

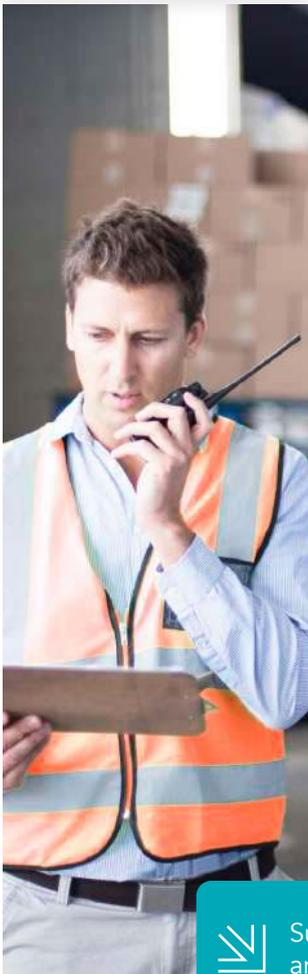


## ENGAGEMENTS VOLONTAIRES POUR L'ENVIRONNEMENT

transport et logistique

**Business support** programme for **reducing**  
the **energy and environmental impact** of  
**transportation and logistics** activities

### SHIPPERS



### FREIGHT FORWARDERS



### FREIGHT CARRIERS AND WHOLESALERS



### PASSENGER CARRIERS



Supply chain actors, shippers, freight forwarders, wholesalers, freight and passenger carriers are all committed to reducing greenhouse gas (GHG) emissions and limiting atmospheric pollutants.

Their ambitious and proactive approach contributes every day to improving our environment and air quality.

# A GLOBAL PROGRAMME



In its National Low Carbon Strategy, **France is targeting carbon neutrality by 2050.**

To tackle this challenge, the transportation and logistics sector is taking action. **The « Engagements Volontaires pour l'Environnement » programme** (Voluntary Commitments for the Environment) brings together **freight shipping clients, freight forwarders, and carriers** in a comprehensive approach, supported by public authorities and professional organisations in the sector.

## ▪ a dynamic sector

The convergence of transport and supply chain objectives facilitates the implementation of concrete solutions and **creates a virtuous synergy in favour of the climate.**



*Examples of interactions between players in the sector*

## ▪ commitment and support over three years

### THE COMPANY

↓  
**Commits to a 3-year action plan** to reduce its GHG emissions

### BENEFITS FROM

Support adapted to its needs



A proven **methodology** to pilot its actions



**Operational tools** to evaluate its emissions



“  
**A STRUCTURED  
APPROACH**”

With the **Objectif CO<sub>2</sub> label**, we are responding to the expectations of our customers and potential clients who are interested in reducing GHG emissions. The equilibrium of economic, human, and environmental challenges will be the key to the transport sector of tomorrow and the programme's tools consolidate our CSR approach.

**Philippe de Clermont-Tonnerre**, Groupe Star's Service

# SPECIFIC PLANS



Through its dedicated plans, the programme **provides solutions tailored to the needs of each actor** (shipping client, freight forwarder, freight carrier, passenger carrier, wholesaler).

## ▪ tailor-made action plans

**FREIGHT SHIPPING CLIENTS**



**FRET21**  
Les chargeurs s'engagent

**FRET21** supports companies better integrate the impact of transport in their CSR approach.

**4 action areas:**

- Loading rate
- Distance travelled
- Means of transportation
- Responsible purchasing

**FREIGHT FORWARDERS**



**EVcom**  
Les commissionnaires s'engagent

**EVcom** gives the necessary tools and support to freight forwarders to act with their transportation partners in favour of the environment.

**4 action areas:**

- Own fleet
- Transport purchases
- Customer collaboration
- CSR approach

**CARRIERS**  
GOODS, TRAVELLERS, WHOLESALERS



**Objectif CO<sub>2</sub>**  
Les transporteurs s'engagent

**Objectif CO<sub>2</sub>** supports road carriers in their efforts to reduce GHG emissions and atmospheric pollutants.

**4 action areas:**

- Vehicles
- Fuel
- Drivers
- Transport organisation

## ▪ performance recognition



### OBJECTIF CO<sub>2</sub> LABEL

adding value to the results obtained by the carriers



The Objectif CO<sub>2</sub> label is the recognition of excellent energy and environmental performance for the most virtuous road carriers.

Its allocation is certified on the basis of an external initial audit during which the reliability of the data and the performance level of the activity are verified in relation to the HBEFA standard.

Recognised by industry professionals, the label becomes a selection criterion for clients who are aware of, or engaged in, the FRET21 and EVcom strategies.

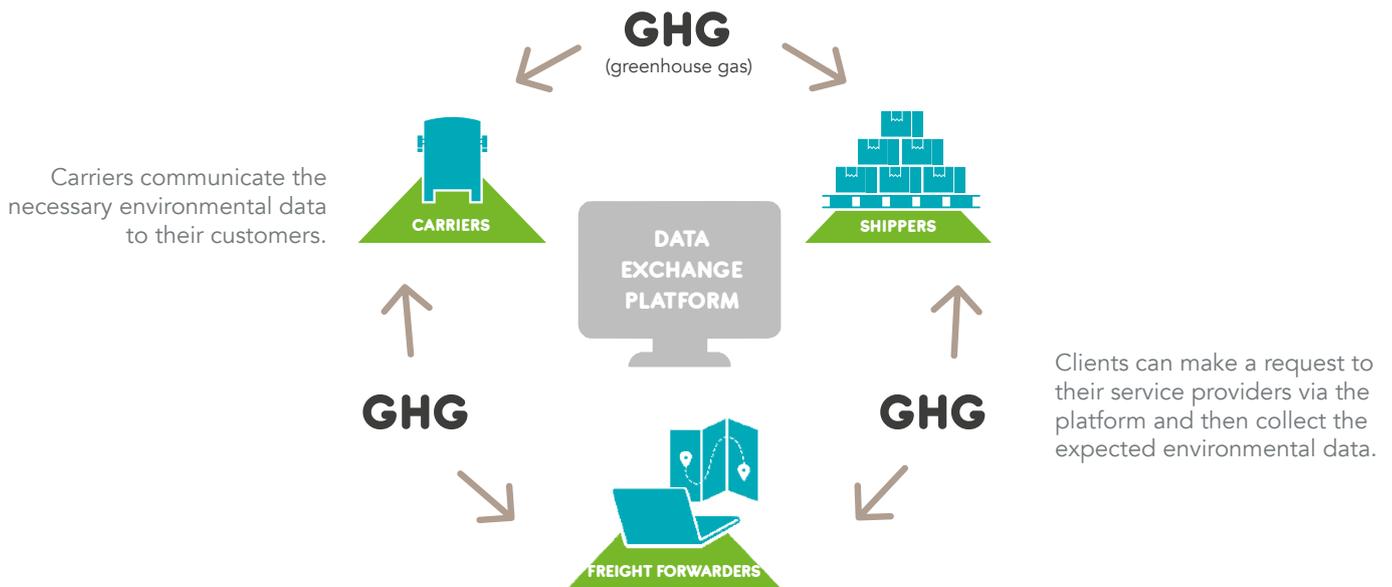
Eligibility criteria can be viewed at [www.eve-transport-logistique.fr](http://www.eve-transport-logistique.fr)

# A COMMON PLATFORM



## Exchange of environmental data

A data exchange platform **facilitates the transmission and recovery of environmental data** between carriers and clients. This information is essential, particularly within the framework of the decree on « GHG Information for Transport Services ».



Free solution and a data confidentiality guarantee.  
Availability date at [www.eve-transport-logistique.fr](http://www.eve-transport-logistique.fr)



## CLOSE SUPPORT

Ministry for the Ecological and Inclusive Transition, ADEME and professional organisations such as AUTF, CGI, FNTR, FNTV, OTRE, Union TLF are committed to promoting this programme. On behalf of ADEME, Eco CO2 is responsible for running the programme and providing technical support to companies.

### For carriers and freight forwarders:

- The professional organisations (CGI, FNTR, FNTV, OTRE, Union TLF) raise awareness and keep all transport companies in the programme informed;
- Eco CO2 regional Project Managers provide technical support for companies that are committed to the Objectif CO<sub>2</sub> and EVcom schemes.

### For the shippers:

- The AUTF raises awareness and informs the freight shipping clients and follows their commitments in the FRET21 system; it relies in particular on sectoral industry federations;
- Companies benefit from free technical support from Eco CO2 and can call on referenced service providers for in-depth support.

# CONCRETE BENEFITS



The voluntary commitment of companies within one of the programme's mechanisms enables them to **generate positive and measurable impacts** for their operations and **to improve the desired results achieved** by their employees and their customers.

## Save money

« With the implementation of the Objectif CO<sub>2</sub> approach, we achieved immediate returns: **25% savings** on fuel consumption and a **30% reduction in accidents**. It is also the simplest high quality project that we have managed in the company. »

Pierre GRAS,  
CEO of the Duval-Boucharechas Group

## Attract new customers

« Attracting new customers with the Objectif CO<sub>2</sub> commitment is easy thanks to the ethical **methods and practices** generated by the approach. In addition, numerical measures, continuing education and the optimisation of organisational and management choices promote the company's eco-responsible attitude to the clients. »

Cyril Darbier, President - Transports Darbier

## Complete your CSR approach

« Joining the FRET21 initiative means building concrete and ambitious actions with our partners **by reducing the carbon footprint of our transportation services by almost 10%**. In addition to being a source of creativity and enthusiasm for our teams, it builds relationships with our network of carriers. »

Faroudja Mellout, transport manager for  
Orangina Suntory

## Strengthen corporate cohesion

« The Objectif CO<sub>2</sub> label is a source of pride for our company and all its collaborators: It validates our efforts in the fight against greenhouse gas emissions, it is a competitive advantage in our field and we participate in improving the environment and the quality of life for all. **It is a positive step that unites our employees** within a sustainable development strategy, the DNA of our company. »

Philippe PREMAT, CEO Transport PREMAT

## Adding value to the profession

« Since 2009, the display of CO<sub>2</sub> Transport emissions has made our employees, our customers and our colleagues aware of the importance of our approach in reducing CO<sub>2</sub> emissions. **The label has encouraged our collaborators**. Since 2012 our objective has been even more ambitious: Transportation which is completely neutral in CO<sub>2</sub> and particulate matter (PM) ».

João LOPES, Group Director MENDY



# TRANSPORT AND LOGISTICS COMMIT THEMSELVES

**Over 1,500  
companies**

already engaged

**more than  
230,000  
vehicles**

30% of the French fleet

**1.3 million  
tonnes of  
CO<sub>2</sub>**

avoided every year



Join the companies involved!  
Let's work together to tackle climate  
change and improve air quality.

## Contact us

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The programme is backed by ADEME and the Professional Organisations (AUTF, CGI, FNTR, FNTV, OTRE, Union TLF) and is supported by the Ministry for the Ecological and Inclusive Transition. It is financed by Total Marketing France as part of the « Certificats d'Economies d'Energie » scheme (Energy Savings Certificates). Eco CO2 provides, on behalf of ADEME, the coordination, animation and technical support of the programme.



avec l'appui de  
**ecoCO<sub>2</sub>**

