

## IPC Builds on Its Core Business: *Through Environmental Sustainability Measurement System*



The core business of IPC over the past twenty years has been providing quality upgrading programs and performance measurement systems for its members and non-member participating posts. As an extension of these core systems, last October, the International Post Corporation (IPC) announced along with its 24 member posts its plans to develop a three-tier program to address environmental sustainability. The program focuses on developing sector-wide definitions and measurement systems; conducting stakeholder research and communicating industry advances in environmental sustainability.

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Since IPC announced this initiative much progress has been made. IPC has conducted research to map best practice, research customer views on environmental issues, establish postal sector indicators and benchmark for carbon management. The results of this research are laying the ground work for the development of indicators, metrics and targets for the postal industry, along with a common management system, and reporting framework.

The IPC Environmental Measurement System is a sector specific carbon management and reporting system tool currently under development. The system will enable IPC member posts to measure and illustrate their improvements in carbon management to stakeholders in a consistent manner. The industry measurement system will be a topic of discussion at the IPC Annual Conference, *Leadership Through Sustainable Development: Challenges and Opportunities*, 29-30 May 2008.

Since October 2007, executives from many IPC member countries have come together to share best practices and map the way forward for the postal sector on this very crucial issue. The IPC member posts are committed to becoming more efficient by optimizing networks and operational processes in order to boost energy productivity. Many posts are piloting alternative fuel vehicles, including electric, hybrid, hydrogen and bio-fuels.

Several IPC members are in various stages of their environmental sustainability programs. Some initiatives include:

- Royal Mail is focused on reducing their carbon footprint. For the past 18 months, they have had 100 percent renewable electrical energy, derived from wind and methane from land fill. Their sustainability targets include being completely carbon neutral by 2015.
- The United States Postal Service (USPS) has built an energy efficient business model by building partnerships with competitors, transportation contractors and customers. Providing 'last mile' access of their delivery networks to FedEx, UPS and DHL has contributed to an overall reduction in petroleum consumption in the total delivery market.
- Deutsche Post World Net (DPNW) in Germany is also tackling the challenges in front of them. They employ 550,000 people in over 220 countries and are the world's largest logistics company. Because of their size, they have an enormous impact on the environment. Their challenges include their dependence on fossil fuels; emissions which affect climate change and air quality, noise, from aircraft and trucks; and sustainable use of paper and energy. DPNW has developed several initiatives to address each of these issues and is in various stages of implementation.

- La Poste, France, has a goal of reducing emissions by fifteen percent over the next four years. La Poste has made a significant investment in this area, including a conversion from traditional petroleum vehicles to electric cars and trucks. They are planning to add to their existing electrical fleet by purchasing several hundred more electric delivery vehicles over the next few years.

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- TNT, Netherlands has launched an extensive program called "Planet Me." The program consists of three pillars: Count carbon – involving a measurement plan for all operations involving a certified managed system for measuring CO<sub>2</sub>; Code orange – a set of binding policies to govern corporate behaviour including "lead by example" and a push to modernize the fleet with green vehicles; and Choose orange – a pillar focused on innovation and challenging employees to adopt the program both at work and at home.

"IPC is proud of the accomplishments of our members in reducing their global footprint thus far and we look forward to working with them to share best practices and to develop a comprehensive and measurable environmental program that may be implemented industry-wide and provide the platform for the postal industry to become a global model for environmental sustainability."

Herbert-Michael Zapf, CEO,  
International Post Corporation.

## Europe

### TNT Makes its CO<sub>2</sub> Promise with Planet Me



In August 2007, TNT launched its Planet Me programme to reduce its CO<sub>2</sub> emissions and stimulate its 159,000 employees to do the same in their private lives.

The company pledged to improve the transparency of its carbon footprint and installed a certified system to measure, report and manage its CO<sub>2</sub> emissions. It announced CO<sub>2</sub> reduction initiatives in its eight most important operational areas: aviation, buildings, business travel, company cars, partnering with customers, the operational vehicle fleet, procurement and investments.

Announcing Planet Me, TNT's chief executive officer, Peter Bakker, pointed out the strong business case. He said that customers, governments, TNT employees and the general public were increasingly looking at how companies are responding to global warming.

"For TNT, the challenge of reducing CO<sub>2</sub> emissions is tremendous. Low carbon technologies for transport are just not available, or are too costly to implement," said Mr Bakker. "Despite these challenges, this announcement is the start of our quest to become the first zero emissions express and mail company in the world."

The month after announcing Planet Me, TNT gained the highest score in the Dow Jones Sustainability Index achieving 91 compared with 84 the previous year. The company had particularly good results in environmental management, risk and crisis management, human capital development and stakeholder engagement.

## TNT Thinks Electric for Urban Deliveries

TNT launched a trial of two Smith electrical trucks in Rotterdam last August, in a step that it believes it will repeat for its pick-up and delivery vehicles in other urban areas.

The trucks formed part of the Rotterdam Climate Initiative to halve CO<sub>2</sub> emissions in the city by 2025 (compared with 1990).

"We are very aware of the impact of our operations on the environment and recognise that we contribute to the problem of climate change. Hence, we feel it's our responsibility to contribute to a viable long-term solution," said TNT chief executive officer Peter Bakker. "Protecting the environment also makes business sense, as our stakeholders are increasingly evaluating us on our environmental impact."

Electric vehicles can work out more cost effective than diesel vans or trucks when taken over the average commercial vehicle's five-year life span, owing to the low cost of electricity compared with diesel. Maintenance costs are lower for an electric vehicle which has only four moving parts compared to over a thousand in a diesel drive train.

TNT's Driving Clean programme involves four projects: cleaning up its existing fleet; purchasing cleaner new vehicles; investigating possibilities for the fleet in the future and efforts within its partnership with the United Nations Environmental Programme.

In 2007, the company tested twenty bio fuel trucks in India and 53 in the Netherlands; it ran 161 vehicles on compressed natural gas in Germany and piloted five in the Netherlands. It successfully tested a 7.5-tonne zero emission electric vehicle in London.

## Swiss Post Goes for Another 10% Reduction

Swiss Post has invested CHF 135 million in the past ten years in more than 100 environmental protection initiatives, most of which, it says, have produced positive financial results.

Between 2000 and 2005, the postal operator reduced its CO<sub>2</sub> emissions by nine percent; it has pledged a further 10 percent reduction within the next five years under the PostEurop climate protection programme.

Swiss Post sees sustainable management as an opportunity to conserve resources, reduce costs and create an energy and CO<sub>2</sub> efficient business. It has thirty natural gas-powered vehicles in service, powered mostly by CO<sub>2</sub>-neutral Kompogas which emits 60 to 95 percent fewer pollutants than petrol or diesel vehicles. There are plans to expand the natural gas fleet as better vehicles come on to the market and the fuelling station network grows.

Optimum use of rail transport within time and financial constraints enabled a one percent reduction in the climate impact of goods transport between 2000 and 2005. Currently, rail accounts for 58 percent of transport.

In the PostBus passenger fleet, Swiss Post is buying vehicles with the latest emission technology and is fitting them with soot particle filters. All Postbuses meet the Enhanced Environmentally Friendly Vehicle standard, which exceeds the international EURO 5 standard for diesel engines.

Swiss Post has analysed its employees' commuting routes and has encouraged them to use the more environmentally friendly public transport by offering a twenty percent discount on commuter passes.

In its buildings, since the beginning of 2008, Swiss Post has drawn 100 percent of its electricity from renewable sources. Between 2000 and 2005, the postal operator increased its use of energy from renewable sources; it reduced electricity consumption by ten percent.

Swiss Post measures the effect of all its activities on the environment by converting them into a CO<sub>2</sub> equivalent. Overall, between 2000 and 2005, it reduced its environmental impact by fifteen percent and cut its CO<sub>2</sub> emissions by nine percent.

## De Post/La Poste Sets Reduction Targets

De Post/La Poste has undertaken to reduce its energy consumption by 7.5 percent and its CO<sub>2</sub> emissions by an average of ten percent by 2012.

The postal operator is five years into a programme to replace its fleet with less polluting vehicles. At the end of 2006, it put fifty electric mobylettes into service.

During 2007, De Post/La Poste conducted a systematic analysis of its energy consumption at all sites. It is employing new technology where feasible, for example, it applied solar film to the façade of its main Centre Monnaie office in Brussels rather than install an energy-hungry cooling system.

Waste management is based on separating paper and cardboard and dangerous waste such as neon strip lights, printer cartridges, photocopier toner and spent batteries. Plastic and PVC bags used for international mail transport are recycled.

Water pressure reducers at nearly 100 sites have reduced water consumption and when buildings are renovated, De Post/La Poste installs low flow equipment such as dual flush toilets.

## P&T Centre Gains Waste Management Award

P&T Luxembourg's sorting centre in Bettermburg-Krackelshaff has been awarded a quality label and certificate for its ecologically sound waste management system.

The centre was assessed for: its measures to avoid and reduce waste; the separation of recyclable material, and cooperation with waste management companies guaranteeing first class recycling or environmentally friendly disposal of waste.

An important aspect of the waste management programme was the involvement of all employees.

The quality label was awarded by the Super-DrecksKëscht@fir Betriber, a joint campaign by the ministry of the environment and the chamber of trade. The waste management system will be inspected annually.

## Norway Post's Range of Reduction Measures

Norway Post has initiated a range of projects to reduce its CO<sub>2</sub> emissions and therefore achieve its objective of a ten percent reduction within five years.

It aims to cut diesel consumption by its vehicle fleet by five percent (500,000 litres) a year by teaching drivers environmentally efficient driving methods. The postal operator is also aiming to optimise vehicle utilisation and its delivery routes.

Work on alternative fuels includes a biodiesel trial which has produced good results. Norway Post has negotiated with suppliers with a view to increasing use of biodiesel and is also assessing the use of biogas and electric vehicles.

Box Delivery, a Norway Post company in Sweden, is using biogas and added another 32 biogas-powered vehicles to its fleet last year.

"Here in Norway Post we are implementing a lot of environmental measures but we must be humble in relation to society's environmental challenges. Our ambition is for our operations to be carbon neutral," said Dag Mejdell, chief executive officer.



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## Royal Mail Group Helps Staff Offset CO<sub>2</sub>

Royal Mail Group has developed a carbon calculator, "Ollie", to help its employees work out how many trees they need to plant to offset their personal, annual, carbon footprint.

Already, employees have signed up to a new scheme to give money direct from wage packets to The Woodland Trust, a charity that plants and cares for trees.

Following the employee scheme's launch, Royal Mail has given its carbon calculator to The Woodland Trust, which is challenging other businesses to follow Royal Mail's good example.

Dr Martin Blake, head of sustainability at Royal Mail Group, said: "With some 185,000 employees we have a great opportunity to raise awareness in our workplace and through our people and more widely into their homes and communities. This unique product provides our people with the opportunity to ethically and appropriately offset their residual carbon emissions in what is the final step in a process of reduction."

## DPWN Develops Group Climate Protection



Deutsche Post World Net (DPWN) is developing a comprehensive climate protection programme for the entire group. One point of focus is the use of alternative power such as electricity, gas and hybrid engines.

The company is trialling hybrid trucks produced by Mercedes-Benz, Mitsubishi and Daimler. The vehicles are being integrated into DHL Express operations in the United Kingdom and mail transport operations in Germany.

DHL already has experience of hybrid vehicles in Japan where it has been operating Mitsubishi's Fuso Canter Eco Hybrid.

## DHL/TK Maxx Air Deflector Set to Save CO<sub>2</sub>

DHL Exel Supply Chain and its client TK Maxx believe that a new air deflector on double deck trailers can produce fuel savings of up to 3.5 percent and a reduction in CO<sub>2</sub> emissions of 5.25 tonnes per vehicle per year.

The aerodynamic front bulkhead air deflector built by Don-Bur has completed a successful trial on ten trailers. It will now be fitted on the remaining 92 trailers by the end of the year.

The deflector is the latest initiative in a series of projects developed by TK Maxx and DHL under the green clause in the contract between the two companies that outlines their joint commitment to meeting key environmental goals.

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## DHL Sweden Switches to Alternative Fuels

DHL Sweden has announced it will invest about EUR 800,000 in the next three years in 250 vehicles that run on alternative fuels.

It plans to replace diesel vehicles with the more environmentally friendly vehicles as leases expire. In addition, the company will cover the cost of a further fifty vehicles operated by any forwarders contracted to DHL who make the switch.

DHL Sweden currently has about twenty biogas-powered vehicles, including five heavy trucks and fifteen delivery vans. It intends to convert all its diesel-powered vans to alternative fuels.

## DHL France Tests Renault's Eco Vehicle

DHL Express France is testing an ecological Renault vehicle fitted with a noise and pollution reduction system.

The trial is being undertaken within the European research programme, Freight Intelligent Delivery of Goods in European Urban Spaces (FIDEUS). This aims to develop ideas for transport that minimise emissions in urban areas.

The ecological vehicle will be tested on a normal pick-up and delivery route. The prototype is equipped with an advanced electronic measurement system and has special equipment allowing it to reduce noise and pollution. A telematics system warns the driver when he enters an urban area so that the equipment can be activated.

## Poste Italiane Supports EU Energy Reduction

Environmental measures are a key element of Poste Italiane's programme for Corporate Social Responsibility.

The company intends to achieve the twenty percent reduction in energy consumption by 2020 called for in European Union objectives. In conjunction with this, it plans to use energy from renewable sources, for example, it has already converted its heating boilers from oil to methane.

Poste Italiane operates 27,500 motorcycles and 15,000 vehicles. In 2005, it began replacing its fleet with vehicles meeting the most up-to-date pollution standards. In 2006, it increased by 53 percent to 800 the number of natural gas-fuelled vehicles and in 2007, it increased the number further to 1,500.

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Trials on vehicles powered by alternative fuels have included electric vehicles equipped with gel-lead batteries that could eventually replace endothermic motorcycles; electric and hybrid quadricycles and assisted push thrust bicycles.

Tests carried out in Milan last year involved a hybrid light truck with an electric engine for traction and an endothermic engine working as a generator to charge the battery.

In addition to activity to reduce energy consumption and CO<sub>2</sub> emissions, Poste Italiane has a waste separation and recycling system.

**Correos Tests Electric Bicycles and Vans**

Correos is using electric bicycles and mail delivery vans in pilot projects in historical city centres and urban pedestrian areas.

It has purchased nine bicycles and five vans, which, although more expensive than conventional vehicles, are said to be more economical in terms of utilisation, maintenance and durability.

**Magyar Posta Sees Solution in Solar Power**



Magyar Posta aims to increase its use of energy from renewable sources including solar power. At the National Logistic Centre, the postal operator is installing a solar water heating system to provide 6,000 litres of hot water a day.

The ECOpost concept is for buildings designed and built for lower energy consumption.



## Itella Supports Mobile Phone Recycling

Itella is supporting a mobile phone recycling campaign launched by Nokia by delivering return envelopes to consumers and managing the process for delivering phones to the recycling company.

## Hellenic Post- ELTA S.A.'s CSR- Green Initiatives

Being a modern postal operator, Hellenic Post- ELTA S.A. gives great importance not only to its economic development and improvement of the provided services, but also to the fulfillment of its societal role. For this reason, we have integrated CSR in our overall business operations policies, in three areas: employees, society and environment.

It is noted that Hellenic Post-ELTA S.A. is preparing its strategic CSR plan, which will be integrated in the overall company's business plan for the next five years.

Our environmental initiatives are outlined here.

Given the increasing political momentum behind the climate change debate, postal companies cannot stay indifferent. Faced with this situation, the Kyoto Protocol and the European Commission, among others, have set targets for reducing CO<sub>2</sub> emissions for the next decades.

According to recent studies, the greenhouse gas emissions of the European postal sector represent almost seventy percent of its total environmental impact (road and air transport, building energy usage etc.). However, there is a considerable scope for improvement, since the postal sector- as a vital sector of the European economy- can contribute significantly to the reduction of these emissions in Europe and worldwide. For these reasons, PostEurop's Environment Working Group decided to launch a **Greenhouse Gas Reduction Programme** and invited PostEurop Members to join the initiative. Participation in the programme is voluntary, without any entry fee for the participants, and it is expected to promote the cooperation among the participating postal operators and to create synergies in terms of climate change approach.

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*Hellenic Post continued*

Hellenic Post-ELTA S.A. was one of the first postal operators who declared their participation, among the 14 postal operators which have signed up to the programme until now.

The expected benefits are:

- **Economic**, from reduced fuel, energy and resources consumption
- **Regulatory**, by anticipating the evolution of 'green' regulation
- **Scientific**, by encouraging Research Development and innovative technologies
- **Societal**, by demonstrating postal operators' goodwill to address their social responsibility.

The expected result is an average **ten percent reduction of CO<sub>2</sub> emissions across all programme participants within the next five years.**

Besides our participation in the Greenhouse Gas Reduction Programme, ELTA S.A.'s Director of Corporate Marketing and Advertising is participating in various forums, seminars, etc. in Greece and abroad, in order to keep up with the evolutions in the international level regarding environmental issues. Specifically, the International Post Corporation's (IPC) Senior Executive Forum on *CSR: Environmental Sustainability*, IPC's Best Practice Seminar on *Green Post- Carbon Management*, and the *Senior Executive Forum on Strategic Communications*.

We also support various actions of environmental and ecological consciousness. Recently, our company was one of the main sponsors of the International Congress- Open Forum *The Mediterranean City towards the Climate Change*, which took place in Athens on 10-12.1.2008.



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## Americas

### USPS has More Alternative Fuel Vehicles

The United States Postal Service has the nation's largest fleet of alternative fuel-capable vehicles, including biodiesel, electric, and hydrogen power.

In 2007, the US Postal Service increased its use of ethanol by sixty percent, in part by acquiring 5,856 vehicles that can operate on cleaner-burning ethanol (E85) fuel. Working with the US Department of Energy National Renewable Energy Laboratory and Clean Cities Program, the Postal Service determined the best locations to place the new vehicles. Based on E85 fuel availability, a large number were put into service in Minnesota and other Midwestern states.

The Postal Service began using E85 fuel in Minnesota in 2000 when it was first available there. As the number of E85 fuel stations grew, so did USPS usage, to a record total of 337,735 gallons in Minnesota by 2007, accounting for 39 percent of the total amount of E85 fuel purchased by the USPS nationwide. The US Postal Service's support of E85 fuel in the state has earned several honours, including a national White House Closing the Circle Award in 2007.

Through its use of alternative fuels and relying on commercial fuelling stations, the Postal Service helps spur demand for greater availability of alternative fuels across the country. This helps ensure that alternative fuels are more readily available to the general public too.



"The USPS is in a unique position to help generate demand for alternate fuels as well as to help reshape the nation's refuelling infrastructure," said Postmaster General and CEO John E Potter. "We are helping lead the way to a nation with cleaner air and greater energy security."

## Mail Back Scheme Recycles Electronics

A pilot program launched in 2008 by the United States Postal Service allows customers to recycle small electronics and inkjet cartridges by mailing them free of charge.

The "Mail Back" programme makes free envelopes available in 1,500 post offices for mailing back inkjet cartridges, PDAs, Blackberries, digital cameras, iPods and MP3 players – without having to pay for postage.

Postage is paid for by Core Recycling Concepts, a nationally recognized company that refurbishes, recycles and remarkets small electronics down to their element compounds. If the electronic item cannot be refurbished and resold, its component parts are reused to refurbish other items, or the parts are broken down further and the materials are recycled.

It was this philosophy that won Core Recycling the contract with the Postal Service, "As one of the nation's leading corporate citizens, the US Postal Service is committed to environmental stewardship," Anita Bizzotto, chief marketing officer and executive vice president said. "This program is one more way the Postal Service is empowering consumers to go green."

The pilot in ten areas across the country could become a national programme this autumn if it proves successful.

## USPS Reduces Paper Usage



Reducing the use of paper, supporting the use of recycled paper, and recycling waste paper have been United States Postal Service goals for nearly two decades.

Retail postal, stamp and mailing products are made from 100 percent recycled content with post-consumer content ranging from 80 to 100 percent. New water-based inks used to print stamps are made from soybeans and contain no lead, and stamps contain a gum-free pressure sensitive adhesive that makes them easier to recycle.

The US Postal Service has: eliminated close to 700 tons of scrap paper by using labels without liners on stamp coils; recycled one million tons of wastepaper, cardboard, cans, plastics and other materials in 2007; generated more than USD 7.5 million in revenue by selling recyclables to companies as raw materials in 2007; placed more than 5,000 recycling bins made from recycled materials in postal lobbies nationwide.

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## FedEx Recognised in EPA Green Partnership

The United States Environment Protection Agency (EPA) has recognised FedEx Kinko's and FedEx Express under its Green Power Partnership programme.

The express hub at Oakland has operated on solar electric power since 2005 and has generated more than 1.2 million kWh of green power, enough to supply 80 percent of the hub's peak demand.

FedEx Kinko's ranked on the EPA's Top 10 Retail list with more than 76 kWh of green power representing 32 percent of its total energy consumption.

## UPS Adds 167 Natural Gas Trucks

United Parcel Service (UPS) is putting 167 compressed natural gas (CNG) delivery vehicles into service in the United States as part of its global alternative fuel fleet to help reduce its carbon footprint.

The new additions join more than 800 CNG vehicles already in service. They bring the UPS "green" fleet of alternative fuel vehicles to 1,629 trucks in North and South America and Europe.

In Canada, the company is rolling out 139 propane delivery trucks to join some 600 already in operation. The additional propane vehicles are expected to achieve a 35 percent improvement on conventional engines. They will run on liquefied petroleum gas (LPG) and, according to UPS, will be fitted with the latest clean burning technology.

## FedEx to Test Hybrid Hydraulic Vehicle

FedEx Ground is to test a vehicle employing hybrid hydraulic technology that seeks to improve fuel mileage by more than 50 percent and to reduce engine emissions significantly.

The vehicles will rely on Parker Hannifin Corporation hybrid hydraulic drive that eliminates the conventional transmission. It captures, stores and deploys energy by recovering inertial energy and optimising engine efficiency.



## Asia-Pacific

### New Zealand Post Measures Up

Volunteer "greenkeepers" at the head office of New Zealand Post subsidiary Datamail Group have begun their second waste audit, which they hope will confirm the success of their GoGreen waste and recycling programme implemented last year.

"Our initial reporting shows that we are recycling almost 80 percent of the waste generated at our head office after just six months of the GoGreen programme being in place. That equates to more than NZD 20,000 in savings per annum," said group chief executive of Datamail Gary Woodham.

Greenkeepers, under the guidance of the ministry of the environment's Govt3 programme, ran an initial waste audit in July 2007 to get a baseline measure of how much waste was being generated per full-time employee and how much of this waste could be recycled and diverted from landfill. Over three days waste was sorted, separated, weighed and recorded to establish just how much paper, card, plastic and compostable rubbish they produced. The audit calculated that each person's environmental footprint was 49kgs of waste to landfill per year.

This successful "hands on" initiative has provided a model for other sites across the New Zealand Post Group. Regular audits will monitor further improvements while waste champions promote the GoGreen campaign messages and research new ways to reduce waste even further.

### DHL Launches its GoGreen Offset Service

DHL has launched its GoGreen Express service in 17 Asia-Pacific countries to allow customers an opportunity to offset the carbon emissions generated by their shipments.

The service, which attracts a three percent "green" premium, calculates the carbon emissions generated by transporting each specific customer shipment and offsets the emissions by investing in certified carbon management programmes.

The scheme is verified annually by certifying body Société Générale de Surveillance. Customers receive an annual certificate from DHL stating the total amount of CO<sub>2</sub> that has been offset on their behalf. This serves as an environmental reporting tool for companies seeking to reduce their CO<sub>2</sub> emissions.

### Sagawa Express Offsets on Mail Order

Japan's Sagawa Express is introducing a CO<sub>2</sub> emission compensation product, Hikyaku Express, which enables customers ordering mail order goods to donate a CO<sub>2</sub> emissions credit, sharing the cost equally with Sagawa Express.

Sagawa Express has also announced the launch of a six-month campaign from April to September 2008 to help prevent global warming. Customers ordering collection or delivery of a parcel via Sagawa's website will automatically donate an emission credit to offset transporting each package without bearing any additional costs.

### Paperless Invoicing from UPS

United Parcel Service has launched paperless invoicing in Hong Kong for customs clearance and its international returns service.



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### Message from the Editor

We hope you enjoy this special issue of *IPC Market Flash*. This is the first of four Green issues planned for 2008. The purpose of the special issue is to share the many successful environmental sustainability initiatives being undertaken by IPC member posts and participants. The next Green issue is scheduled for June. Please highlight your post's programs by submitting your articles and photographs to: [publications@ipc.be](mailto:publications@ipc.be).

Valoree Vargo  
Head of Communication, IPC

*IPC Market Flash* is a bi-weekly newsletter providing a comprehensive look at new developments emerging in the international postal marketplace. It is published by the Markets and Communication Department of the International Post Corporation.

*IPC Market Flash* is sent out exclusively to IPC member posts. If you would like to contribute an article or photograph to this publication please contact us via email at [publications@ipc.be](mailto:publications@ipc.be) or send your submissions to :

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