



# Objectif CO<sub>2</sub>

An Emissions Reduction Program




LIBERTÉ • ÉGALITÉ • FRATERNITÉ  
RÉPUBLIQUE FRANÇAISE

MINISTRY OF  
ECOLOGY,  
SUSTAINABLE  
DEVELOPMENT  
AND ENERGY

**ADEME**



FRENCH ENVIRONMENT &  
ENERGY MANAGEMENT AGENCY

ROAD FREIGHT TRANSPORT

## QUALITY CHARTER AND LABEL



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# The Objectif CO<sub>2</sub> Program

The French Ministry of Ecology, Sustainable Development and Energy (MEDDE) and ADEME, working with all the professional organizations in the field of road freight transport, have developed a voluntary CO<sub>2</sub> emissions reduction program.

Under European Union agreements France has pledged to reduce its greenhouse gas emissions

**20%** in 2020  
**40%** in 2030



## Robust governance

### The National Steering Committee

- Outlines the strategic orientation of the program, its charter and label criteria.
  - Awards the quality label, on the basis of audits of company performance.
- Committee members represent MEDDE, ADEME, and the FNTR, OTRE, TLF and UNOSTRA professional organizations.<sup>1</sup>

### Regional committees

- Oversee regional implementation of the program and coordinate task officers in the field.
- Approve charter commitments submitted by companies.
- Members represent DREAL,<sup>2</sup> ADEME regional offices and professional organisations.

(1) Fédération Nationale des Transporteurs Routiers, Organisation des Transports Routiers Européens, Union des entreprises de Transport et de Logistique de France, Union Nationale des Organisations Syndicales des Transporteurs Routiers Automobiles.

(2) Direction Régionale de l'Environnement, de l'Aménagement et du Logement (regional directorates of central government administrations for the environment, land use and housing.)

In the framework of a **charter of commitments**, transport companies pledge to work towards an overall CO<sub>2</sub> emissions reduction goal over a period of three years. They commit to implementing an action plan that includes at least one measure in each of four areas: vehicles, fuels, drivers, and logistics (organization of transport flows).

A **quality label** is awarded to the companies that achieve a designated level of performance. This label highlights each company's achievements in holding down CO<sub>2</sub> emissions.

While it is possible to receive the quality label without signing on to the charter of commitments, this charter is a valuable tool that will help companies meet the performance requirements.

The Objectif CO<sub>2</sub> program is the only national mechanism in France that offers an overall reference framework and guidance on CO<sub>2</sub> emissions reductions to goods transport companies.

Road freight transport (heavy-duty trucks, lorries and light utility vehicles) is the source of about 10% of emissions of the principal greenhouse gas, carbon dioxide (CO<sub>2</sub>), in France. France is committed to reducing its CO<sub>2</sub> emissions by 20% by the year 2020.

**1 Million** tons of CO<sub>2</sub> emissions avoided each year

**100,000** vehicles covered, representing **over 20%** of heavy-duty trucks registered in France

## A charter for progress

The charter is a statement of commitment with a view to **reducing fuel consumption and CO<sub>2</sub> emissions**. It focuses on the means deployed, emphasizing implementation and follow-up of an action plan. The program has already attracted over 1,200 road transport companies since its inception in December 2008.

A 2014 study conducted in conjunction with the Centre Interprofessionnel Technique d'Etudes de la Pollution Atmosphérique (CITEPA)<sup>3</sup> showed that following the charter ensured gains not only in terms of greenhouse gases, but **also in terms of other atmospheric pollutants such as PM10, PM2.5, NOx and VOC.**<sup>4</sup>

(3) CITEPA : Interprofessional Technical Centre for Studies on Air pollution.  
(4) Particulates of diameter <10 µm, particulates of diameter <2.5 µm, nitrogen oxides, volatile organic compounds.

## A label to underscore and highlight results

The label is awarded to companies that reach a high performance level in terms of CO<sub>2</sub> emissions. This label enhances the company's image with suppliers and customers. It is awarded on the basis of an independent audit conducted to verify data and the level of environmental performance (CO<sub>2</sub> emissions).

**Performance is measured** on the basis of European HBEFA reference data, which include data for the French vehicle fleet.<sup>5</sup>

Both the charter of commitments and the quality label are administered via an online platform, [www.objectifco2.fr](http://www.objectifco2.fr).

(5) HandBook of Emission Factors for Road Transport.

### Aims of the quality label

- 1 Highlight** the results achieved by the companies with the best environmental performance.
- 2 Harmonize** methods and ensure reliable data.
- 3 Build** a dynamic network of actors.
- 4 Drive** the synergy between the charter and label.
- 5 Reduce** CO<sub>2</sub> emissions and improve energy efficiency in transport.



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### THE WORD FROM THE COMPANIES



#### TRANSPORTS SERGE DERVAL

**"We are proud of our results."**

"In 2014, the first year we renewed our commitments, **we reduced our emissions by 6.9%**. With time our performance has improved. Following these first encouraging results, our teams were convinced. We print out and analyze our indicators every morning so that the operators can make the best decisions. The company's profitability and respect for the environment cannot be separated."

**Dominique Derval**  
Co-manager



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#### TRANSPORTS JOURDAN

**"Objectif CO<sub>2</sub> is positive for the image of our profession."**

"We have reduced our CO<sub>2</sub> emissions by 11% over the first three years of our commitment. Our top priorities: fleet modernization and training in eco-driving techniques. **In our company, the environmental message on reducing emissions is more readily perceived than the message on saving fuel.** The quality label can create a virtuous circle within the profession."

**Michel Métal**  
Deputy Director



#### RAUTUREAU

**"The charter of commitments helps us make our efforts more visible."**

"We are hoping to equip 100% of our gear boxes with GPS systems to give real-time advice to drivers. Each month drivers receive a report on their driving with suggestions for improvement. **The label boosts consumer confidence**, and ensures recognition of the work achieved each day by our employees."

**Christian Pasquier**  
Administrative and Financial Director

# Concrete benefits for transport companies

Over 1,200 companies have joined Objectif CO<sub>2</sub> since 2009. Most of them have reached a high level of performance.

## Other advantages of the label

The label also guarantees the transparency that is sought by shippers, within a structure that is overseen by the French government, ADEME and professional organizations, and based on certified audit results rather than simply on company statements. The label also reinforces the commitment of companies that are already committed in the charter.



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## A positive economic balance sheet

The leading measures implemented under the charter have shown quantifiable results.

- **Hybrid vehicle use:** up to 15% fuel savings on average, in city driving.
- **Eco-driving training for drivers:** up to 10% fuel savings.
- **Vehicle speed limited to max 80 km/h:** 5% fuel savings on average.
- **Onboard software to optimise routes and vehicle loading:** less distance travelled, trucks more completely filled, yielding fuel savings.

## Economic benefits

In a highly competitive marketplace with low margins, significant reduction in fuel consumption is a prime economic advantage for transport companies.

## Commercial benefits

Objectif CO<sub>2</sub> also meets the growing demands of shippers who want to reduce the carbon footprint of their goods shipments. The scheme makes action taken more visible, and is a distinctive asset for participating companies.

## Benefits for the environment

Reducing emissions of CO<sub>2</sub> and atmospheric pollutants is an effective way to fight against climate change and improve air quality. Other aspects of the scheme also help reduce traffic congestion and noise.

## Benefits for management

Involving all employees in a joint action program gives structure to the company, both internally and in relation to outside partners. As attested by many of the participating companies, Objectif CO<sub>2</sub> is a management tool that highlights the value of employee action, and builds motivation within the company.

## Societal benefits

The stimulus provided by the program is an incentive for the road transport sector as a whole, and encourages companies to undertake environmental action. It has a positive effect on the image of the entire profession.



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## THE WORD FROM THE COMPANIES



### TRANSPORTS RUIZ

**“We focused on eco-driving techniques, with a lot of attention to teaching approaches.”**

“We committed to the charter in 2009, and renewed our commitment in 2012. In three years we reduced our CO<sub>2</sub> emissions by 10%, and have improved our fuel efficiency by between 2 and 3 liters per 100 km driven. **The quality label is important, because it goes farther than self-declared results.** Audit certification gives credibility. Even small and very small companies can be certified. It is easier when you start out with the charter of commitments.”

**Patricia Ruiz**  
Management officer



### PREMAT

**“We have communicated on our action to our customers and they have seen our progress.”**

“Our fuel consumption dropped by 8% during the first phase of our commitment, and by 5% during the second period. Each driver has one day of training in eco-driving techniques a year, with onboard software for real-time performance assessment. **The strong commitment shown by management is one of the main drivers of success.** The quality label pushes us to renew our commitment to this action.”

**Philippe Premat**  
CEO



### MGE

**“Protection of the environment fits with our company values.”**

“Our two main achievements since 2012: renewal of our tractor-trailer fleet, and eco-driving training for our drivers. **Our CO<sub>2</sub> emissions have fallen by 20% in three years,** and our fuel consumption by 6.6%. We have also reduced by 3% the number of kilometers driven with no load. To us the label means recognition, and guarantees that the data on results achieved are trustworthy.”

**Nadège Robert**  
Quality and Environment Officer



### BREGER

**“We initiated our environmental action in 1992.”**

“The strong point of the charter commitment is its long time frame and structured approach. Now all our vehicles are equipped with onboard software, self-assessment of driving, and trainers who work regularly with drivers. The charter objectives have led us to develop multimodal rail-road service. **It is crucial to have a trustworthy label, validated by a public body,** in order to counter private commercial initiatives that are gaining ground in Europe.”

**Alain Egermann**  
General Director



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### STAR'S SERVICE

**“A common cause to defend together.”**

“Having reduced our CO<sub>2</sub> emissions by 8 to 9% in three years, we decided to renew our commitment. Our progress is slower now, as the achievements of our first commitment period kick in. **Our employees are now well aware of the stakes.** The label highlights our initiative and encourages us to continue our work. This is important to our customers: attention to the environment is no longer optional it is a mandatory commitment.”

**Philippe de Clermont Tonnerre**  
Task Officer



### DISTRITEC

**“Environmental action and emissions reduction are a major component of our company vision.”**

“We made our first pledge in 2010. By the end of 2013 we had reduced CO<sub>2</sub> emissions by 12.5% over the period. Our vehicles are recent models, equipped with automatic transmission devices and deflectors. **We have communicated a great deal on the charter within the company,** via a quarterly booklet distributed to each employee, and emissions savings indicators posted in our agencies.”

**Laurent Valmont**  
Director for Environment, Safety and Quality



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# How do companies sign on to the charter?

Companies commit to reduce fuel consumption and the related CO<sub>2</sub> emissions by setting targets and establishing a three-year action plan.

The different steps and implementation are outlined in handbooks and action forms available at [www.objectifco2.fr](http://www.objectifco2.fr)

The Objectif CO<sub>2</sub> charter applies not only to transport service companies (carriers) but also to companies with their own fleet of vehicles (shippers, wholesalers).

The [www.objectifco2.fr](http://www.objectifco2.fr) website includes a tool that enables companies to track their CO<sub>2</sub> emissions reduction figures and environmental performance indicators, on the basis of operations data entered.

The members of the **regional committee** and the **territorial task officer** are there to provide assistance to companies in all stages of their action. Companies can also engage the services of a technical consultant. Financial assistance to cover consultant costs is available in some cases: requests for financial aid are submitted to the ADEME regional office.

## THE WORD FROM THE COMPANIES



### VIR TRANSPORTS

*“Holding down our emissions is a new feature in our quality service offer.”*

“We signed the Objectif CO<sub>2</sub> charter in 2013, but we had already done much to limit fuel consumption. Today our entire fleet is equipped with onboard software and our drivers have had training in eco-driving techniques. Our fuel consumption has decreased by 4 to 5%. We care greatly about quality, and the label means a lot to employees and customers.”

André Semama  
General Director

## Four stages

- 1 Self-evaluation.** Draw up a current status report on the company's activity.
- 2 CO<sub>2</sub> assessment.** Take an inventory of CO<sub>2</sub> emissions, set a reduction target for the three-year period, and establish an action plan.
- 3 Signing the commitment.** The three-year commitment entitles companies to use the Objectif CO<sub>2</sub> logotype.
- 4 Annual progress report.** Evaluate CO<sub>2</sub> emissions, calculate progress, and adjust the action plan accordingly.

## Four areas of action

Companies must implement at least one measure in each area.

- 1 Vehicles**
  - Increase the pace of fleet modernization
  - Choose equipment, tires and accessories that save fuel
  - Install automatic gear boxes
  - Limit maximum vehicle speeds to 80-85 km/hour.
- 2 Fuel**
  - Use alternative fuels
  - Use software to monitor fuel consumption.
- 3 Drivers**
  - Train drivers in eco-driving techniques
  - Create bonus incentives.
- 4 Logistics (organization)**
  - Review and revise general transport organization
  - Use combined transport modes
  - Optimize vehicle trips and loading
  - Involve shippers, subcontractors and all logistics service providers.

# How do companies qualify for the label?

The company vehicle fleet meets CO<sub>2</sub> performance criteria.

The quality label is open to all companies that sign on to the Objectif CO<sub>2</sub> charter.

To obtain the label a company must achieve a high performance level for its entire fleet, based on vehicle emissions in g CO<sub>2</sub>/km compared to HBEFA reference emission data.<sup>6</sup>

To assess fleet performance and determine whether a company qualifies for the label, activity data by vehicle group is submitted on [www.objectifco2.fr](http://www.objectifco2.fr).

It is not necessary to sign on to the Objectif CO<sub>2</sub> charter in order to qualify for the quality label.

(6) Handbook of Emission Factors for Road Transport, the European database for emissions factors applicable to vehicle fleets in France.

More information on the Objectif CO<sub>2</sub> quality label and certification process can be found in the documents entitled "Référentiel" and "Procédure" available at [www.objectifco2.fr](http://www.objectifco2.fr)

## Four prior conditions

- 1 Set up an account on the [www.objectifco2.fr](http://www.objectifco2.fr) website.** Submit an activity record for at least one full year (the minimum activity period).
- 2 Track the activity data needed to calculate the carbon performance indicator.** These data are monitored by vehicle group, for the entire fleet: fuel consumption, distance travelled, load tonnage, etc. Average speed and eventually gradients are taken into account. Data are collected on the totality of the company's transport activity: 100% of the company fleet operating in France.
- 3 "Non-label" transport subcontracted to third parties must represent less than 35% of the company's transport billings.** The maximum allowable proportion of non-label subcontracting will progressively fall to 15%, at a pace set by the national steering committee.
- 4 Track transport other than road transport:** rail, river, maritime, if these modes are used.

## Three steps to attribution

- 1 Label request.** If the company meets the conditions above, it can submit a request for label certification to the managing body, via the [www.objectifco2.fr](http://www.objectifco2.fr) website which will determine eligibility, in relation to vehicle fleet performance in particular.
- 2 Verification audit.** If the company's filing is eligible, it will then engage an audit process to provide independent verification of compliance with the standard guidelines.
- 3 A three-year label.** If the audit validates compliance with the guidelines, the quality label is attributed for a three-year period, on the condition that company activity data is updated annually (via the online platform [www.objectifco2.fr](http://www.objectifco2.fr)) and that fleet performance is maintained without deterioration.

## THE WORD FROM THE COMPANIES



### XPO LOGISTICS

**"The advantages of the label: independent certifying body, reliable methods and data confidentiality."**

"We are now in our third cycle of commitment under the CO<sub>2</sub> charter: **Our target for 2013-2015 is to further reduce our CO<sub>2</sub> emissions by 6%.** Our core commitment is to renew one-quarter of our vehicles fleet each year, and train all our drivers in eco-driving techniques."

**Marlène Fine**

Director, Sustainable Development and Multimodal Transport Solutions, XPO Logistics Europe



## A BRIEF PROFILE OF ADEME

The French Environment and Energy Management Agency (ADEME) is active in the implementation of public policies regarding the environment, energy and sustainable development.

ADEME provides expertise and advisory services to businesses, local authorities, government bodies and the public at large, to enable them to consolidate their environmental action.

As part of this work the agency helps finance projects, from research to implementation, in the areas of waste management, soil conservation, energy efficiency and renewable energy, air quality and noise abatement.

ADEME is a public agency under the joint supervision of the Ministry of the Ecology, Sustainable Development and Energy, and the Ministry for Primary, Secondary and Higher Education and Research.

## CONTACT INFORMATION

**ADEME** has designed the Objectif CO<sub>2</sub> program and the accompanying tools for companies, and ensures dissemination via ADEME's regional offices.

**The regional directorates of central government for the environment, land use and housing (DREAL),** and operational branch offices in all areas of activity of the Ministry of the Ecology, Sustainable Development and Energy are partners in the scheme.

**The professional organisations in the road transport sector** are prime partners, and the direct interlocutors of transport companies.

**Territorial task officers** are available to assist and accompany local companies at every stage of their environmental action.

**The full list of contact information is available at [www.objectifco2.fr](http://www.objectifco2.fr).**



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