

## For more information

Consult the process tools, the up-to-date list of signatory companies and the list of contacts in the DREALs (State Regional Directorates for the Environment, Planning and Housing) and ADEME on the following websites:

- **The web site dedicated to the process**
  - [www.objectifco2.fr](http://www.objectifco2.fr)
- **the French Ministry for Sustainable Development**
  - [www.developpement-durable.gouv.fr/rubrique transports](http://www.developpement-durable.gouv.fr/rubrique_transports)
- **ADEME**
  - [www.ademe.fr/transports](http://www.ademe.fr/transports)

The first five issues of the information bulletin, “*Objectif CO<sub>2</sub>, les transporteurs s’engagent, les transporteurs agissent*” (“*Objectif CO<sub>2</sub>, carriers pledge, carriers take action*”) can be found there, which aim to promote and share good practices for road transport companies.

General Directorate  
for Infrastructure,  
Transport  
and the Sea

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# Objectif CO<sub>2</sub>, the French voluntary commitments programme to reduce CO<sub>2</sub> emissions of the road transport operators

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In the interests of sustainable development, the road freight transport (RFT) and road passenger transport (RPT) sectors are committed to several actions aiming to reduce pollutant emissions from vehicles (Euro standards) and greenhouse gases emissions.

In order to deal with the challenge of climate change and comply with French commitments to reduce CO<sub>2</sub> emissions, the sector has adopted measures concerning both transport organisation and vehicle technology.

Thought as a tool to monitor and reduce CO<sub>2</sub> emissions, *Objectif CO<sub>2</sub>* programme can be engaged in on a voluntary basis.

## Goals

The *Objectif CO<sub>2</sub>* programme, launched in December 2008 in the road freight transport (RFT) sector, was extended to intercity road passenger transport (RPT) in September 2011.

In December 2012, a second extension concerned companies using light freight transport vehicles for third parties. Companies using road passenger transport vehicles with less than 10 seats, and city passenger transport can also take part into this process. This commitment enables companies to obtain methodological tools to improve their environmental performance promoting reduction of their fuel consumption and, consequently, their CO<sub>2</sub> emissions.

Companies commit for a period of three years based on a concrete and customised action plan in order to achieve a global aim to reduce their CO<sub>2</sub> emissions. For this purpose, they must implement at least one action for each of the four key areas defined in the process, i.e.: vehicle, fuel, driver, organisation of flows (RFT) or organisation and management (RPT). This process was developed in collaboration with professional organisations of the sector, to meet the state environmental commitments.

## Four key areas of commitment

The actions to be taken by the signatory companies are distributed into four key areas, each action plan including at least one action per area. The first three key areas have a common name with RFT and RPT even if their content differs. The fourth key area has a different name taking the specificities of each sector into account.

### Key area 1: vehicle

Adapting the fleet to its use or to the use context, improving maintenance, managing tyres, and choosing energy-saving or low CO<sub>2</sub> emission technologies or equipment.

### Key area 2: fuel

Using alternative fuels, and improving consumption monitoring.

### Key area 3: driver

Promoting eco-driving and good practices.

### Key area 4: organisation of flows (RFT) or organisation and management (RPT)

Optimising the company's itineraries, loads and environmental management, using non-road transport modes, and synergy with sub-contractors and customers.

## What are the advantages for companies?

A reduction in their fuel consumption: in January 2013, the fuel item represented 28% of the costs for long-distance road transport for the RFT sector.

- Better management by establishing a scoreboard for monitoring the activity and fuel consumption.
- Commitment in a structure-based process, and a source for mobilising and motivating all staff.
- Commercial promotion of actions taken with customers, who are becoming increasingly aware of environmental issues.
- Possibility of using the logo related to the process and appearing on the list of signatory companies, which is available on the website dedicated to the programme [www.objectifco2.fr](http://www.objectifco2.fr), thus promoting this sustainable action.
- Promoting the efforts made by companies to improve the image of road transport in France.

Logo that is put on the vehicles of committed RFT companies.



Logo that is put on the vehicles of committed RPT companies.



## Company participation conditions

Before signing its charter, the company must:

- carry out a CO<sub>2</sub> diagnosis in order to draw up an initial reference inventory and define a scope of commitments;
- establish a consumption monitoring system;
- retain at least one environmental performance indicator specific to the company and set a quantitative reduction target to be achieved within three years;
- define an action plan retaining at least one action for each area (vehicle, fuel, driver, organisation of flows or organisation and management).

## Methodological tools and their updating

The computer tools and methodological guides, available for companies, include:

- a general guide on the process;
- a specification relating to the CO<sub>2</sub> diagnosis, guiding the company or external service provider, if the company chooses to be assisted to carry out this diagnosis;
- a web tool available on the website [www.objectifco2.fr](http://www.objectifco2.fr) that, after inputting the data on the company's activity, can be used for assessing and monitoring the CO<sub>2</sub> emissions within the scope chosen, the potential CO<sub>2</sub> savings according to the actions chosen, the objectives fulfillment and environmental performance indicators monitoring;
- a series of actions sheets distributed according to the four key areas of commitment, in order to reduce fuel consumption.

All of these documents (in French) are available for free and can be downloaded from the Ministry's and ADEME's websites at the following addresses:

- [www.objectifco2.fr](http://www.objectifco2.fr)
- [www.developpement-durable.gouv.fr/Charte-Objectif-CO2.html](http://www.developpement-durable.gouv.fr/Charte-Objectif-CO2.html)
- [www.ademe.fr/transports](http://www.ademe.fr/transports)

## An assisted process

A company can be assisted by a consultancy firm for all or part of the process (diagnosis, implementation and monitoring of the action plan).

It may therefore benefit from financial aid from ADEME which varies according to the size of the company. For small companies, the amount for the aid is at most 70% of a base capped at 50,000 euros, in the case of a diagnosis with process assistance. This aid is not systematic, it is decided on a case-by-case basis upon analysis of the applicant's file and the available budget. Other public aids may be added. The process is defined at the regional level via the DREALs (State Regional Directorates for the Environment, Planning and Housing) and regional directorates of ADEME, mobilised for raising awareness and assisting regional companies and stakeholders who want to participate: regional councils and professional road transport federations.

## 1st January 2013 assessment (provisional data)

	RFT	RPT
Number of signatory companies	811	87
Number of drivers involved	106,540	8,700
Number of vehicles concerned	95,500	8,600
CO <sub>2</sub> emission reduction potential in terms of action plans (3 years) in tonnes of CO <sub>2</sub> /year	662,000	14,500
I.e. an average reduction (with equal volume of activity based on the reference period)	9.3%	6.7%