


**Table 33. Certification/recognition programs/incentives.**

<b>Initiatives 31–33: Certification/Recognition Programs/Incentives</b>	
<b>Description:</b> Platforms implemented to encourage and reward sustainable practices throughout the supply chain. There are three main types: comprehensive, area-specific, and award programs.	
<b>Targeted modes:</b> All traffic, waterways, rail, air	<b>Geographic scope:</b> City, area
<b>Type of initiative:</b> Pricing, incentives, and taxation: certification/recognition programs	<b>Primary objective:</b> Environmental sustainability
<b>Expected costs and level of effort to implement:</b> All agents in the logistics chain should be included in the program, which may necessitate extensive outreach. These programs are often the product of partnerships between public agencies and freight transportation associations. Carriers generally have to pay to enter the certification program.	
<b>Advantages:</b> <ul style="list-style-type: none"> <li>• Environmental sustainability</li> <li>• Enhance economic competitiveness</li> <li>• Reduce congestion</li> <li>• Foster the use of alternative vehicles</li> <li>• Enhance safety</li> </ul>	<b>Disadvantages:</b> <ul style="list-style-type: none"> <li>• Require exceptional dissemination</li> <li>• Require training programs</li> <li>• Require high coordination among multiple jurisdictions and stakeholders</li> <li>• Appropriate for carriers serving large generators</li> </ul>
<b>Examples:</b> <ul style="list-style-type: none"> <li>• The Noise Abatement Society John Connell Award: United Kingdom (Noise Abatement Society 2013)</li> <li>• Fleet Operator Recognition Scheme (FORS): England (Transport for London 2013b)</li> <li>• The U.S. Environmental Protection Agency SmartWay program: United States (U.S. Environmental Protection Agency 2013)</li> </ul> <div style="text-align: center;">  </div> <p style="text-align: center;">Source: <a href="http://www.epa.gov/cleanschoolbus/sw-overview.htm">http://www.epa.gov/cleanschoolbus/sw-overview.htm</a></p>	
<b>Related alternatives:</b> 1. <a href="#">Receiver-Led Delivery Consolidation Program</a> ; 2. <a href="#">Engine-Related Restrictions</a> ; 3. <a href="#">Operational Incentives for Electric/Low Emission Vehicles</a> ; 4. <a href="#">Driver Training Programs</a> ; 5. <a href="#">Voluntary Off-Hour Delivery Program</a> ; 6. <a href="#">Emission Standards</a> ; 7. <a href="#">Low Noise Delivery Programs/Regulations</a> ; 8. <a href="#">Low Emission Zones</a> ; 9. <a href="#">Recognition Programs</a> ; 10. <a href="#">Certification Programs</a>	
<b>References:</b> Care4Air 2013; Cargonews Asia 2013; Foundation for Promoting Personal Mobility and Ecological Transportation 2013; Freight Transport Association 2013; Noise Abatement Society 2013; Transport for London 2013b; U.S. Environmental Protection Agency 2013	