

IPC and Environmental Sustainability



This year, IPC's sustainability programme will begin implementing the IPC Environmental Measurement and Measurement System (EMMS). After 12 months of developing, piloting, improving and adjusting, we are ready to launch our postal industry measurement system. We will include the results from 19 of our member postal operators in our first Postal Sector Sustainability Report, and will use these results – which are based on members' emissions performance in 2008 – as the baseline year for EMMS.

We expect the EMMS will develop into the postal industry's global carbon measurement system. The EMMS, along with IPC's sustainability programme, will demonstrate the environmental responsibility of our industry.

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**IPC Joins Members in
Sustainability Operation**

Last year, IPC also began taking steps to operate in a more sustainable manner by using green electricity obtained from renewable sources and switching all office paper to that approved by the Forest Stewardship Council (www.fsc.org). We also have introduced a new company car policy in which employees are highly encouraged to select cars that have low CO₂ emissions.

Together, these changes have resulted in a 14 percent decrease in IPC's total carbon footprint, proving that even small, practical changes can have a substantial positive effect on CO₂ emissions.



Europe

**La Poste in Electric
Vehicle Buying
Group**

Groupe La Poste, together with the French state and five companies, has announced plans to establish group purchasing of up to 100,000 electric vehicles over five years.

A letter of intent was signed on February 17 by La Poste, EDF, France Télécom, GDF-Suez, Veolia Environnement, Vinci and the government. The letter states that the partners want to create solid demand for electric vehicles, issuing one or several invitations to tender this summer.

La Poste will coordinate orders. Its president, Jean-Paul Bailly, said the partners hoped by June to agree on a common specification for circulation to interested manufactures. The aim is to reach a production volume of at least 100,000 vehicles over the next five years - La Poste has already announced it will buy 10,000 electric vehicles between now and 2012.

Group purchasing will consolidate currently fragmented demand and will ensure commercially viable electric vehicle production, according to France's Industry Secretary, Luc Chatel.

The minister announced the establishment of a working group on a battery recharging network. This comprises government representatives, manufactures and local communities. It will develop standards and look at drafting legislation.

"The aim is to have an action plan for electric vehicles by the end of June," said the minister.



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Eco Calculator Promotes Road over Air

In 2008, GeoPost express subsidiary of French La Poste Group, launched a Bilan Carbone™ (carbon footprint) with ADEME (The French Environment and Environment Agency) support across all its European subsidiaries. This resulted in a commitment of all business units to reduce CO₂ emissions per parcel transported.

One initiative from GeoPost subsidiary DPD is "www.whyflyparcels.com". The website promotes the cost and carbon reduction benefits of transporting parcels by road rather than using air transport.



DPD has developed an ECO calculator "Economic – Ecologic" with an SD independent agency (O2 France), as the key feature of [whyflyparcels.com](http://www.whyflyparcels.com). The calculator compares greenhouse gas emissions from air and road transport for more than ninety European destinations. As a result, road transport generates up to eight times less carbon emission than air transport.

DPWN Joins Top Climate Group WBCSD

Deutsche Post World Net (DPWN) has joined the World Business Council for Sustainable Development (WBCSD), a group of around 200 members from 37 countries and 22 sectors dedicated to seeking practical ways to balance economic, environmental and social interests.

"It's the ideal platform for us to share our experiences in setting up sustainable structures as a global logistics service provider with business in more than 220 countries," said DPWN chief executive officer Frank Appel.

Members commit to sharing their knowledge and to providing manpower to support their actions. Chief executives actively promote WBCSD's goals.

A primary activity is to shape the political framework governing sustainable development. The group helped develop the Greenhouse Gas Protocol, which is globally recognized as the standard for measuring and reporting greenhouse gas emissions.

In addition to becoming a member of the WBCSD, DPWN has joined the UN initiative: *Caring for Climate*, part of Global Compact which defines 10 principles of human rights, job protection, the fight against corruption and environmental protection.



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More Eco-Friendly Delivery for Parcels

Deutsche Post is replacing its parcel delivery fleet with new, more environmentally friendly and ergonomic models and is increasing fuel efficiency with a new route planning and navigation system.

Vehicle manufacturer Iveco is supplying some 4,500 3.5 tonne Daily vans between now and 2011. These, says Deutsche Post, will be an important step in the company's GoGreen programme to improve CO₂ efficiency by 10 percent by 2012.

The vehicles have automated gear shift, a more fuel-efficient system than automatic transmission, and 2.4 litre diesel engines that are fitted with catalytic converters and compliant with Euro 4 regulations.

The vehicles are also fitted with particle filters to lower soot particle emission below current requirements. The vehicles are expected to have a longer operating life owing to their robust construction.

Deutsche Post operates a fleet of 7,500 parcel delivery vans and will take a decision on replacing the remaining 3,000 in 2011.

Meanwhile, DHL Parcel Germany has announced it will equip 450 parcel delivery vehicles with a new navigation system, NiZA, this year to reduce fuel and labour costs.

The system was developed in-house. Each parcel is scanned as it is loaded onto vehicles. The data are relayed to the company's Prague data centre where the optimum delivery sequence is determined for each vehicle. That delivery list is sent to drivers' hand-held scanners from where it is transmitted to the vehicle navigation equipment, which maps the actual route.

Drivers will avoid detours and overtime by following the most efficient delivery route, thus saving fuel. An enhancement to NiZA, Smart Truck, is already under development to update routes during the day as conditions change and new orders are registered.

Aerodynamic Curtain-Siders in DHL Fleet

DHL Exel Supply Chain is introducing new, curtain-sided vehicle trailers in the United Kingdom that it says will reduce fuel consumption by 9 percent while increasing load capacity by 10 percent.

The company worked with DON-BUR to develop a curtain-sided version of the aerodynamic Teardrop box trailer already operating in its fleet on supply chain contracts. These box trailers are averaging 12 percent less fuel consumption than traditional trailers.

Hybrid Service Saves on Emissions

DHL Global Mail is claiming that its Hybrid Print & Mail service will produce up to 80 percent less CO₂ emission than a fully physical mail alternative as well as reducing print and delivery costs by up to 25 percent.

The service is designed for bulk international time-sensitive mail, notably invoices and statements. Customers can transfer their data electronically to a central DHL data centre where DHL will pre-sort into ready-to-print files. These are sent for printing and injection into the mailstream as close to final destination as possible, using domestic postage.

DHL Global Mail believes there is great potential for Hybrid Print & Mail on the back of trends such as outsourcing, increasing cost pressure and centralisation of non-core activities.

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Climate Counts Gives DHL Highest Score

DHL is the highest-scoring logistics company in an environmental scoreboard published by Climate Counts in collaboration with Clean Air - Cool Planet.

Climate Counts evaluates businesses on their efforts to review, reduce and report on their impact on climate. It scores against 22 criteria. DHL gained points for setting clear goals for CO₂ emission reduction, investment in renewable energy and efficiency programmes, and the offer of carbon-neutral products.

Climate Counts recognised DHL's climate-specific employee awareness programmes and its public information on its efforts to address global warming.

The company received 67 points out of 100 to achieve the highest score for a logistics company.

John Mullen, chief executive officer of DHL Express, said the company remained committed to reaching the targets set for 2009 and beyond for air and surface transport and real estate, despite current challenging business conditions.

Sustainable Mail Attracts Royal Mail Discount

Royal Mail is to launch a bulk mail service in April that offers a lower tariff for direct mail meeting new environmental standards.



Sustainable Mail will be available to companies fulfilling criteria for sustainability, minimised waste and increased recyclability, specified in a new BSI standard: "Environmental Performance for Direct Marketing" (PAS 2020).

Mailers can qualify for one of two levels of Sustainable Mail: entry level offering prices up to 2 percent below the normal rate; intermediate level, offering prices up to 4.7 percent lower.

"We recognise that a more environmentally friendly approach could raise production costs and that is why Sustainable Mail provides a price incentive," said Matthew Neilson, head of environmental solutions at Royal Mail.

Sustainable Mail follows the launch last year of Responsible Mail, a wholesale product for direct access customers. The criteria for compliance with Responsible Mail will be amended to comply with the new PAS 2020 standard.

The standard has the support of Royal Mail, the Direct Marketing Association and advertising organisation ISBA.

Swiss Post Offers Carbon Neutral Mail

Swiss Post has launched a carbon neutral option for domestic and international letters and parcels.

Pro clima surcharges will range from CHF 0.01 to CHF 0.10 per domestic item with rates for international consignments varying according to destination and type of item.

The surcharges will be used to purchase high-quality CO₂ emission certificates from environmental protection projects such as wind farms and solar installations; all will be independently monitored as "gold standard".

Pro clima postage is available at post offices or online via WebStamp to individuals, while custom solutions are available to business customers.

Swiss Post is also offsetting the emissions generated from transporting its own correspondence as part of a three-tier environmental strategy. This involves energy reduction, transfer to renewable sources and offsetting.

Magyar Posta Releases Sustainability Report

Magyar Posta has published its first sustainability report in place of its previous environmental reports.

The new report sets out Magyar Posta's activity, results and plans for economic, social and environmental sustainability. One achievement is an 8 percent reduction in CO₂ emissions since 2006.

A project last year involved the installation of a solar water heating system at Magyar Posta's national logistics centre. This is estimated to have helped save 4,316sq metres of natural gas, a 36.5 percent reduction in energy use and CO₂ emissions.

Dual-Fuel Quad Bike on Trial in Szentendre

Magyar Posta is helping Poste Italiane to test "Free Duck," a hybrid traction quad bike developed by Post Italiane and Ducati Energia specifically for operation in historic towns.

The dual fuel petrol/electric quad bike is already on trial with Poste Italiane in Perugia and in Bruges, Belgium; it is now operating in Szentendre, Hungary



Magyar Posta Sun Collector

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High Score for Correios in Two Indexes

CTT Correios has achieved high rankings in two sustainability indexes. In the first survey carried out by consultants SDC - Sair de Casa into the performance of Portuguese companies in sustainability best practice, Correios placed second overall and first for its commitment to stakeholders.

The survey, Accountability Rating Portugal 2008, covered 27 of the country's largest companies.

In a second study, Correios achieved second place in the "climate responsibility" category of the Climate Change & Company Management Index 2007 with a score of 83.3 percent. This evaluated the commitment to climate change in 50 national companies.

Action by Correios to improve sustainability includes the collection and separation of waste at its main buildings in Lisbon. Collection boxes are distributed around the buildings for paper and card, plastic packages, glass, toners and ink charters, and batteries. In two months Correios claims to have saved the equivalent to 300 trees and 3,600 litres of oil through waste recycling.

Several further measures implemented in 2008 are claimed to have saved 82 tonnes of CO₂ emissions.

Plan for the Planet Stamp Issued in Spain

Correos of Spain has issued a stamp depicting the United Nations "Plan for the Planet" in an initiative designed to raise awareness of environmental concerns.

The UN plan involves the annual planting of one billion trees until seven billion have been planted to represent the total population of the world.



From the left to the right: the UN "Plan for the Planet" Programme Coordinator, Mr. Ricardo Fraile, the Spanish Minister for Environment, Ms. Elena Espinosa and the CEO of Correos, Mr. Sixto Heredia.

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Correos Distributes Energy-Saving CFLs

Correos has distributed 22 million energy-saving compact fluorescent lamps (CFL) in a government initiative called "Every gesture does count" to encourage energy saving and responsible consumption.

Householders received coupons with their electricity bills that they could exchange at post offices for a CFL light bulb.



P&T Switches to Renewable Energy

P&T of Luxembourg has switched its energy supply to renewable sources supplied by utility companies GEGEDEL and LEO.

It will use 50 percent of its electricity from hydroelectricity and 50 percent from wind power. In addition, P&T is improving the energy efficiency of its buildings and is purchasing hybrid and gas-powered vehicles.

P&T is one of 19 IPC members that are participating in the *IPC Environmental Management and Measurement System*.

Eco Sorting Centre Opens in Greece

Hellenic Post-ELTA has opened an environmentally friendly automated sorting centre in Krioneri, Attica.

Features of the centre include water reuse and energy saving systems. The building is fitted with an automated electromechanical system; it uses natural light and ventilation and is heat-insulated.

Outside, an 8,000sq metre green space is planted with 500 types of vegetation and an automatic irrigation system supplied by the centre's biological cleaning and sewage unit.



Hellenic Post-ELTA automatic truck wash, with re-use of wash water



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Three Itella Centres Gain ISO 14001

Itella has gained ISO 14001 environmental certification for three logistics centres at Vantaa, Espoo and Lahti. It plans to expand certification to all its facilities in Sweden and Norway this year.

Finns Print their Online Statements

A survey conducted by Itella found that 21 percent of Finnish consumers frequently print messages received online. Itella says that many of these are bank statements, wage slips and utility bills that could be archived free of charge by its Netposti service.

>>In Brief - Europe

Aramex Wins Environmental Award

Dubai-based express and logistics group Aramex has won the British International Freight Association's 2008 Environmental Award for its commitment and investment in sustainable measures including use of hybrid vehicles and biodegradable document pouches.

Nightfreight Goes Aerodynamic

United Kingdom overnight delivery company Nightfreight is switching to more aerodynamic vehicles to reduce fuel consumption by its deliver2home fleet.



Americas

Potter Attends IPC Energy Forum

United States Postmaster General John Potter addressed IPC's Senior Executive Forum: "Energy: The Next 20 Years," held in Washington during February to bring together postal executives and energy technology experts.



Referring to the "tremendous global footprint" of the postal industry, Mr Potter said: "Collectively, we can share ideas on new technologies and specify requirements for both vehicles and facilities. Every action we take affects the environment. We want to encourage good stewardship of the Post and the environment at the same time."

Keynote speaker at the forum was Jeremy Rifkin, the best-selling author and president of The Foundation on Economic Trends. Other speakers were US Department of Energy deputy assistant secretary for energy David Rodgers and representatives of General Motors, UTC Power, and Fuel Cell Europe.

"By working together and sharing best practices, our members have shown their commitment to tackling difficult issues well into the future," said Jane Dyer, IPC director of markets and communication. "We hope that our initiatives will be used as models by other industries as well."

US Postal Service Extends Lobby Recycling

The United States Postal Service has introduced secure paper recycling bins to 1,844 additional Post Office Box lobbies under its "Read, Respond, Recycle" campaign to encourage the recycling of more mail.

The new locations will bring to 5,900 the number of lobbies providing recycling bins to divert paper waste from landfill.

IT Saves Energy at US Postal Service

Cost and energy savings are being achieved by USPS Information Technology in a series of measures over the past three years.

The IT unit has reduced power consumption at data centres by allowing multiple applications to run on a single server in a process called visualisation. As a result, the Postal Service has been able to eliminate more than 1,600 servers and reduce hardware maintenance costs by USD 2 million.

Forty percent of workstations have now been converted to power-saving monitors and energy-efficient units that have resulted in rebates of more than USD 250,000 from power companies.

USPS IT is using fewer printers and less paper and the printer paper that is used is at least 30 percent recyclable. A recycling programme is also in place for ink cartridges. Organisation-wide, recycled wastepaper, cardboard, cans, plastics and other materials generated USD 12 million, an increase of more than 40 percent on the previous year.



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UPS Support for No-Idling Day

The UPS Foundation has given USD 350,000 to a partnership between Earth Day Network and the Clean Air Campaign for a national No-Idling campaign to persuade parents and school bus drivers to turn off their engines when waiting to pick up children from school.

“Vehicle idling wastes fuel and money. In fact, idling for 30 seconds uses more fuel than restarting your engine, and idling for 10 minutes a day wastes an average of 24.6 gallons of gas per year,” said Kathleen Rogers, president of Earth Day Network.

The campaign provides turnkey materials through toolkits for administrators and teachers and information for bus and parent drivers.

UPS Wins Grant to Remove Diesel Engines

UPS has been awarded USD 473,939 to reduce particulates generated by diesel vehicles at its Worldport air hub under the US Environmental Protection Agency’s Diesel Emissions Reduction National Programme.

The funding will be allocated to two projects: replacement of diesel engines in ground support cargo tugs and the extension of ground electricity to parked aircraft.

More Gas Trucks in UPS Fleet

UPS has deployed 300 natural gas-powered (CNG) delivery trucks in seven cities in the United States.

The trucks are identical externally to the company’s signature brown trucks but are marked with decals as CNG vehicles. They are expected to yield a twenty percent emission reduction over the cleanest diesel engines available on the market.

UPS operates a total of 1,819 alternative fuel vehicles.



Asia-Pacific

Earth Hour Stamps Give the Time and Date

Australia Post has issued three stamps to mark Earth Hour 2009, an event taking place across the world on March 28 following its launch in Sydney two years ago.

The stamps are designed to appeal to children. They emphasise the need to protect the planet by reducing greenhouse gas emissions and carry the date and time of Earth Hour with the messages: "Lights Out," "Switch Off," "Save Energy".

Earth Hour began in 2007 when individuals and businesses switched off their lights for an hour on the last Saturday in March. The idea spread to other cities and countries in 2008 when an estimated 50 million people took part in Earth Hour and iconic structures including San Francisco's Golden Gate Bridge and the Coliseum in Rome went dark.

In 2009, Earth Hour takes place between 20.30 and 21.30 hours on Saturday March 28 (www.earthhour.org). The Worldwide Fund for Nature is promoting the event as Vote Earth, aiming for one billion "votes" from people and businesses switching off their lights. These votes will be presented to world leaders at the Global Climate Change Conference in Copenhagen.

TNT Express Asia Wins Green Award

TNT Express Asia was the winner in the "Customers" category of the Cargo Climate Care Award from Lufthansa Cargo.

In Asia, TNT is trialling battery-electric delivery vans in Wuhan, China, in partnership with a Chinese automotive manufacturer.

Despite the economic downturn, TNT is determined to continue to minimise its footprint on the environment by adopting low-carbon technologies and more efficient use of energy where appropriate across the globe.

China Trials Green Vehicles in Public Sector

China is to promote use of energy-efficient and new-energy vehicles in the public sector in a trial including public transport, taxis, and postal and urban sanitary services in 13 cities including Beijing and Shanghai.

A joint statement by the ministry of finance and the ministry of science and technology said the government will offer one-off subsidies for the purchase of mixed-power, electric and fuel-cell vehicles.

These will be based on the gap between the prices of energy-efficient vehicles and those powered by traditional fuels.





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Message from the Editor

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

Valoree Vargo
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