

Postal Industry Launches Global Carbon Measurement System



International Post Corporation Leads Industry Response to Carbon Emissions

2 June 2008 - Brussels

The International Post Corporation (IPC) has launched an environmental measurement and monitoring system providing a common carbon measurement and reporting framework for the global postal industry.

[read more on page 2](#)

Further in this issue

Europe

GoGreen Targets 30% Cut in DPWN Footprint

Biodegradable Bags for DHL Operations

DPWN Lights the Sky for Biodiversity

Correios Buys 35 Euro4 trucks

Environmental Message at Zaragoza

Smaller Vehicles Get the Eco-Treatment

TNT Moves Towards Zero Emission Delivery

Eco-driving Advice for All Royal Mail Staff

Itella Gets Staff Involved with Green Move

Phone Recycling Scheme of Benefit to Nature

La Poste Partners WWF on Eco Mail Policy

Seur Pilots Gas Power in Madrid

Poste Italiane has already met a 2020 Target

Americas

USPS a Five-Time Winner in Eco Awards

Green Direct Mail a Good Selling Point

Consumers Learn the Rules of Eco-Mailing

FedEx Completes 2Mn Hybrid Miles

FedEx Uses Solar Energy to Ensure Supply

FedEx Sponsors the Green Apple Festival

UPS Buys another 500 Green Vehicles

Asia-Pacific

Australia Post Focuses on Everyday Ops

TNT Trials Zero Emission Vans in China

Hybrids Are TNT's Answer for Australia

Savings Based on a Firm Strategic Plan

Europe
Americas
Asia-Pacific

Green Issue | 24 June 2008

print | next

**Postal Industry Launches Global
Carbon Measurement System
(continued)**

The launch and formal adoption by IPC member postal operators including Australia, Austria, Belgium, Canada, Cyprus, Denmark, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Luxembourg, The Netherlands, New Zealand, Norway, Portugal, Spain, Sweden, Switzerland, and the UK, took place at IPC's Annual Conference 2008 in La Chapelle en Serval, France on 30 May. The event was attended by CEOs from Europe, the Asia-Pacific and North America.

The system provides the postal industry with a transparent, scientific, sector specific carbon management and measurement system based on the requirements of international best practice standards, such as the Greenhouse Gas Protocol, DJSI, FTSE4Good, ISO 14001, and current best practice from the corporate environment. The system evaluates performance through the application of a scoring system that grades performance in ten carbon management proficiency areas and in key numeric carbon efficiency indicators.

The environmental measurement and monitoring system was also built on best practice as exemplified by customers of IPC members and is highly responsive to customer requirements and interests in measuring their own carbon footprint in their value chains.

"This is the first time that a supply industry has come together to address its impact on the environment," said Herbert-Michael Zapf, CEO of IPC. "The IPC Environmental Measurement and Monitoring System provides our members with a way of measuring and benchmarking their initiatives and optimizing their effectiveness. It can be used by all postal operators, regardless of size or what stage they are at in their environmental programs."

The system will be piloted in 2008, with results from the first round of measurement expected to be announced in November 2009.

"By working together on this issue and sharing best practice, our members have shown their commitment to tackling their carbon emissions," said Jean-Paul Bailly, chairman and CEO of Groupe La Poste in France and chairman of the IPC Board. "We hope that this initiative will be used as a model by other industries who want to take action to reduce their carbon footprint."



Europe

GoGreen Targets 30% Cut in DPWN Footprint

Deutsche Post World Net (DPWN) has stated publicly its objective to achieve a thirty percent reduction in its carbon footprint by 2020 compared with 2007.

Its GoGreen programme aims to reduce carbon emissions progressively through air and ground fleet modernisation, use of technology to improve energy efficiency in sorting centres and warehouses and reduced fuel consumption.

It is underpinned by a three-pronged approach: assessment, reduction and CO₂ offsetting. These efforts are being measured by a carbon accounting system whose results will be transparent.

Announcing its ambitious plan in April, DPWN said that two-thirds of its 100 biggest customers were already pursuing their own climate protection goals. "As the leading logistics provider and one of the world's largest employers, we acknowledge our broader responsibility in the battle against climate change," said DPWN chairman and chief executive officer Frank Appel.

The company is involving its 500,000-plus employees in the GoGreen programme via awareness campaigns that encourage them to reduce their carbon footprint at work and at home. It is offering driver training and energy saving classes.

The target reduction applies equally to subcontractors, which DPWN is helping to track emissions and identify efficiency measures.

Specific measures in individual group businesses include expansion of the GoGreen shipping service offering customers an opportunity to offset the carbon produced when shipping with DPWN. A new subsidiary, DHL Neutral Services, will offer consulting services to customers seeking to reduce their carbon footprint.

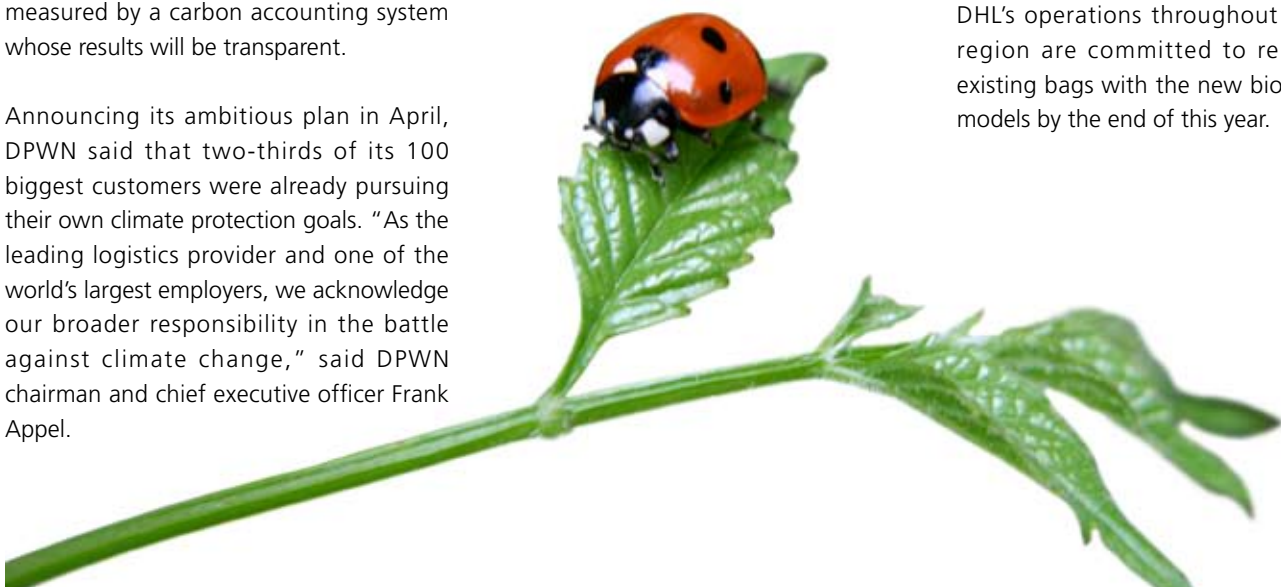
Biodegradable Bags for DHL Operations

DHL has introduced biodegradable bags to replace plastic bags across its Middle East and North African (MENA) operations as part of its commitment to sustainable development.

The company says the new bags are stronger as well as fully reusable and recyclable. They also degrade within two years instead of up to 1,000 years required by plastic conventional bags.

The Middle East is a region in particular need of sustainable development, according to DHL. The United Arab Emirates, for example, was ranked 112th out of 140 countries in an environmental performance index created by the Yale Centre for Environmental Law.

DHL's operations throughout the MENA region are committed to replacing all existing bags with the new biodegradable models by the end of this year.



DPWN Lights the Sky for Biodiversity



The opening event for the UN environmental conference in Bonn in May was sponsored by Deutsche Post World Net (DPWN) which also provided logistical support for the conference.

The conference was attended by parties to the intergovernmental convention on biological diversity, whose target is to achieve a significant reduction by 2010 in the current rate of biodiversity loss around the world.

At the opening ceremony, the Post Tower in Bonn lit up the evening sky, and at the height of the conference from May 27 to 30, the tower displayed 2010 as a symbol of the convention's ambitions.

Correios buys 35 Euro4 trucks

CTT Correios of Portugal has invested EUR three million in 35 trucks that comply with the Euro4 emission standard as part of its effort to achieve more sustainable operations.

The new vehicles offer selective catalytic reduction (SCR) with injection of a biodegradable solution that allows reduced gas emissions. Bigger vehicles are equipped with an automatic gearbox which optimises engine use and reduces consumption by three percent.

The third edition of CTT's Sustainability Report, covering 2007, included a range of quantifiable environmental and social commitments. The report was audited externally by Price Waterhouse and given a B+ certification level.

The company is committed to reducing its CO₂ emissions by ten percent by 2013. The first results collected from more than 400 operational units showed a five percent reduction in electricity consumption and a one percent reduction in water consumption between January and February this year.

The company's pledge to abide by the principles of sustainable development and to promote systematic monitoring of the environmental impact of postal operations was communicated to all employees at the beginning of 2008. Posters, a letter from the chairman and workplace discussions were designed to encourage employees to change their own behaviour.

Correios has also issued a national call for tender for a new type of bulk mail package for both letters and parcels. It has asked designers to incorporate recycled or reusable materials in a product that will meet customers' needs.

CTT is one of 31 Portuguese companies that have joined the European Business & Biodiversity initiative launched in 2007 during Portugal's presidency of the European Union. Four philatelic issues on environmental themes include two dedicated to biodiversity and endangered species.



Europe
Americas
Asia-Pacific

Green Issue | 24 June 2008

print | next

Environmental Message at Zaragoza



Correos is presenting stamps from 95 countries on an environmental theme and its own ecological packaging in its pavilion at the Zaragoza 2008 World Fair which runs this summer from June 14 to September 14.

The centrepiece of the pavilion, a water wheel, associates water's integrating value in nature with the integration and communications function of the postal service. Through games, screens, holographs and other technological resources, visitors are invited to discover the innovation, quality and efficiency of the postal service as well as Correos's contribution to sustainability and corporate social responsibility.

Smaller Vehicles Get the Eco-Treatment

Correos has allocated initial investment of EUR 139,000 in a pilot project to test electric vans and bicycles in delivery operations in a variety of urban environments. It already has 28 trucks that meet the Euro4 anti-pollution standards and this latest move extends sustainable operation to smaller vehicles.

The initiative, one of a range of environmental projects, involves the purchase of five vans with a freight capacity of over 400 kg, and nine bicycles adapted to carry small loads. The vans are more expensive than conventional vehicles to purchase, but Correos says running costs will be lower and vehicle life longer.

Correos has spent an average of EUR fourteen million a year on its mixed fleet of 13,000 vehicles in the past three years. It plans gradually to add new ecological vehicles.

The company has joined Spain's Green Public Procurement Plan under which it will progressively adapt its procedures for purchasing assets and services. The aim is to play a positive part in achieving the targets in the European Union strategy for sustainable development.



TNT Moves Towards Zero Emission Delivery

TNT has stepped up its CO₂ emission reduction efforts with the planned introduction of 100 zero emission electric vehicles in the United Kingdom over the next eighteen months.



The company is replacing diesel vehicles with battery-powered Smith Electric Vehicles' 7.5 tonne "Newton" delivery trucks. It says the electric vehicles will prevent the release of up to 1.29 million kilograms of CO₂ a year. The first fifty are going into service in London, Basildon, Birmingham, Bradford, Bristol, Durham, Edinburgh, Enfield, Glasgow, Leeds, Leicester, Luton, Northampton, Oxford, Paisley, Preston and Wolverhampton, following an 18-month pilot test in London.

Tom Bell, Managing Director, TNT Express Services UK & Ireland, said: "This is a huge step forward for our fleet in both environmental and economical terms. On average it costs just GBP forty a week to power a zero emission vehicle as opposed to around GBP 200 spent on diesel fuel. The electric vehicles are exempt from the London congestion charge—approximately GBP 1,750 a year—and do not incur road tax in the UK. It's a clear win-win situation and one that we hope others will follow."

TNT is now looking at setting up electric vehicle pilot tests in all major European cities. "Greening our road fleet is a must to achieve TNT's quest to become the first zero emissions express and mail company," said chief executive officer Peter Bakker.

Eco-driving Advice for All Royal Mail Staff

Royal Mail has launched a company-wide awareness programme to help its 180,000 employees switch to greener driving for both personal and work purposes. Advice and tips cover smoother driving, appropriate speed selection, anticipating road conditions and choosing the right gear.

In addition, almost 1,000 Royal Mail drivers have received in-depth classroom training to help them adopt more environmentally-friendly motoring practices, and a further 2,000 drivers are due to receive training in the coming months.

A study commissioned by Royal Mail found that the public are unaware of sustainable driving practices despite the reduction in fuel cost and carbon emissions they could achieve. In a survey, 43 percent of respondents did not know about eco-driving; 32 percent said they had never felt tempted to try it.

The survey report, prepared by Forum for the Future, makes a number of recommendations for government, employers and car manufacturers. These include high-profile advertising designed to change driver attitudes, eco-driving lessons, specialist training for van drivers, the inclusion of eco-driving techniques in the driving test, and technological developments such as onboard computers and speed limiters to encourage greener driving.



Europe
Americas
Asia-Pacific

Green Issue | 24 June 2008

print | next

Itella Gets Staff Involved with Green Move

Itella conducted a campaign from June 5 to 19 to launch to employees its Green Move initiative for CO₂ emission reduction.

The company wants employees to come forward with their own ideas for energy efficiency, environmentally friendly products and services and ways to support customers' environmental targets.



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To meet its environmental efficiency goals, Itella is focusing on driving habits, route planning, vehicle procurement and criteria for subcontractors. During the summer, the company is testing electric scooters in mail delivery operations.

Phone Recycling Scheme of Benefit to Nature

Itella is participating in an 11-week campaign to recycle old Nokia mobile phones and earn cash for the WWF Baltic Sea conservation programme.

It is delivering recycling envelopes to retail outlets that have signed up as partners in the scheme, run by Nokia. Consumers can pick up one of the pre-paid envelopes and return their phones to Nokia by post. Nokia is passing on the old phones for recycling.

The fourteen partners in the scheme, including Itella, will donate EUR two to WWF for each phone returned.

The campaign, the second in Finland, runs until the end of June.

La Poste Partners WWF on Eco Mail Policy

La Poste is collaborating with environmental organisation Worldwide Fund for Nature (WWF) in France to promote a responsible mail policy. It has pledged to reduce its CO₂ emissions by fifteen percent and to recycle eighty percent of its paper by 2012 as part of its overall environmental commitment.

The postal operator has refined its responsible transport policy to offer eco-driving training to its 60,000 postmen and women by the end of 2009. It is also building up a fleet of electric mail collection and delivery vehicles and is equipping postmen and women with electrically assisted bicycles. A call for tender has been launched for the supply of 500 electric vehicles.

GeoPost, La Poste's international holding company, has moved directly to Euro5 vehicles following tests that showed they produced lower fuel consumption and emissions. It has appointed a Green Council covering all areas of the company under a Goinggreen logo.

DPD Germany has created an operational team called Living Future to stimulate best ecological practice.

Chronopost in Portugal is running 66 percent of its fleet on biodiesel with the aim of achieving 100 percent by 2009.

To reduce paper use, La Poste has released a book of twelve stamps that uses almost the same amount of paper as the previous book of ten stamps. The adhesive is water-based and solvent free and there are no dangerous substances in the red ink. Ready-to-post envelopes have been upgraded to meet French environmental standards.

Seur Pilots Gas Power in Madrid

Spanish express operator Seur is cooperating with energy multinational Gas Natural on a pilot project to fuel its vehicles with natural gas.

Gas Natural showed a gas powered vehicle to be used for parcels delivery at the Madrid car show.

Poste Italiane has already met a 2020 Target

Poste Italiane has announced it has already achieved one of its energy saving objectives for 2020 by obtaining twenty percent of its transport energy from renewable sources.

About 1,376 of the company's 3,589 vans run on methane and a range of actions and initiatives are designed to improve energy efficiency and consumption and to reduce greenhouse gas emissions, environmental and noise pollution.

Electricity accounts for about 82 percent of Poste Italiane's total energy consumption: Poste Energia, the company responsible for procuring its energy has arranged to purchase from renewable resources in accordance with parameters set by the Renewable Energy Certificate System (RECS).

The project for the use of clean energy was started in January 2007 and 180 post offices in the city and the province of Turin were involved in the first phase. The energy consumed last year amounted to 40Gwh (approximately eight percent of the total energy used by Poste Italiane). This strategy, coupled with an overall rationalisation of energy usage, has led to a reduction in CO₂ emissions of over seven percent, according to Poste Italiane.

Since January 2008 energy from renewable sources has also been used to run the Rome Eur business centre (an additional eight percent of the energy consumed by Poste Italiane) and the post and delivery offices in Perugia. The aim is to extend RECS-certified electric energy use to the post and sorting offices of some large cities in southern Italy, such as Naples and Palermo, by the end of the year.

Poste Italiane has two other targets for 2020: a twenty percent reduction in energy consumption and a twenty percent reduction in CO₂ emissions.

The company is a leading partner in a project involving a number of European postal operators within the framework of the Intelligent Energy for Europe programme, the aim of this is to reduce the environmental impact of delivery vehicles by adopting electric and hybrid quad cycles.

Poste Italiane is a member of the World Energy Council.



Europe
Americas
Asia-Pacific

Green Issue | 24 June 2008

print | next

Americas

USPS a Five-Time Winner in Eco Awards

The United States Postal Service has received two prestigious awards and three honourable mentions for its environmental initiatives.



Under a programme operated by the Office of the Federal Environmental Executive, the Postal Service received a Waste/Pollution Prevention award for encouraging customers, vendors and business partners to reuse and recycle mailing products. It formed partnerships with three companies—MailAgain, Abitibi Paper Retriever and Ecoenvelope—to create reusable envelopes and make recycling easier.

A separate Environmental Management Systems award was given for the Postal Service's Environmental Performance Track Initiative, part of a programme that encourages facilities with strong environmental records to perform above legal requirements.

The honourable mentions went to the Postal Service's cradle-to-cradle certified mailing products; its organisation-wide green purchasing programme, and its national electronics stewardship and recycling programme for printer cartridges, mobile phones and other personal electronic equipment.

Green Direct Mail a Good Selling Point

United States Postmaster General announced the appointment of Sam Pulcrano as the Postal Service's first vice president of sustainability at the National Postal Forum in May.

The forum devoted a session to green direct mail, explaining to marketers the opportunities and benefits to be gained by adopting sustainable practices in the preparation, execution and despatch of their direct mail.

Green direct mail practices can give marketers an opportunity to demonstrate their environmental responsibility by using certified materials and initiatives such as paper that certified by the Forest Stewardship Council, explained the Postal Service.

Marketers can take the initiative to be more eco-friendly in the customer's eyes. "Always print environmental certifications clearly and honestly on your mail pieces and remind consumers to recycle direct mail. Environmentally sound direct mail practices are really about the little details."

The Postal Service highlighted four areas: green address lists generating no undeliverable as addressed (UAA) items; use of eco-friendly paper; inks and coatings; production. It offered a total of 26 actions ranging from ZIP code correction and address standardisation, to lighter paper made from alternative materials such as sugarcane, agri-based inks and use of print-on-demand technology.

"There are many shades of green," said the Postal Service. "As a marketer, there are steps you can take to make your direct mail a little greener to have less impact on the environment and a greater impact on your customers."

Europe
Americas
Asia-Pacific

Green Issue | 24 June 2008

print | next

Consumers Learn the Rules of Eco-Mailing

The United States Postal Service is helping consumers to make environmentally friendly decisions about their mail.

It is raising awareness of eco-friendly products and ideas for recycling and is offering a service to calculate carbon footprint savings to be gained from conducting postal business online. "Almost anything a customer can do in a Post Office can be done online," said the Postal Service.

Green web pages provide a quick and convenient location where consumers can learn how to be greener. A navigation bar directs users to products, recycling, Postal Service environmental innovation, direct mail and ideas for greening mail. Customers can also order packing and shipping materials through the green site.

FedEx Completes 2Mn Hybrid Miles

FedEx Corp announced in April that its hybrid truck fleet had completed two million miles of service to improve fuel economy by 42 percent compared with conventional vehicles and reduce greenhouse gas emissions by about thirty percent.

At the same time, FedEx announced the entry into service of an additional 75 hybrid vehicles in the United States and Europe to bring its global hybrid fleet up to 170 vehicles.

FedEx Uses Solar Energy to Ensure Supply

FedEx Freight has installed 1,445 solar panels at its installation in Whittier, California to produce more than 414,000 kilowatt hours of electricity a year representing almost forty percent of the installation's total electricity need.

The Whittier project follows Oakland, California, where a FedEx Express hub built in 2005 generates eighty percent of its peak energy demand from a solar system.

In Fontana, California, a new facility is expected to generate more than 370,000 kilowatt hours of electricity a year to meet half the facility's requirement.

FedEx is collaborating with BP Solar to identify, develop and implement a range of solutions to increase its energy security while improving its environmental performance.

FedEx Sponsors the Green Apple Festival

FedEx has sponsored Green Apple Festival in April, the major United States event as part of Earth Day which focuses worldwide on environmental protection.

It displayed its hybrid electric vehicles to demonstrate its commitment to providing global connections while minimizing its environmental impact.



Europe
Americas
Asia-Pacific

Green Issue | 24 June 2008

print | next

UPS Buys another 500 Green Vehicles

United Parcel Service is to expand its green fleet with the addition of 200 hybrid and 300 compressed natural gas vehicles.

The 500 additional vehicles will increase the company's alternative fuel fleet by thirty percent to 2,218 low carbon vehicles. "We are also focused on aggressive conservation programmes and improving network efficiency to cut fuel use," said Bob Stoffel, corporate sustainability officer.

The hybrid vehicles will be deployed in 2009 to join fifty already in operation. The 200 on order are expected to save 176,000 gallons of fuel and 1,786 tonnes of CO₂ emissions a year.

The 300 compressed natural gas vehicles will be deployed later in 2008 to join more than 800 similar vehicles. They are expected to reduce emissions to twenty percent below the cleanest diesel engines available on the market.

Asia-Pacific

Australia Post Focuses on Everyday Ops

Australia Post has implemented an environment management system to focus on the environmental impact of its everyday operations. It is also a signatory to the Federal Government's Greenhouse Challenge programme, the National Packaging Covenant and the Buy Recycled Alliance.

With Landcare Australia, the postal operator has introduced grant programmes to help community groups and schools create more sustainable communities.

Australia Post is encouraging people to drop off their used inkjet and laser toner cartridges into special collection boxes at over 1,700 participating Australia Post outlets. These are returned to manufacturers for reuse or are recycled.

TNT Trials Zero Emission Vans in China

TNT is trialling China's first zero emission electric delivery vans in the city of Wuhan in the form of two vehicles made by Dong Feng Motor Co and powered by rechargeable batteries.

TNT and Dong Feng Motor Co. believe that electric delivery vans are the answer to CO₂ emission reduction in Chinese cities. Both companies are committed to promoting such vehicles in China and TNT is currently exploring the feasibility of expanding their use to other cities across the Mainland.



Europe
Americas
Asia-Pacific

Green Issue | 24 June 2008

print | next

Hybrids Are TNT's Answer for Australia

In Australia, TNT has begun operating a fleet of ten Hino hybrid diesel-electric trucks to replace conventional vehicles.



The hybrids are expected to reduce TNT's greenhouse gas emissions by an average of 1,600 kilograms of CO₂ per vehicle per year; to cut emissions of nitrous oxides by almost half and particulate matter by 98.9 percent.

Savings based on a firm strategic plan

New Zealand Post has recognised its potentially significant impact on the environment and has developed a comprehensive energy strategy.

It is rolling out a cross-group programme of communications and engagement to promote individual actions by employees at work and at home and is targeting a three percent reduction in energy use this financial year.

The strategy provides a framework for energy efficiency initiatives, together with systems and processes for their implementation.

The company first put in place a system to help it understand its energy usage levels and then developed a range of measures that helped minimise its energy waste.

New Zealand Post properties general manager, Carey Oldfield said that cost savings of up to thirty percent had been achieved in some sites annually.

New mail centres coming into operation meet a range of energy-conscious requirements for lighting, hot water, boilers, fans and heating, ventilation and air-conditioning systems. New Zealand Post has also undertaken energy audits across all its main sites to monitor progress.





Europe
Americas
Asia-Pacific

Green Issue | 24 June 2008

print | home

Message from the Editor

We hope you enjoy this special issue of *IPC Market Flash*. This is the second 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 September. Please highlight your post's programs by submitting your articles and photographs to: publications@ipc.be.

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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 or send your submissions to :

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