"Objectif CO2": Voluntary commitments program to reduce CO₂ emissions of the road freight transport operators.

**Environmental standards and policy, Monitoring and benchmarking of processes, Communication between businesses and authorities**

Road transport signatory companies of the commitment charter have three years to develop and implement their personalised action plan and to achieve their target to reducing their fuel consumption and, as a result, their CO₂ emissions. The mechanism implemented relies on the corporate and environmental responsibility of companies. The public authorities, behind the strategy, will supply reporting tools and fund support for companies. The main training and transport bodies are stakeholders in providing information and support to companies.

Road transport companies usually make fuel savings by reducing their CO₂ emissions and so reduce their costs. Those involved in the supply chain (individual transport companies, shipper cooperatives, etc.) had issued declarations of intent with regard to reducing CO₂ emissions but the public authorities were not necessarily on board and/or the objectives to be achieved were not quantified.

In December 2008, ADEME and the Ministry of Transport, together with the carriers’ representative organisations, launched a voluntary charter for a commitment to reduce CO₂ emissions in road freight transport, asking each signatory company to identify potential fuel savings and to implement a practical approach for achieving those savings. In exchange, the public authorities would recognise actions taken under the charter.

In 2008 there were 15 signatory companies of the commitment charter Objectif CO₂; today there are a thousand thanks to action by the public authorities, trade associations and CO₂ project representatives. The number of CO₂ representatives is growing, with some regions having several, so as to make more companies aware and provide them with assistance.
To sign the charter of voluntary commitments and thereby join the scheme, the applicant must fill in the online Web tool on the website www.objectifco2.fr, while complying with the following prerequisites:
- Carry out a CO2 diagnosis: its aim is to assess the situation and choose the scope of commitment.
- Choose/Define two environmental performance indicators specific to the company (g CO2 /km and an activity unit for obtaining the g CO2 /t.km indicator) with a 3-year reduction target.
- Define an action plan over a 3-year period based on the following four key areas: Vehicle, Fuel, Driver, Organisation of transport flows.

More information:
http://www.objectifco2.fr/
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When reviewing the signing of the charter, other more qualitative elements may be taken into account, such as: human resources that the company considers deploying in order to lead and implement the action plan internally; the method chosen for measuring and monitoring the fuel consumption; etc.
Furthermore, the tool is used to assess the CO2 savings and time to return on investment that the signatory may obtain depending on the actions it chooses and the targets it sets for each. Thus the tool enables the company to test various situations and assess which targets it can realistically commit to.

Transport mode or supply chain elements:
The action plan is based on a range of solutions, organised around the vehicles, fuel, drivers and the organisation of the transport flows. All types of actions have to be implemented: organisation (use of combined transport, optimisation of logistic flows, improvement of load factors...), drivers behaviour (eco-driving...) and technology (fleet renewal, alternative energies, etc.).
Main actors involved:
• ADEME (French Public agency for the Environment and Energy Management) and its regional divisions
• French Ministry of Transport and its regional divisions
• Road freight and passenger transport companies
• Professional road transport employer associations and training bodies

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