

ETTAR Workshop 2, Prague

Best Practice Examples – Day 1

”Customer Workshops on transport emissions“

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Background

SITUATION:

- Only very mature customers aware of environmental impact of transports
- Even mature customers don't measure transport emissions (regularly) / put environmental demands on service providers
- Emission calculation projects stop after delivering first results

EXPLANATIONS:

- Transports predominantly seen under perspective of price and time (short term gains)
- No/little awareness of transport emissions' impact on own business (risks and chances)
- If aware, insecure (outsourced transports - lost "control") / not strategy in place
- No laws regarding the output of transport emissions

CONCLUSIONS:

- Changes in the way transport emissions are handled will occur (governmental impact/social concerns/resource shortages)
- Customers need to understand impact on business to push environmental actions internally and externally
- Proactive instead of reactive approach

Two challenging days

- ① **"Business Case first degree" or:**
 - Climate change facts
 - Public perception of companies' responsibility
 - Role of transport / future trends
- ② **"Business Case second degree" or**
 - Business drivers costs and image
 - Vulnerability of corporate strategy
 - Self-assessment of risk position and opportunities
- ③ **Focus on selected challenges during**
 - Internal / external communication
 - Integration of logistics emissions into procurement
- ④ **Individual Roadmap**
 - Generic roadmap for the implementation
 - Self- assessment of current position and targets
- ⑤ **Individual Action plan based on**
 - Current status
 - "Micropolitics"

Experience and participating customers

The first workshops took place in

- April 2005, Gothenburg, Sweden
- December 2005, Hamburg, German
- October 2006, Gothenburg, Sweden

Companies which already participated:

- IKEA
- PHILIPS
- TOYOTA
- TETRA LAVAL
- NIKE
- DEGUSSA
- ABB
- RAILOG SWEDEN
- (SHELL)
- (NOKIA)
- SONYERICSSON
- ELECTROLUX
- HP