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.
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 GLOBAL PROGRAMME**

To achieve this, the sector has developed a programme called « Engagements Volontaires pour l’Environnement » (Voluntary Commitments for the Environment), which 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.

**FREIGHT SHIPPING CLIENTS**

Shipping clients develop responsible purchasing strategies by favouring certified service providers who will complement their GHG emissions reduction plans within their transportation activities.

**FREIGHT FORWARDERS**

The Freight forwarders organise and coordinate optimal logistics solutions.

**CARRIERS**

Carriers act on their fleets, and the general reorganisation of their transport flows, with customers who are sensitised and involved in the reduction of GHGs.

**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.

Operational tools to evaluate its emissions.

A proven methodology to pilot its actions.

With the Objectif CO2 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

*Examples of interactions between players in the sector*
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 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 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 CO₂ supports road carriers in their efforts to reduce GHG emissions and atmospheric pollutants.

4 action areas:
- Vehicles
- Fuel
- Drivers
- Transport organisation

- performance recognition

**OBJECTIF CO₂ LABEL**

adding value to the results obtained by the carriers

The Objectif CO₂ 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 ».

Carriers communicate the necessary environmental data to their customers. Clients can make a request to their service providers via the platform and then collect the expected environmental data.

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**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 CO₂ 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.

Free solution and a data confidentiality guarantee. Availability date at www.eve-transport-logistique.fr

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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 CO₂ 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 CO₂ 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 CO₂ 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 CO₂ Transport emissions has made our employees, our customers and our colleagues aware of the importance of our approach in reducing CO₂ emissions. The label has encouraged our collaborators. Since 2012 our objective has been even more ambitious: Transportation which is completely neutral in CO₂ and particulate matter (PM) ». 

João LOPES, Group Director MENDY
TRANSFORM THE LOGISTICS INDUSTRY

Over 1,500 companies
already engaged

more than 230,000 vehicles
30% of the French fleet

1.3 million tonnes of CO₂
avoided every year

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

Contact us
Phone: +33 (0)9 72 11 60 68
contact@eve-transport-logistique.fr
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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’Économies d’Énergie » scheme (Energy Savings Certificates). Eco CO2 provides, on behalf of ADEME, the coordination, animation and technical support of the programme.