Questions for Interviewees

Chris

1. Describe your role in your company. Management? What level?
   1. Work for Matthews International (11k employees). Manufacturer of a variety of things, but mostly caskets and headstones.
   2. Transportation category manager. Any transportation related spend. Mange vendor relationships, contracts, software, truckloads, etc.
   3. Have a goal of reducing GHG emissions by 20% by 2030. Focus is on scope 1 and 2. Not ignoring scope 3 and 4 emissions.
   4. What is your background?
   5. Chris is category manager role. Senior Manager level.
2. What does your company do?
3. What are your normal objectives?
   1. Chris was given ~2 months to propose this.
   2. Had to brainstorm own solutions for sustainability and proposed one.
   3. Has approval to move forward on achieving these objectives separately.
   4. **SmartWay** certification by EPA. Provides different calculators.
   5. Step 2: outfit vehicles
   6. Step 3: Look at moving to fully electric.
      1. Will be testing or seeing how others perform first. Give it a year or two.
4. How often do you produce these reports?
   1. Proposal and presentation a one time thing. Will need to get approvals later to do outfitting, finding charging stations, networks, understanding economics.
5. What information is critical for you? How do you collect it?
   1. Work with fleet management companies (Ryder and Merchant Fleet’s solutions) or vendors to get information. Could also help them get funding from the government and lease directly through these.
   2. Will have to do a substantial amount of in-house research.
   3. Cost of trucks? Funding available? Calculations. Local utilities on building charging network. Cost to build out the network?
   4. What’s the cost and emissions savings to be realized?
   5. Will be leaning on vendor partners to help with consulting and analysis.
   6. A lot of google searches, conferences, LinkedIn
6. Who do you worth with? Consider internal and external parties.
7. How does this collaboration work?
   1. Company has a sustainability team. Developed some pledges.
   2. Used EPA SmartWay as a resource.
8. What are the major pain points of this process? Describe each.
   1. SmartWay
      1. Gathering data and plugging it in
      2. Data availability. What’s accurate. What’s a good base?
   2. Finding vendors to help outfit vehicles, fuel alternatives, conduct analysis, what’s the return on investment
   3. Charging network, costs, emissions savings
   4. Tracking and reporting these metrics
   5. Questions on equipment. How long will last? Other issues that might come up?
   6. Leverage data from others in industry
9. Major pain points of your collaboration?
   1. Sustainability, IR, marketing
10. Where is data opaque or difficult to find?
    1. Where do you find this data?
    2. Most inhouse stuff telematics or from fleet management companies. Pulling in estimated costs.
11. Fast forward 5 years to track metrics
    1. Need to have a solution to track metrics on trucks.
    2. Have telematics feeding information to them currently.
12. What would an ideal solution look like?
    1. Somehow to mainstream that data reporting process.
    2. Share it with the right folks and understand it.
13. How did you build your knowledge?
    1. Leveraged connections, google searches, SmartWay, LinkedIn, calculators from vendor partners.
    2. Used ChatGPT to ask steps to create a sustainability program