-backs and duplicate trips.

2. Invest in renewable energy sources.

- Investigate renewable energy sources for office or operational locations where feasible. Many utilities have plan options that provide electricity generated from renewable sources such as wind, solar or hydropower.
- Depending on your location, rooftop solar may be an option to provide renewable energy to an office or operational location.

3. Partner with sustainable suppliers.

- Consider using marketing providers who make their swag with/from recycled materials or environmentally conscious materials.
- Contract with janitorial services who use sustainable chemicals, microfiber cloths or paper products containing recycled materials.
- Purchase paper products for the office or facility that contain recycled content.

4. Practice water and energy stewardship.

- Install low-flow water fixtures and use motion sensor technology for automatic water cutoff.
- Use LED lighting in office and operational spaces, with timers and motion sensors.
- Use ENERGY STAR rated appliances.
- Use timers for the HVAC to optimize based on when facility is occupied vs. empty.

5. Landfill avoidance (Reduce, Reuse, Recycle!)

- Evaluate your supplies and the packaging they come in. Are there similar products with environmentally friendly packaging?
- Look for ways to eliminate single use plastics. For example, install water bottle refill stations in offices and operations to encourage reusable water bottles.
- Swap out Styrofoam coffee cups for paper, or even ceramic mugs that can be put through an office kitchen dishwasher.
- Recycle in your operations where you can; utilize a cardboard bailer or a Styrofoam densifier for large quantities.
- If you handle consumer durables such as mattresses, appliances or furniture, dispose or recycle properly to comply with regulations and recommended disposal practices.



6. Go paperless & embrace digital.

- Eliminate the physical paper trail and convert to digital communication for both internal and customer-facing workflows. This will both save money and trees.

7. Embrace hybrid or fully remote schedules for employees where feasible.

- Reduced frequency of commuting lowers emissions, reduces congestion, and often improves quality of life.
- If employees remain productive and have a dedicated, comfortable, quiet workspace at home, and want the option to WFH, consider making it a reality.

8. Engage with your employees and your community.

- Install passenger vehicle EV chargers for your employees.
- Consider adopting a road near your office or operation. Partnering with your local Keep (your city) beautiful non-profit is a great way to keep your work location clean, give back to the community, allow employees to engage in philanthropy.
- For employees commuting from the same general area to the office, offer monthly gift card drawings to encourage ridesharing.
- Have bike racks available for employees who ride their bike to work.

9. Maintain a modern fleet, explore alternative fuels.

- For asset fleets, maintain as young of a fleet as possible to take advantage of advances in emissions-reducing engine technology.
- Opt-in for equipment specifications including APUs, clean idle and idle shutoff, CARB and EPA compliant standards.
- Incorporate aerodynamic features into tractor and trailer procurement specifications.
- Sustainable tire procurement options and end of life recycling programs.
- Explore alternative fuels available today for existing engines such as renewable diesel, biodiesel, renewable natural gas, etc.

10. Explore free resources.

- Take advantage of resources dedicated to providing best-in-class transportation industry information and efficiency standards that help reduce costs and are also sustainable!
- EPA SmartWay (www.epa.gov/smartway)
- North American Council for Freight Efficiency – NACFE (www.nacfe.org/)
- Smart Freight Centre (www.smartfreightcentre.org/en/)

Sustainability Unveiled

A Road Map to Transformation

Route Optimization

Invest in Renewable Energy

Partner with Sustainable Suppliers

Practice Water & Energy Stewardship

Avoid Landfills 3 R's

A Road Map to Transformation

Embrace Digital

Offer Hybrid & Remote Schedules

Engage Your Employees & Community

Invest in Alternative Fuels & A Modern Fleet

Explore FREE Resources

Intersecting DEI with Sustainability to Propel Growth





ROI

DEI

Enhanced Innovation & Problem Solving

Improved Employee Engagement & Retention

Broader Talent Pool = Better Decision Making

Reputation & Brand Value

DEI Supports Risk Management & Compliance

Sustainability

Cost Savings \$\$\$

Regulatory Compliance

Competitive Advantage

Risk Mitigation

Improved Public Image

Long-Term Viability

Holistic Approach to Business

Intersecting DEI with Sustainability to Propel Growth

Sustainability - Resources



EPA SmartWay
(www.epa.gov/smartway)



**North American Council for
Freight Efficiency – NACFE**
(www.nacfe.org/)



Smart Freight Centre
(www.smartfreightcentre.org/en/)



Intersecting DEI with Sustainability to Propel Growth

DEI Resources

TMSA DEI Task Force

TMSA DEI+ Member Portal



Little Steps Make a Big Difference



**Embrace
imperfection,
it's beautiful.**



DEI is not perfect and that is okay.

- *PERFECT isn't possible**
- *Don't be scared to get it wrong**
- *Effort & GAC matter**
- *Own your Mistakes**
- *Involve your Team**
- * Be a Good (or GREAT) Human**

Intersecting DEI with Sustainability to Propel Growth



What questions do you have for us?



Eileen Dabrowski

Learning & Development Manager
Werner Enterprises



Emily Phillips

Principal & Founder
E.MISSION Advisory

Intersecting DEI with Sustainability to Propel Growth