



## Marten Transport Ltd. Completes Full GHG Emissions Inventory with Good.Lab

With support from Good.Lab, Marten completed a full Scope 1, 2, and 3 emissions inventory, benchmarked its performance against industry peers, and established a consistent process for tracking and reporting emissions year over year.

# MARTEN®

### COMPANY

Marten

### WEBSITE

www.marten.com

### HEADQUARTERS

Mondovi, WI

### INDUSTRY

Transportation & Logistics

### BUSINESS NEED

GHG Emissions Calculation

### ESG & SUSTAINABILITY GOALS

- ✓ Complete a full GHG emissions inventory across Scopes 1, 2, and 3 for the second year in a row
- ✓ Use emissions data to monitor trends and identify areas for operational improvement
- ✓ Prepare for upcoming climate disclosure regulations, including California's SB 253 and SB 261

### ESG & SUSTAINABILITY DRIVERS

- ✓ Builds on prior sustainability work and GHG assessment
- ✓ Aligns emissions tracking with Marten's sustainability goals
- ✓ Prepares for upcoming state climate regulations
- ✓ Enhances customer relationships via proactive sustainability responses (e.g., EcoVadis)

## Summary

Marten Transport, Ltd. ("Marten") is a leading freight and logistics company with over 75 years of experience, committed to efficiency, safety, and social responsibility. From fuel-efficient fleets to an inclusive workplace, Marten consistently improves environmental and social outcomes.

**The company has partnered with Good.Lab over multiple years to complete a comprehensive GHG emissions inventory across Scopes 1, 2, and 3.** This collaboration delivered a GHG Protocol-aligned inventory, enabling Marten to track emissions over time, assess climate risks, and advance its long-term sustainability strategy.

## From Values to Action: How Marten Began Its GHG Emissions Inventory Work

Two years ago, Marten accelerated its sustainability journey by partnering with Good.Lab to formalize its greenhouse gas (GHG) reporting. Building on a long-standing commitment to responsible operations, the company has continually invested in fuel-efficient trucks, aerodynamic trailers, and smarter logistics to reduce empty miles. Today, Marten's 15 terminals reflect the same forward-thinking approach featuring energy-saving technologies such as waste heat recovery systems, efficient LED lighting and solar panels that help power daily operations.

In parallel with its environmental initiatives, Marten has worked to create a more inclusive and supportive workplace. The company has been recognized multiple times by Women in Trucking as a top employer for women and continues to foster a culture centered on safety, respect, and personal accountability.

**At the outset, Marten's goal was to translate its operational progress into measurable climate data.** By completing a full GHG inventory, the company could track emissions across Scopes 1, 2, and 3, prepare for upcoming climate regulations, and better understand its impact over time.

## Why Marten Trusts Good.Lab – Multiple Years and Counting

When Marten first began working with Good.Lab to build a full greenhouse gas emissions inventory, the collaboration quickly proved to be a good fit. The team appreciated Good.Lab's ability to listen carefully, adapt to their needs, and provide clear guidance – drawing on industry-specific experience in logistics, including work with an Amazon supplier on comprehensive GHG reporting and an EcoVadis assessment.

**When it came time to update their GHG inventory the following year, Marten returned to Good.Lab,** moving through data collection even more efficiently. The relationship was marked by strong communication, fast turnaround, and mutual trust. Again Good.Lab's team provided direct support on emissions calculations. The process included customized data templates to match Marten's operations and quick turnaround times that helped the team stay ahead of deadlines.



Good.Lab has truly lifted a huge burden from our team and saved us invaluable time. Their efficiency, expertise, and responsiveness have made complex reporting processes far more manageable. I know I can always rely on them to deliver high-quality work quickly. Whether it's emissions reporting or navigating evolving regulations, Good.Lab has become a trusted thought partner who helps us plan ahead with confidence.

**Kathy Degenhardt, CPA** | Senior Vice President of Finance & Controller

## Tools and Guidance Used to Support Marten's GHG Emissions Inventory

Good.Lab supported Marten with a practical set of tools, templates, and expert input to help structure the company's GHG emissions reporting. The guidance was designed to fit Marten's operations, ensuring results aligned with both customer expectations and industry standards.

## What Good.Lab Delivered:

### ✔ Complete GHG Inventory

Good.Lab worked with Marten to calculate emissions across Scopes 1, 2, and 3 using a GHG Protocol-aligned approach. Data inputs included fuel usage from Marten's fleet, facility energy use, upstream activities, and other indirect sources.

### ✔ EcoVadis Documentation Support

Good.Lab helped Marten enhance its EcoVadis submission by aligning emissions data with scoring criteria and providing clearly documented evidence to support sustainability claims.

### ✔ Industry Benchmarking

To support strategic planning and goal-setting, Good.Lab provided a benchmarking analysis comparing Marten's emissions profile and sustainability program maturity to peers in the freight and logistics sector.



We've always focused on doing the work, not just talking about it. Good.Lab fit right into that mindset, bringing the tools and expertise to help us move faster and stay focused on results.

Jim Hinnendael | Chief Finance Officer

## What's Next on Marten's Sustainability Roadmap

**With multiple years of GHG reporting experience in place, Marten is carrying forward momentum across its broader sustainability efforts.** The company continues to build on a strong foundation of operational efficiency and environmental responsibility, with initiatives like solar panel installations at its terminals and on its fleet of tractors. In 2023 alone, these systems generated over 3 million kilowatt hours of electricity and offset more than 2,000 metric tons of CO<sub>2</sub> emissions across its facilities.

In parallel with emissions tracking, Marten is reducing its carbon footprint through targeted efficiency improvements. Initiatives like optimized routing, equipment upgrades, and temperature management have led to emission reductions of over 60% per load in some cases. In 2024, the company also began testing zero-emission vehicle (ZEV) technology, including trucks powered by compressed natural gas (CNG), to explore cleaner alternatives in its fleet. Read more about their new initiatives here.

**With robust systems and a proven track record, Marten is well-positioned to meet evolving expectations and continue advancing its sustainability strategy.**