

## De Post/La Poste Goes for 35% Cut in CO<sub>2</sub>



Belgium's De Post/La Poste announced in April that it is targeting a 35 percent reduction in its CO<sub>2</sub> emissions by 2012, compared with 2007.

To achieve its target, the postal operator is taking action network-wide to reduce its energy consumption by at least 7.5 percent (baseline 2005) and has already switched to green, hydro-electric power supplied by AlpEnergy.

The emission target has been approved by specialist consultants Ecofys. De Post/La Poste is conducting energy audits at 100 of its buildings with the highest energy usage to identify opportunities to reduce consumption.

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Already, action at the Ghent X sorting centre have reduced total energy costs by 20 percent. These measures are being rolled out to the four other centres that are built and operated to similar specifications. All five sorting centres aim to have ISO 14001 accreditation by the end of 2009.

Additional measures the post will take include installing solar panels this summer at the Ghent X centre. These are expected to generate more than 400,000 kWh of electricity a year, more than ten percent of the centre's total requirement.

In addition De Post/La Poste will train 2,500 employees in eco-driving techniques during 2009; 850 were trained in 2008. Eco-driving is hoped to achieve a five percent reduction in the fuel consumption of light trucks.

De Post/La Poste also will use only recycled or sustainable FSC paper by the end of 2009. The post points out that paper is environmentally sound if it is used and re-used ecologically; more than 60 percent of the paper used in Europe is recycled.



## Europe

### Rail Reduces CO<sub>2</sub> on Line-Haul Journeys

TNT Express has taken 22 hours of driving time off the road by switching to rail transport for the Freiburg (Germany) and Novara (Italy) leg of its line-haul operation between its hubs in Arnhem and Piacenza.

The intermodal service uses the daily freight train service operated by Swiss company Hupac. About 20 percent of TNT's traffic between its two hubs, about 400 daily shipments on average, is carried by rail. Its trucks are carried fully loaded on special "rolling highway" trains while the drivers travel in a passenger coach. The operation is estimated to remove two tons CO<sub>2</sub> emissions a week.

TNT is combining operational efficiency and strict international express deadlines with environmental protection and CO<sub>2</sub> emission reduction, according to Rosario Ambrosino, operations director for southern Europe.

The company is considering switching to rail on more traffic to Italy and will test routes to and from its hubs in Brussels and Nuremberg.

## Royal Mail Cooperates on Fuel Cell Van Specs

Royal Mail is developing a universal design specification for small hydrogen fuel cell delivery vans in a cooperative venture with three associations: United Kingdom Government initiative CENEX, Fuel Cell Europe and PostEurop.

The aim is to stimulate mainstream production of hydrogen-powered vehicles. The partners will share a common draft technical specification with other postal operators, asking for their input prior to presenting the specification to major vehicle manufacturers.

Royal Mail believes that hydrogen fuel cell technology will be the right choice for small and medium vehicle propulsion in the future, according to Martin Blake, Royal Mail's head of sustainability. "It is now just a question of seeing which one of the major motor manufacturers can bring such fuel cell commercial vehicles to market in large numbers at reasonable prices," he said.

## Sustainable Mail Meets UK Eco-Standard

Royal Mail's two products encouraging environmentally friendly direct mailings are consistent with the forthcoming British Standards Institute (BSI) standard for Environmental Performance in Direct Marketing, PAS 2020.

To date, Royal Mail has announced three major customers for its Sustainable Mail retail product, two British financial services companies, Black Horse Personal Finance and Standard Life Healthcare, plus catalogue company Land's End.

Sustainable Mail offers discounts up to 4.7 percent on mailings that meet specified environmental criteria for improved sustainability, minimised waste and increased recyclability.

Companies have two options for Sustainable Mail: entry level, offering discounts of up to two percent on Mailsort tariffs and intermediate level, offering discounts up to 4.7 percent for meeting Royal Mail's most challenging criteria.

A sister product to Sustainable Mail, Responsible Mail, is offered by Royal Mail's wholesale division, which deals with downstream access customers.

PAS 2020 was announced in January with backing from Royal Mail, the Direct Marketing Association and advertising organisation ISBA.



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**Go Green**  
**Recognised as a**  
**German Landmark**

Deutsche Post DHL's *Go Green* climate protection programme has been selected out of 2,000 applicants as one of 365 "Landmarks" in Germany's Land of Ideas competition.

*Go Green* aims to improve Deutsche Post DHL's CO<sub>2</sub> efficiency by 30 percent by 2020 across all departments, representing a key element of its corporate responsibility strategy.

The Landmark award is given each year to ideas, initiatives, people and projects that are particularly innovative and forward-looking. The programme is supported by the German Federal Government and the federation of German industries.

The award was presented at the DHL Innovation Centre in Bonn, which has been involved in expanding the company's group-wide *Go Green* carbon neutral shipment offer to customers. *Go Green* is now a stand-alone project administered at Deutsche Post DHL headquarters.

*Go Green* carbon neutral shipments exceeded 100 million in March this year when the product was extended to worldwide mail services offered by DHL Global Mail.

Deutsche Post DHL calculates the carbon footprint of *Go Green* shipments and provides customers with offset certificates from internal and external climate protection projects. External projects include a hydropower facility in Brazil and a biofuel plant in India, both of which meet the requirements of CER Gold Standard, according to Deutsche Post DHL.

The DHL Innovation Centre is currently taking a leading role in the Simply Green project to improve the energy efficiency of the company's buildings and plants. The centre intends to provide a model of efficiency by working towards operating on a carbon neutral basis.

Measurement technology is being installed at the innovation centre to record energy requirements in real time. Data from this technology will allow Deutsche Post DHL to identify ways to reduce CO<sub>2</sub> emissions.

Simply Green also involves employees. The company says their motivation to behave in an environmentally friendly way is key to achieving the carbon neutral goal - anyone who arranges a telephone conference with colleagues instead of taking a business trip is contributing to CO<sub>2</sub> efficiency.

Deutsche Post DHL's Sustainability Report 2009 states that the company has begun operating a carbon accounting system to facilitate precise reporting on environmental improvements and CO<sub>2</sub> emissions. It has also launched a CO<sub>2</sub> efficiency index.

These actions have gained external recognition: Deutsche Post DHL says it is the only transport and logistics service provider to be represented in the Carbon Disclosure Global 500 Leadership Index 2008.

Alongside climate protection, employees and corporate social responsibility through help with disaster relief and support for education projects are the main planks of the company's sustainability programme.





## Línea Verde Funds 6th Forest in Spain

Correos has paid for the planting of 27,000 trees in five new forests of indigenous trees in Spain under its Línea Verde (green line) project, which works in partnership with Bosques de la Tierra (the Earth Forests Foundation).

A sustainable range of postage and packing products made from recycled materials is sold by Correos under the brand name Línea Verde. A proportion of the price paid by customers for the products goes towards the planting of new forests.

Demand for Línea Verde has increased so much that the next forest, due to be planted across the Aragon Mountains, will number 60,000 trees.

Correos invited children in Saragossa, the capital of Aragon, to enter a competition to write a letter to "your friend, the trees". Children from 27 schools composed 3,500 letters; of these, judges selected 40 winners who will spend a day in Aragon's Lacuniacha Park, which is rich in native fauna.

During "Forest Week", held in Spain last March as part of the UN Plant for the Planet campaign, Correos invited the public to plant seedlings at a special event staged in Madrid where they could testify to their action in writing.



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**GeoPost Companies  
Gain ISO 14001**

Companies within Groupe La Poste's holding company, GeoPost, have been developing programmes for their sustainable development.

Exapaq, the French-based express small parcels company, has launched a number of initiatives designed to help it gain ISO 14001 certification next year.



INTERNATIONAL NETWORK

It is testing electric, natural gas and low-consumption diesel vehicles in different regions of France. In Montpellier, Exapaq is using hybrid electric/diesel vehicles for deliveries in the suburbs, and is operating three-wheel electric vehicles for collection and delivery in the town centre.

Employees are being trained in eco-driving techniques. This covers road safety and consideration for other road users as well as driving for fuel economy and reduced emissions.

A waste reduction awareness campaign encourages employees to play their part in conserving water, electricity and paper. Battery recycling points around the company have a target to collect 500 kg of batteries.

Exapaq product information is printed on recycled or FSC paper produced from sustainable forests.

GeoPost's Spanish company, Suer, gained ISO 14001 certification in April this year.

The company also opened its first solar-powered office in Alicante in April where it plans to generate up to 700kW of energy and to reduce CO<sub>2</sub> emissions equivalent to 4,000 vehicles a year travelling from Madrid to Barcelona.

Under a cooperation agreement with TV and commercial radio group Ambi Pur-Antena 3, Suer is supporting the "Stop it" campaign to reduce road accidents through driver awareness.



## Itella Buys Natural Gas-Powered Vehicles

Itella Logistics is operating two new, natural gas-powered vehicles in Porvoo and Tampere, Finland, and has plans to purchase three additional natural gas vehicles this year.

Itella has a target to cut its CO<sub>2</sub> emissions by ten percent by 2012, compared to 2007 levels. It has conducted tests with other alternative fuels, such as electricity and biodiesel, and is working to reduce its emission through effective route planning and eco-driving techniques.

## Magyar Posta Rolls Out EMS

Magyar Posta of Hungary plans to extend its environmental management system (EMS) to three more facilities this year, having introduced it in regional sorting centres at Győr and Füzesabony in 2008.

EMS, which complies with ISO 14001 standards, was first piloted at Magyar Posta's national logistics centre, which passed an audit in 2007. Since then, the centre has improved its operations further through waste management and the installation of solar water heating.

## Correios Suppliers Meet Eco-Requirements

CTT-Correios of Portugal is asking its suppliers to meet environmental criteria and is planning to introduce a range of eco-friendly packaging products.

The company began introducing environmental criteria to its procurement procedures in 2008. In the first 12 months, 13.6 percent of contract specifications included environmental requirements and 39.5 percent of contracts awarded included environmental measures.

Meanwhile, Correios has taken a novel approach to developing environmentally friendly packaging. It sponsored the Portuguese national design contest and invited students to design a new line of eco-packages for bulk items. Three innovative designs for products made from reusable materials are in pre-production.

Portuguese stamps are playing their part in raising awareness for environmental issues. Correios has a memorandum of understanding with the institute for nature and biodiversity conservation in Portugal that states its commitment to helping prevent loss of biodiversity.

A review of philatelic stamp issuing strategy has resulted in a five year plan for stamps depicting subjects related to conservation and biodiversity. Two issues already released have the themes "International Polar Year" and International Year of Planet Earth".

## TNT Supports 'Walk the World'

TNT was again one of the major corporate partners this year for the United Nations World Food Programme's "End Hunger: Walk the World" event, which took place in 70 countries across 24 time zones.



## DHL Optimises Swap Body Operations

DHL has been working with the University of Bremen on a system to optimise the operation of swap bodies in terms of both space utilisation and route planning.

The integrated system uses Radio Frequency Identification (RFID), GPS and specially developed software.

“We were looking for a system that would help us to plan freight shipments flexibly and efficiently. At the same time, we are keen to ensure that our innovations contribute to environmental protection and reduce road and rail traffic,” said Jörg Friedrichs, the project manager at Deutsche Post DHL.

A so-called yellowbox inside the swap bodies provides a positioning and communication module to facilitate scheduling and capacity utilisation. RFID identifies the location of swap bodies via GPS, and a software system takes account of logistics parameters and sequence planning. This is linked to route planning and traffic information.

This technology will enable DHL dispatchers to identify opportunities in real time to consolidate loads if, say, two partly loaded swap bodies are bound for the same destination.

## DHL Backs UN’s Climate Neutral Network

DHL has made a special carbon neutral shipment from Africa to support the United Nations Environment Programme (UNEP) and has been awarded the contract as official partner for carbon neutral logistics services for the 15th UN Climate Conference (COP15) in December.

To mark the first anniversary of the UNEP’s Climate Neutral Network, DHL conducted *Go Green* carbon neutral shipments of trophies from Nairobi, Kenya, to 86 cities, associations and companies around the world that form part of the network.

The *Go Green* service is not currently part of DHL’s standard product portfolio in Africa; however, George Kerschbaumer, Executive Vice President, Global Commercial at DHL said of the special shipment: “We are willing to go the extra mile to promote more environmental friendly transportation methods.”

For the UN Climate Conference in Copenhagen, DHL Express will ship *Go Green* carbon neutral parcels before and during the conference for delegates, participants and organisers. All will carry a sticker highlighting the conference.

Svend Olling, head of department at the Danish ministry, said: “There is a lot at stake for our planet at COP15. As a host country, Denmark is well aware of its responsibility. This includes the importance of providing the best possible infrastructure for the conference and its delegations. We are particularly happy that our partnership with DHL includes a carbon offset solution to make the shipments less damaging to the environment and climate.”



## Deutsche Post DHL Helps Raise Awareness

All Deutsche Post DHL business units across the globe celebrated World Environment Day on June 5.

Employees acted to reduce energy consumption in the company's offices and buildings by turning off lights for one hour, refraining from printing for the whole day and using washable rather than disposable cups and cutlery.

Staff at Deutsche Post DHL's headquarters in Bonn, and their families, were invited to volunteer to help clean up a nature reserve in the city suburbs.

"We agree 100 percent with the goal of the United Nations to raise awareness among people of their personal responsibility toward climate protection," said chief executive officer Frank Appel.

## FedEx Goes Green at European Gateway

FedEx Express has conducted the topping out ceremony on its new central and east European hub, which will be its largest solar-powered gateway worldwide.

The hub in Cologne is being constructed in partnership with Cologne Bonn Airport and is due to be completed next year.

The solar power system is capable of producing about 1.3 gigawatt hours of electricity a year: using solar panels covering a total area of 16,000 sq metres will be installed on the roof.

Meanwhile, in Milan and Turin, a FedEx Express trial of ten Iveco hybrid electric/diesel Daily vans has produced its first results. In a six-month period, each vehicle covered 7,900 km and reduced fuel consumption compared with a traditional vehicle by 26.5 percent, saving 7.5 tons of CO<sub>2</sub> emissions.

The results were facilitated by control systems and functions that include allowing vehicles to start in electric mode and to brake using fuel recovery.

FedEx Express worked closely with Iveco on the development of the hybrid Daily. It is the first company to test the technology in the vehicles and the trial will continue until May 2010.

In Paris, FedEx Express has teamed up with ecological passenger transport company Urban-Cab, to test an electric utility vehicle and electrically assisted tricycle on delivery operations in the sixth district.

During the 11-week trial, the vehicles delivered more than 2,400 documents and small parcels with an average of about 15 emission-free stops an hour.

FedEx now plans to increase its Urban-Cab fleet to five and extend its operation to more districts of Paris.



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## Americas

### California Award Recognises USPS Work

The United States Postal Service (USPS) has added to its collection of more than 70 environmental awards with the coveted Climate Action Champion Award from the California Climate Action Registry.

The award recognises the Postal Service's work to reduce greenhouse gas emissions and its role in shaping the public's response to climate change.



Since 2003, the Postal Service has reduced energy use at its facilities by 15 percent and has pledged to achieve a 30 percent reduction by 2015. It has increased its alternative fuel use by 41 percent since 2006 and aims to reduce petroleum use by 20 percent over the next five years.

The Postal Service also has cradle-to-cradle certification for human and environmental health for its Express Mail and Priority Mail packages and envelopes.

"The Postal Service has proven that even an organisation as large and complex as itself can make substantial changes to reduce its impact on the environment. I was very pleased to present it with the Climate Action Champion heavy-weight belt at our annual conference," said Gary Gero, president of the California Climate Action Registry.

### USPS Helps Employees Get Greener

The United States Postal Service engaged its employees in environmental protection by launching a campaign to increase awareness in celebration of Earth Day.

"Turning Over a New Leaf" aims to create a conservation culture among the Postal Service's 646,000 employees in 34,000 facilities and among suppliers and partners in the mailing industry.

### Canada Post Publicises Polar Threat

Canada Post participated in an international postal awareness campaign on the effects of global warming by issuing two domestic rate stamps as a contribution to an omnibus issue.

The campaign: "Preserve the Polar Regions and Glaciers", focuses on the risk to Arctic animal habitats. Canada Post's stamps feature wildlife photography, one depicting a polar bear and the other an Arctic tern.





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## UPS Canada Converts to Propane

UPS Canada is converting 167 gasoline-powered trucks to liquid propane throughout 2009 to reduce CO<sub>2</sub> emissions and expand its green fleet.

New liquid propane technology developed in the United States claims to allow the retrofitted vehicles to achieve fuel economy comparable to their original gasoline systems.

Propane is readily available in Canada. UPS says its use can extend engine life and reduce the need for servicing, thus providing economies that offset higher manufacturing costs.

"Being environmentally friendly and economical, these new liquid propane vehicles are better suited than most other alternative fuel vehicles to withstand Canada's often frigid winter temperatures," said UPS Canada vice president of automotive, Steve Clark.

## FedEx Gets Involved for Earth Day

FedEx Express Canada celebrated Earth Day in April by working with PITCH-IN CANADA and Tree Canada to support community-based projects.

For the past two years, FedEx employees have held a community clean-up initiative in support of PITCH-IN CANADA.

The company also helped Tree Canada plant 6,250 trees and sponsored tree planting events involving more than 100 FedEx employees and volunteers.



## Asia-Pacific

### New Zealand Post's CSR Collects Awards

New Zealand Post's corporate responsibility programme has been recognised as one of the top three companies in the Australia/New Zealand Corporate Responsibility Index.

It received the overall "Participant" rating in the Corporate Responsibility Index, achieving star ratings in three sections: a gold for corporate strategy, silver for assurance and disclosure and bronze for integration.

The index report showed that New Zealand Post's overall corporate social responsibility score rose from 51 percent in its first year last year to 68.12 percent for the period to end of June 2008. That score makes it the third most improved organisation for 2008.

New Zealand Post has swept up other awards: the Corporate Social Responsibility Award at the 10th World Mail Awards in Munich, and the Ethical Governance Award in the 2008 Deloitte/Management Magazine Top 200 Awards.

New Zealand Post group chief executive John Allen said the company strengthened its corporate responsibility programmes in 2007, and he was pleased its efforts were being recognised.

"We want to improve measurement of all that we do and to make meaningful international comparisons. The Corporate Responsibility Index report provides a clear view of where we must focus.

"This is a classic example of continuous improvement. As companies start achieving existing standards, business in the community raises the bar. It's a challenge we welcome and means we must constantly work on our programmes to meet tougher criteria," said Mr. Allen.

### Australia Post Matches Employee Giving

Australia Post is to launch a national workplace giving programme on July 1 as part of its corporate responsibility strategy.

"Workplace giving is a really easy way for staff to support community causes by making regular donations to a select number of charities," said Australia Post's corporate responsibility manager Deb Spring. "Once individual staff members make the decision to become involved, donations will be automatically deducted from their pay."

Australia will match every dollar donated by its employees, up to AUD 200 a year per employee.

The scheme will involve 15 to 20 charities agreed on by a staff advisory group. Australia Post said that by choosing a small number of charities, each one would receive more significant donations. It would also allow Australia Post to form partnerships with the charities being supported.





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### Message from the Editor

We hope you enjoy this special issue of **IPC Market Flash**. This is the fifth edition of **Green Flash** and the second of 2009.

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 October. Please highlight your post's programs by submitting your articles and photographs to: [publications@ipc.be](mailto:publications@ipc.be).

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