EcoTransIT World Consortium:

New Policy – New Features – New Website

Cécile Bray
Geodis carbon project manager

Ralph Anthes
IVE mbH project manager

Ulrich Ostermayer
President of EcoTransIT World Consortium
Online questionnaire shows requests from business

Duration: 21 March – 4 April (14 days)
Sent to: 263 persons in 24 countries
Responses: 54 completed
Resp. rate: 21%

Sector
- Logistics 49%
- Production 12%
- not specified 33%
- Other 6%

Classification
- small
- medium (large)

Coverage
- national
- european
- global
Carbon accounting is getting corporate standard – Wide mix of tools

Do Companies calculate their Carbon Footprint?

- Yes: 57%
- Not answered: 33%
- Do not know: 4%

Tools / Methodology
33% use a mix of Tools

- WRI/WBCSD: 6%
- UK defra: 5%
- Smartway: 15%
- Green Cargo Method: 18%
- ELCD: 18%
- NTM: 28%
- Bilan Carbone: 28%
- EcoTransIT: 15%
- GHG protocol: 15%
- CCWG: 15%
- Own: 15%

- Shipment level: 32%
- Regions or trade lane level: 24%
- Company level: 42%
Motivation

Motivation to account and reduce greenhouse gas emissions

- Improve the company image: 17%
- Meet customer needs: 25%
- Differentiate from competitors: 28%
- Reduce costs: 30%
- Comply with regulations: 26%
- Others: 3%

Expectation of legal regulations on carbon accounting / reporting

- Do not know: 11%
- Medium-term (2-4 years): 66%
- In the long run: 23%

Provide a more sustainable business model.
Foster necessary climate protection as a part of our strategy as well as of our responsibility.
Responsibility.
Purpose

Utilisation of the Carbon Footprint

- Publish in corporate annual reports
- Report individually to customer
- Use for call for tenders
- Others:
  - publish in internal reports
  - benchmarking questionnaires
  - internal CO2 management
  - CDP reporting to publish to relevant stakeholder
  - improve own processes
  - To guide shippers in shipment selection (transport mode, itinerary, ctr equipment)
Role of European Standard prEN 16258 for calculation of GHG emissions in transport services

Do you expect that the upcoming European Standard prEN 16258 will solve all existing methodological inconsistencies in the sector?

- Yes: 12%
- No: 62%
- do not know the standard: 28%
Publicity of EcoTransIT World products

Is the online calculator EcoTransIT World known in your company?  
- Yes: 79%  
- No: 12%  
- Do not know: 9%

Do you know the Business Solutions of EcoTransIT World?  
- Yes: 35%  
- No: 65%
EcoTransIT World is used in manifold ways

**Business Solutions for Professionals**
- User license

- Large scale carbon footprint accounting for customers

  - SBB CFF FFS Cargo
  - SNCF
  - ERS Railways
  - TRENTITALIA
  - Gebrüder Weiss
  - DB SCHENKER

  File based calculation of Transport list

  Automatic calculation via web service

  Output as pdf, Excel® or xml

**Online Calculator in Corporate Design**
- Membership

- Embedding of EcoTransIT World in partner websites

  - SBB CFF FFS Cargo
  - Hapag-Lloyd
  - B
  - SNCF
  - TRENTITALIA
  - Renfe
  - DB SCHENKER

  Each Consortium member

  Individualized Hapag-Lloyd
The website www.ecotransit.org

- Important component of our tool
- Professional free of cost calculator
- World wide usage
- New release, new design
- Better availability of information

Sustainability Communication
- Online Calculator Free of Charge -

Use of open access online version
E. g. sustainability report 2011, Marquard & Bahls:

"After a thorough analysis of seven different methods for ship transport in a scientific thesis we chose EcoTransIT World as the most comprehensive and detailed method..."

Information Source for Experts

Worldwide use of www.ecotransit.org

- 4,000 visitors per month
- 14,000 page views p. m.
- visits from 145 countries
- > 5 min. average visit duration (analysis 2011)
New release - design - usability
More intuitive more efficient

Detailed transport chain information at the result presentation

More intuitive navigation
Ambition: to support freight transport actors in their environmental strategy

**MEASURE**
- **Environmental Impact Assessment Calculation Tool**

**IMPROVE**
- Collaboration with mode specific working groups & alignment of different methodologies

**MANAGE**
- Environmental Performance Reporting & Monitoring

CONTINUOUS IMPROVEMENT

[Diagram showing a cycle with the steps of measure, improve, and manage.]
Ambition: to provide a transversal platform

**TRANSVERSAL PLATFORM**
Relying on scientists, business & carriers’ expertise to meet Shippers, LSP’s & forwarders’ needs

- **Air**
- **Road**
- **Sea**
- **Rail**
- **Waterways**

- IATA/ICAO
- Charte CO₂ GFE
- CCWG
- UIC/carriers
- VNF
An Organisation to meet these Ambitions

Now:

1. Business Solutions open to
   - forwarders, carriers, logistics providers, shippers
   - all modes and world regions

2. Creation of neutral sector platform for
   - cross-modal alignment of methodologies
     - sector standard
   - best practice exchange
Steps towards the sector platform

- Finalize draft structure and business model of sector platform: April ‘12
- Alignment with founding members: June ‘12
- Work out of contractual documents and alignment with partners: Sept. ‘12
- Approval of final structure and formation: Dec. ’12

BE PART OF IT!!
Flexible – Reliable – Multimodal

www.ecotransit.org
Contact: info@ecotransit.org
EcoTransIT World is used in manifold ways

Online Calculator in Corporate Design
- Membership -
Embedding of EcoTransIT World in partner websites

Online Calculator - Membership -
Embedding of EcoTransIT World in partner websites

Business Solutions for Professionals
- User license -
Large scale carbon footprint accounting for customers

Business Solutions - User license -
Large scale carbon footprint accounting for customers

Sustainability Communication
- Online Calculator Free of Charge -
Use of open access online version

Sustainability Communication - Online Calculator Free of Charge -
Use of open access online version

Information Source for Experts
Worldwide use of www.ecotransit.org

Use of open access online version
E. g. sustainability report 2011, Marquard & Bahls:
...After a thorough analysis of seven different methods for ship transport in a scientific thesis we chose EcoTransIT World as the most comprehensive and detailed method...

Information Source for Experts
Worldwide use of www.ecotransit.org

- 4,000 visitors per month
- 14,000 pageviews p. m.
- visits from 145 countries
- > 5 min. average visit duration (analysis 2011)
In 2011 and 2012 EcoTransIT World toured through Europe, USA, Korea and Australia

- Australia: New South Wales Government recommendation on official website to use ETW, 2011
- Several conferences through Europe
  - Spain
  - France
  - Austria
  - Switzerland
  - Belgium
  - Germany
EcoTransIT received 11th Logistics Innovation Award in Paris on 30 March 2011

EcoTransIT has been selected among 12 projects in the category “Most innovative logistics solution supporting sustainability”.
EcoTransIT is more than a calculator: It is a platform of best practice in green logistics

Standardization of methodology

- strong support of CEN activities to establish a European Standard of environmental/carbon accounting in transport services

EcoTransIT World methodology will be certified according CEN-standard

Collaboration with mode specific initiatives

- Sea: CCWG, Road: GFE,

Integration of new partners

- open for new partners from the whole transport sector (customers, carriers, logistic providers, NGOs)