

# LYRECO - Global Compact Communication On Progress

## GLOBAL COMPACT PRINCIPLES

7, 8 and 9

## TITLE OF THE ACTIONS TAKEN

Measures for reduction of pollution from (company) car fleet

## ACTIONS TAKEN

We saw the need to review our company car fleet and start up an environmental improvement programme to reduce the car pollution.

The Benelux company car fleet comprises of 257 company cars. The list of company cars, which is divided in 3 categories, has been completely reviewed by our Fleet administrator, taking into account the following criteria:

- amount of CO2 emissions, in grams per km
- horsepower (which influences the consumption)
- cost

The result is a new, more environmentally friendly car list which includes diesel cars and a hybrid (petrol/electric) car. Diesel and hybrid engines produce less CO2 emissions and therefore contribute less to the greenhouse gas that cause global warming.

Secondly, we decided to implement a trade down policy, encouraging drivers to choose a car from a lower category and thereby driving a car with less polluting engines.

Naturally, we have not forgotten about the positive impact of environmentally friendly driving. We have therefore composed a specific training for our sales people on the road, by giving them information and tips about environmentally friendly driving. Our sales managers include this as part of their evaluation in their accompaniments of the sales representatives on the road.

To conclude, the improvement actions also include our office staff. They are encouraged to come to work by public transport, by bicycle or by carpooling with a colleague. Once a year, we organise a health month in which specific actions are set up to get as many people as possible on their bikes to come to work. For every kilometre driven by bike or carpooled with a colleague, we pay an amount to a charity organisation.

## RESULT OF THE ABOVE ACTIONS

### New car list result

The change of the car in the basic category has the largest impact. Due to the change in this category, we save a theoretical 7 grams CO2 emissions per driven km. With 147 cars in this category and an average of 40.000 kilometres driven per car per year, this means we save the environment a mere 41.000 kilos in CO2 emissions per year. This calculation does not take into account the savings of the 110 cars in the 2 other categories.

### Health month result

In our most recent health month our office personnel carpooled and drove more then 3.300 kilometres by bike, saving the environment an extra 700 kg in CO2 emissions.

## **COUNTRIES CONCERNED**

**Benelux**

## **KEY WORDS DESCRIBING THE ACTIONS**

Car pollution, CO2 emissions, environmentally friendly driving, alternative transport

## **CONTACT**

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