



**■ ARVAL  
SUSTAINABILITY  
REPORT 2009**

**Arval Signatory of  
the Global Compact**



**ARVAL**  
BNP PARIBAS GROUP



## ARVAL SIGNATORY OF THE GLOBAL COMPACT

Since 2004, as a member of the United Nation's Global Compact, Arval incorporates the following principles through its commitment to them:

### **Human rights:**

Principle 1: support and respect the protection of internationally proclaimed human right.

Principle 2: ensure that they are not complicit in human right abuses.

### **Working conditions:**

Principle 3: uphold the freedom of association and the effective recognition of the right to collective bargaining.

Principle 4: support the elimination of all forms of forced and compulsory labour.

Principle 5: uphold the effective abolition of child labour.

Principle 6: uphold the elimination of discrimination in respect of employment and occupation.

### **Environment:**

Principle 7: support a precautionary approach to environmental challenges

Principle 8: undertake initiatives to promote greater environmental responsibility.

Principle 9: encourage the development and diffusion of environmentally friendly technologies.

### **Transparency and anti-corruption:**

Principle 10: work against corruption in all its forms, including extortion and bribery.

***Within this report, a large number of examples show how Arval is putting these principles into action.***

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## ■ 1. MESSAGE FROM THE CHAIRMAN

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With all businesses forcefully adjusting to an environment of global crisis in 2009, many observers expected entrepreneurial citizenship to be - at best - sidelined for a while. Arval has been actively associated with efforts made by fleet users to rationalise the costs and efficiency of their mobility. Our experience has shown that the business awareness on the footprint and collective costs of transports did not fall in crisis time: while pressure on fleet costs obviously became more imperious than ever, the attention of fleet decision makers to safety, driver satisfaction and environmental optimisation has grown further, notably under the impulse of technologies and with

the direct support of fiscal and regulatory measures.

More than ever, Arval sees in its own metier the strongest justification to support these commitments. Firstly because of the substantial impact of any environmental improvement that it may introduce in a managed fleet of more than 680,000 vehicles around the world. More specifically, in years of intense automotive research and environment-driven innovation, Arval endeavours to support fleet users' decisions among multiple and complex new technologies with a relevant and independent information. This is notably the mission entrusted to the Corporate Vehicle Observatory, created by Arval in 2002. Hence every time client companies have been responsive Arval has mobilised its specialised management tools to monitor the rational usage of the cars and improve their environmental footprint. This is why we use to say that Sustainability at Arval is not only a choice of the heart but also a question of *metier*.

Finally, beyond environmental topics, Arval team's adhesion to Sustainability reflects the search for consequent and long lasting fleet improvement policies. This is where our teams see their real added value. We logically adopted this concept in our recently redrafted identity:



For these many reasons I am happy to confirm once again the commitment of Arval, in all its national subsidiaries, to the ten principles of Global Compact.

Laurent Tréca



## ■ 2. OUR SOCIAL RESPONSIBILITY

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The respect and valorisation of diversity, both in professional and personal fields, is a value shared within our parent Group.

### 2.1. Internal

In a fast changing environment the values of Arval, shared by all the 22 national subsidiaries, remain unchanged: Ambition, Creativity, Responsiveness, Commitment and Respect. Key HR processes like recruitment and appraisal were further structured around these 5 items.

#### 2.1.1. The respect of employment and occupation in Human Resources

##### 2.1.1.1. Arval Business School & Sales Academy

In a year of unheard of challenges, efforts on training were at their maximum, with various groupwide in depth programs like the Arval Business School and the Sales Academy.

##### 2.1.1.2. Social and environmental information on the company

Aiming at more transparency and at a common mobilisation on sustainability goals, Social and Environmental reports directed both to the staff and to external business partners were created in 2009. For example, in Italy, the new book "Bilancio di sostenibilità" was released in October.



#### 2.1.2. The Practice of Non discrimination

##### 2.1.2.1. Integrating Disabled Persons in the Company

Arval France, since 22 November 2007, has signed an agreement in favour of the employment of disabled persons; this agreement gives the opportunity to these employees to benefit from an annual premium of 1000 Euros.

This premium is annually paid in order to help the concerned colleagues to make up for their specific expenses linked to their handicap (transport mode, special equipment, medical care ...).

##### 2.1.2.2. Acting together with local NGOs

Arval's social commitment includes working with competent third parties against exclusion, as much as a business can do. It is actually in its power to contribute to the integration of disabled persons in the professional or social life.

Some 2009 examples among others



→ Social help to children:

- Arval Russia supported the NGO "Mnogo Detok -Horosho!" which support orphan houses, charity-schools in Moscow and its region. The project named "Gift the Dream!" is aiming to improve orphan kids everyday life and realise their dreams during New Year & Christmas Holidays.
- Arval Romania supported the children from "Orhideea Foster Care Center". Through the project "A smile is forever" we tried to improve their day to day life and also we created a special 1st June for them with a collective support of Arval Romania and it's employees



→ Disabled persons:

- In Turkey the TEB Arval team decided to participate in the 15km Eurasia semi marathon (95 000 persons) and donated the collected sums to the Spinal Cord Paralysis Association
- Arval Hellas participated in the Athens marathon supporting the cause of M.D.A. Hellas (Muscular Dystrophy Association).
- Arval France confirmed its partnership with the NGO « Les Clayes-Handisport ». In May it supported the logistic of the 7th edition of the Solidarity race "Relais-Raid". The race is open to mixed teams of persons with and without disability who run on rollers, bikes or hand bikes.



→ Supporting employee's initiatives within NGOs:

- Arval Spain decided to participate in BNP Paribas Spain's initiative "Apoyamos tus ideas" (we support your ideas). Colleagues implied on a purely personal basis with NGO's, have had the opportunity to present their NGO's, objectives, projects, explain their own role in this organisation and answer questions. Three projects have been selected and supported financially:
  - Fundacion asis
  - Accion catolica General de Madrid
  - Fundacion Abracadabra Magos Solidarios
- Arval Portugal also joined the local BNP Paribas initiative to support financially social entities active in health & solidarity projects and where local employees are already involved as volunteers. Three projects were selected:
  - Casa da Criança de Tires
  - Samaritanos
  - Santa casa da Misericórdia de Tires



- Culture: Arval Benelux supports and exposes artists and painters
- Local environmental action: if Arval Netherlands has to pay a penalty for not fulfilling its Service Level Agreement, the customer is proposed the option of having the charge paid out to Vereniging Natuurmonumenten.

## 2.2. External social responsibilities

### 2.2.1. Ethics in the Business

#### 2.2.1.1. Arval's Ethical Code

Through its transparency and anti corruption commitments (Global Compact Principle 10), Arval is committed to apply ethical principles in its daily relation with suppliers and clients.

After gathering professional experience and local sensitivities across all local entities, it released the Arval ethical code. Once tested in 2007-2008 in the most mature entities, the document was further deployed in most countries in 2009. It is used as an appendix to the Internal Rules of each company.

#### 2.2.1.2. Internal Control

The compliance with all ethical requirements is monitored by the two channels of internal Control, i.e. the permanent control functions embedded in each company, and the periodical control carried out through specific temporary missions.



### 2.2.2. Suppliers management

As a service integrator, Arval must not only comply with Global Compact principles within its own teams, but also in its upstream relations with suppliers.

It is part of Arval permanent task to record in its Databases accepted suppliers after recording their commitment to a level of service. In particular, recently created entities in territories like southern Europe, Turkey, India and Russia conducted campaigns in 2008 and 2009 to register hundreds of repair shops. This provides an opportunity to require certain sustainability commitments.

In 2009, the group wide sustainability policy with providers was progressively rolled out. Two categories of suppliers are considered: global suppliers, from whom an explicit compliance with the ten Global Compact principles is required; the local ones, who only have to underwrite three tangible commitments:

- No direct nor indirect child labour (Principle 5),
- Environmental basic commitments like recycling (Principle 7 to 9)
- No offering of any improper advantage to any of its business relationships (Principle 10)



The sanction for failing to inform Arval in case of non compliance is an Arval's option to terminate. However, even in this strong contractual position, Arval will keep behaving as a supportive partner for suppliers from areas and regions where abuse is widespread but who are struggling to improve practices of their industry. These clauses are being progressively implemented, as new contracts will be negotiated and existing ones updated.

### 2.2.3. Clients

The social responsibilities of Arval's metier towards its customers are related to the strong human aspects of company cars. While the customer's HR policy has always the last word, Arval fleet services have a social impact in at least two areas – the motivation and the safety of employees.

#### 2.2.3.1. Arval' s commitment to Road Safety for Fleet users

Within its commitment in the field of road safety in all countries where it operates, Arval Group signed on July 8th 2009 the European road safety charter in London - an initiative launched in 2004 by the European Commission through its Directorate-General for Energy and Transport.



By end of 2009, 1593 companies of all sizes, local authorities and associations had signed the Charter and

undertaken commitments.

In its responsibility as a fleet specialist, Arval is determined through this signature to further guide its clients in the choice of relevant security features, implement driver safety trainings and generally raise awareness on what businesses can do for road safety. Training of the drivers and the on board equipment of cars are two channels of improvement:

→ Safety + Eco driving training:

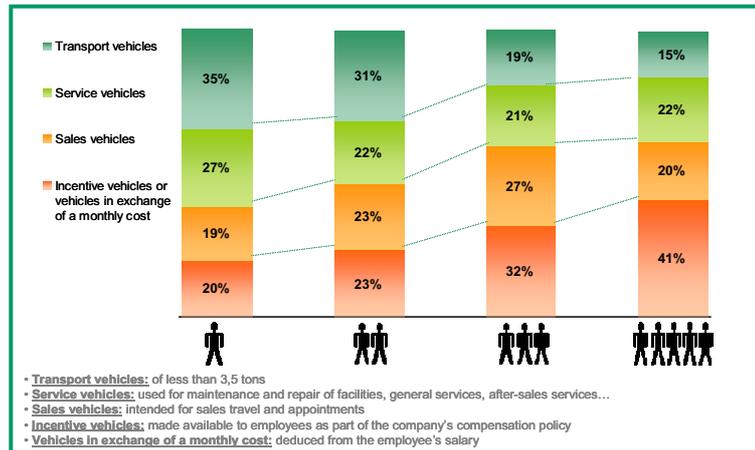
Since the end of 2007, Arval is committed to offering in all countries a double Safety + Eco driving training, both to its own personal and as a service to its customers. This objective has now become a reality in the most mature countries and is being rolled out in the smaller ones, with the frequent difficulty of finding training specialists able to cover both safe and environmentally friendly driving.

→ Telematics as a safety tool: annual ceremony of the Arval "Environment & Security" Trophies, which was held Tuesday 24 November evening in the Atrium of Arval France in Rueil-Malmaison completely refitted for the event, met a sharp success. More than 180 people among whom customer, manufacturers and partners, assisted of the Branch managers and the Sales engineers responsible for the accounts, attended the opening speech of the ceremony by François Piot, General Manager of Arval France, along with Gabriel Plassat, Engineer in charge of the energies of the future in the field of Transport to the ADEME who intervened on a quite precise subject: pollution emissions and gas for greenhouse effect.



### 2.2.3.2. The Company car, a key component of the incentive policy

According to the 2009 Fleet Barometer of the Corporate Vehicle Observatory, a significant share of the corporate fleets is allocated in Europe to employees as a component of their global compensation (the “incentive vehicles” in the graph). Their proportion in the fleet is strikingly correlated to the size and maturity of the company.



Besides, the motivation factor can widely be extended to sales vehicles, since their level often depends on their performance.

**Usage of corporate vehicles according to company size**  
 0-9 employees / 10-99 / 100 to 999 (or 499 in smaller countries) / 1 000 (or 500) and more

Whereas this interest provides a solid base for further development of Arval's business, it also offers an opportunity to support the client companies in the design of their sensitive *Car Policies*. This advisory activity is part of Arval's expertise.





## ■ 3. OUR ECONOMICAL RESPONSIBILITY

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The on going crisis is a major economic challenge for Arval as for most businesses. In a context of short term cost cutting policies in many of its client companies, its specific responsibility within its entrepreneurial citizenship is to further promote economically sustainable solutions.

### 3.1. Internal: the challenges for Arval

#### 3.1.1. The Residual Value forecast, more difficult than ever

Taking the risk on the resale price of cars at the end of the lease term – i.e. mostly 3 to 4 years old vehicles - is one of the major economical added values of the fleet leasing industry. But since 2008, the systemic crisis has added a much more violent factor of instability, with the collapse of certain segments of the used car market and a near inability to foresee mid term purchasing behaviours. 2009 saw only a partial recovery of these losses of value, and a widespread weakening of private consumption that further questions future demand. In addition, an accelerated flow of innovations and new regulations has generated new uncertainties in the future resale prices.

This new situation has led the fleet leasing industry to deeply renew its statistical forecasting methods and question its existing habits. It will probably significantly reshape the fleet leasing landscape and put to test the expertise of all fleet specialists including Arval.

#### 3.1.2. The difficult reform of Competition Rules of the automotive market

Another specific added value of Fleet leasing is its contribution to competition in the field of car sales to businesses. Positioned between the user company and the manufacturer's sales network, and fully independent towards the latter, Arval takes the mission to support the choice of the company with comparative studies of cars of various brands and competitive pressure on sales prices. This has justified over the years that companies like Arval enjoy a status as "End customer" of the manufacturer's networks, in a position to discuss their purchasing conditions for their comprehensive purchase volume. This status was officially granted in the current European regulation on car sales ("automotive Block exemption") but as this text must be updated in 2010, some voices request the removal of this status, leaving to the fleet lessors a role of pure financial intermediary. Defending their integrated fleet management services is clearly an economical challenge of Arval's industry in the near future.

#### 3.1.3. Involvement in professional organisations

Even in its efforts to be a role model for the Fleet leasing, Arval does not pretend to achieve alone all the relevant goals. Since many of its focuses apply to the whole Industry, Arval has got involved in many representative professional organisations. Various local managers have taken responsibilities in national leasing associations, taking the chairmanship in Belgium and France. At year end Arval accepted a new mandate for the chair of the Automotive Steering Group, a specialised automotive body withing the leasing and rental Federation Leaseurope.



#### 3.1.4. New technological challenges for the Automotive services

While a sustainable offer of services requires long term perspectives the economic future of the automotive market has never been so uncertain, significant innovations also may reshape future automotive services. In 2009, Arval and its research arm, the Corporate Vehicle Observatory, have been involved in various studies on the future design and usage of the professional vehicles. Among others, the CVO took part to the study “The battery-electric and Plug-in Hybrid Vehicle” as well as “the advanced Energy storage report” under the direction of Global Insight.

### 3.2. A method to support Clients decisions

#### 3.2.1. The new complexity of the automotive offer

Ensuring the right choice of models and engine technologies according to the used planned for each vehicle is a basic responsibility of the fleet expert. In global terms, this has led to a generalisation of Turbo Diesel as the fleet. It can be said that most of the progresses made in the last years on CO2 emissions were owed to the performance of diesel engines. However, new more ambitious regulations and fiscal rules are starting to require to combine different technologies in a more complex daily management : hybrids, bio fuel and gas based engines, electric engines will all bring contrasted pros and cons, none of them being fit for all tasks. Arval regards as its mission to support the choice of the right technology for the right usage and its research arm the Corporate vehicle Observatory has released various brochures of didactic material on these topics.

#### 3.2.2. Expertise: The TCO approach

The Total cost of Ownership, that analyses and compares all kinds of cost parameters (acquisition, usage, resale) is the adequate decision tool to sort out the extended range of the choice. It was the core of Arval method well before environment and innovation brought an added complexity.

The True Cost of Operations model awarded Best Leasing Initiative at the Fleet News Awards

Arval UK won the award for its True Cost of Operations model, a tool that allows supporting customers in understanding their true fleet costs and managing them down. Developed in conjunction with the University of Buckingham it is the most advanced and comprehensive tool of its type in the market and alongside cost supports customers in measuring CO2 emissions and creating a safety index.



The judges commented, "It is a strong, targeted product that allows managers to appreciate the total costs of their fleet and take action to reduce these costs - exactly what is needed in these challenging times".

Also in 2009, Arval's market leading fuel card was recognised at the 2009 Van Fleet World Honours, winning the Fleet Management Service Award.

Van Fleet World editor and judge John Kendall commented: "The Arval Fuel Card is more than just a fuel card - it is a comprehensive fuel management system. Extensive network coverage means no inconvenience for drivers, while the VAT-approved invoice does away with the administration normally associated with pay and reclaim systems."



## ■ 4. OUR ENVIRONMENTAL RESPONSIBILITY

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Within the environmental strategy announced in the 2007 Report on Progress, the Arval Group has worked to structure the Sustainability services delivered to fleet users. These efforts are being recognised through ISO 14001 certifications in various countries in 2009:

- In July Arval UK was certified on the following activities: administration of car leasing, fuel cards, embossing and management, invoicing and distribution.
- In November Arval Netherlands was certified on its complete environmental management system.

### 4.1. Arval's internal green practices

Even before it started developing green services offer for its customers, Arval has been testing and rolling out internally a number of environmentally friendly practices, a.o. waste recycling and reduction and selection of environmentally complying providers.

This includes the management of Arval premises, both in head offices and local branches. One of many examples can be given with Arval UK who won the Green Office award at the 2009 Wiltshire Wildlife Corporate Green awards. The Corporate Green award of the Wiltshire County rewards and promotes environmental best practices in local businesses.

Arval Netherland has also been recognised for the environmental standards of its new headquarters building

- ➔ State of the art headquarters building, up to all the environmental standards.
- ➔ Automatic lighting when entering an office
- ➔ Bicycle plan for all employees living within 10 kilometres from the office
- ➔ Promotion of public transports, in replacement of car, with the NS Card

However, most efforts were focused on the CO<sub>2</sub> project defined as a priority since 2008. Because its specific added value will be to incorporate the CO<sub>2</sub> management into an offer of services to the nearly 600,000 fleet vehicles managed for customers, Arval has further focused its internal initiatives on the emissions generated by its vehicles, leaving for a later step the analysis and compensation of other sources like buildings and energies (one exception is Arval UK who already carries out a comprehensive footprint analysis).

#### 4.1.1. CO<sub>2</sub> measurement

In 2009 all Arval companies have assessed the emissions of their fleets on an individual basis. Taking advantage of specialised monitoring tools used for customer fleets, fuel consumptions and mileage are easily handled. The internal publication of resulting reports contributes to encourage self limitation of emissions among Arval's teams.



#### 4.1.2. CO2 optimisation:

##### 4.1.2.1. Emission related car allocation policies

Internal rules following now criteria of emissions in g/km that were introduced in previous years for company car allocation have been further refined. They have been greatly supported by multiple fiscal rules now based on CO2 emissions in various European countries. Due to the variety of these rules and of national habits, these references remain specific to each country.

##### 4.1.2.2. Training/Incentives

2009 saw a further development of combined Ecodriving and Safety trainings to the driving staff. They have widely been used as tests for similar services now offered to customers.

#### 4.1.3. Since 2008 a carbon-neutral Arval Fleet

As announced in the 2008 Communication on Progress, Arval now carries out yearly the full offsetting of the CO2 emissions from its own company cars used in all its national entities. It is both an internal choice of the company, supported by its staff, and a real scale laboratory for the offsetting solutions offered to fleet users. This is one of the reasons why this compensation was made according to methods voluntarily diversified according to the countries, in collaboration with various NGOs specialised and certified, in particular Action Carbone in Paris or via the certificates market with the support of BNP Paribas Carbon Finance in London. 5400 tons of CO2 have thus been offset.

In order to maximise the experience gathering and the local acceptance, priority has been given to local offsetting partners, as far as some required qualification criteria were met:

- transparent structures and accounts,
- identified and traceable projects
- defined standards (Gold Standard in most of the projects)

A diversity of compensation schemes was accepted:

- some NGOs dealing with readily emitted certificates
- contribution to on going projects of NGOs giving way to later creation of certificated
- purchase of Certificates of Emission Reduction issued within the Clean Development Mechanism.



### **The Indian biogas project of SKG Sangha.**

An NGO-driven offsetting project used to offset the emissions of Arval's own vehicles in various countries.

The purpose of this project is to provide 500 households in Hassan district with biogas plants and vermicompost units. It thus improves living conditions of the rural Indian households, give them extra-income, and as well as reduce the pressure on the forest and fight against global warming.

The project has two aspects:

- Use all the unclean wastes to produce biogas in order to improve sanity conditions and provide a clean and convenient cooking fuel.
- Use the agricultural wastes and slurry from the biogas tank to produce and sell a nutritious vermicompost in order to replace the chemical fertilizers currently used that deteriorates the soils.

The project has been selected for its multiple and sustainable benefits, beside its direct impact on CO2 emissions:

#### **Agricultural benefits**

- Reduction of pressure on the forest
- Restoration of soil fertility
- Restoration of eco systems

#### **Social benefits**

- Extra-income for the families
- Reduction of families' expenses on firewood and on chemical fertilizers
- Reduction of time spent on wood collection
- Women empowerment

#### **Health benefits**

- Improvement of sanity conditions
- Smoke free stoves avoiding health damaging firewood smokes

The project uses the Gold Standard monitoring methodology specially designed for family-sized biogas plants "indicative programme, baseline, and monitoring methodology for Small Scale Biodigester, Voluntary Gold Standard"





## 4.2. The roll out Arval environmentally friendly fleet services

Arval advises and support the projects of its customers to reduce the environmental footprint of their fleets. This commitment is rolled out in a clear business oriented approach and intends to demonstrate that also an economic rationality. This is why Arval has multiplied alliances of all kinds, local or international, mobilising businesses for this cause. An example: ARVAL Hungary has signed the Environment Charter of the Franco-Hungarian Chamber of Commerce. By signing this Charter, member of the Chamber of Commerce wish to express their concern and responsibility towards sustainable environment, protection of the natural patrimony and in the improvement of environment quality. Members commit themselves to reduce their environmental impact.

Accompanying businesses in their continuous improvement of CO2 footprint is a natural extension of the Arval services. It is in fact a very similar approach to the advisory for fuel consumption reduction. Likewise, it is systematically based on measurement of actual levels and of progresses achieved through optimisation. As a third step, offsetting enables to valuate in money and cover the gap to objectives.

### 4.2.1. Measurement first

The quality of data available on CO2 emissions of new cars is surprisingly poor in a number of markets. In India, even the mere fuel consumption data as from medium-high cars are usually not released. Even if the situation is much better controlled in the western world, data on light industrial vehicles is often scarce.

Alternatively, gathering the fuel consumption is a priori an easier way for a fuel card operator like Arval, but accurate reporting takes in fact a lot of expertise. For example Arval UK is currently working with the Energy Saving Trust to set up an EST Fuel Report that customers will request to enable completion of an EST Green Fleet Review



Therefore, Arval has a first task of data compilation to offer a clear view on detailed and average performances of customer fleets.

Prior measurement provides the basis for the company's decision on its objectives: reducing CO2 in % or in g/km, combining with safety goals, within a given budget etc. It is strongly recommended to have recorded the starting point and the quantitative objective before investing in optimisation measures.

### 4.2.2. Optimisation of fleet footprints

It would be too extensive to report here the optimisation measures usually dealt with in Arval supported fleet rationalisation plans. They follow three general directions:

#### → Supporting the choice of the equipment

For the choice of the most adequate models and fittings (e.g. tyres), Arval updates comparative catalogues of available new vehicles, including their environmental characteristics. It also collaborates with expert public organisations to promote environmentally friendly technologies for its customers. For example in Spain, Arval was granted by IDAE (Instituto para la Diversificación y Ahorro de la Energía) a subsidies



plan that will run until 2012. In 2009 it was allocated to the leasing of 400 Toyota Prius, notably to the Energy group Endesa.

Arval advises also in the choice of the vehicles' equipment - for example tyres. In the Netherlands, Arval is affiliated to the governmental initiative the "de nieuwe band" which promotes safe, fuel efficient and quiet tyres. In 2009, 70% of the tyres that were fitted met the corresponding requirements.

**Alternative Fuels:** Regarding the use of alternative eco friendly fuels, Arval is committed to provide objective information on condition and cost of usage.

For example: Arval Netherlands promotes the use of alternative fuels, with an objective of 20% of new cars provided with fuel alternative. 50% of this target has been already reached.

→ Driver related measures: Eco- training, self improvement incentives.

Over the years, car technology has improved considerably and as a result, drivers need to develop a new driving style. Since its pioneering conferences on Ecodriving back in 2006, Arval has developed tailor made trainings in collaboration with specialised partners. For example the Italian Automobile Club and Centro Internazionale Guida Sicura, for Italy, or the CNPAC (Comité national de prévention des accidents de la circulation) in Morocco. A key requirement is to adjust the offer to the effective availability of drivers. In Belgium a three levels training is proposed: theoretical, simulator and live eco-driving.

→ Overall fleet management methods

A dynamic use of monitoring tools enables an improvement both in sustainability and efficiency of the corporate fleet

#### 4.2.3. CO2 Offsetting for fleet users

Arval proposes to fleet manager to fix themselves some objectives in terms of emission reduction, and compensate for noted dismissals each year if necessary.

The compensation mechanism can be proposed to companies or organisations wishing to reach the target "emission zero", in which case the entire emitted tons of CO2 are compensated.

Based on its own experience on its fleet and on the support of BNP Paribas Carbon Finance department, Arval started offering in most mature countries various formulas of fleet compensation. Either in collaboration with local offsetting operators or making use of the market of the Kyoto Clean Development Mechanism, the transactions are made with CERs<sup>1</sup> or VERs<sup>2</sup>, or through direct contributions to ongoing projects. The preparation is usually focused on the adjustment to the needs of the specific fleet in terms of volume, timing, tax and accounting treatment, registration etc.

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<sup>1</sup> Certified Emission Reductions

<sup>2</sup> Verified Emission Reductions



### **« Measure & Management® »: it's not only about CO2**

Arval continues the deployment of its program "Measure & Management®". Beyond the simple measurement of the carbon dioxide emissions (CO2) and fuel consumption of the vehicles, Arval intends from now on to evaluate their carbon monoxide emissions (CO), unburnt hydrocarbons (HC), of oxide of nitrogen (Nox) and ozone, to better contribute to their reduction.

Denis Ferault, Strategic Marketing director Arval, explains: "The program Measure & Management® aimed until now at optimizing the fuel consumption and consequently the rejections of CO2. From now on we will seek to quantify the emissions of other pollutants quite as harmful for the environment. We are currently testing new technological solutions allowing to measure and decrease the emissions of these pollutants by analyzing their causes. Our target is to set up as of the first quarter of 2010 a pilot which should be based on a fleet test of at least 200 vehicles".

Through its program Measure & Management®, Arval currently measures the direct impact of a change of style of control on fuel consumptions and the emissions of CO2. This program is organized around two complementary axes: the training of the drivers to control eco-driving in charge and the monitoring of the use of the vehicles using a solution of increase of remote technical data. The first phase of the pilot "Measure and Management ®" was launched at the end of 2008 simultaneously at Arval and some one of its customers.

Arval set up a panel of 24 employees chosen for their representativeness in terms of profiles of drivers (large and small wheelers, urban and highway, commercial and sedentary...). Only twelve of them were eco-driving trained. The 24 vehicles of these employees are equipped with a telematic box which escalates technical information remotely: traversed mileages, consumed fuel, emitted CO2, increase of mechanical alarms and maintenance intervention, in particular.

The main axes of optimization are cost cutting fuel, accident reduction and its associated costs, the fall of the polluting emissions and the improvement of the drivers' behaviour at the wheel.

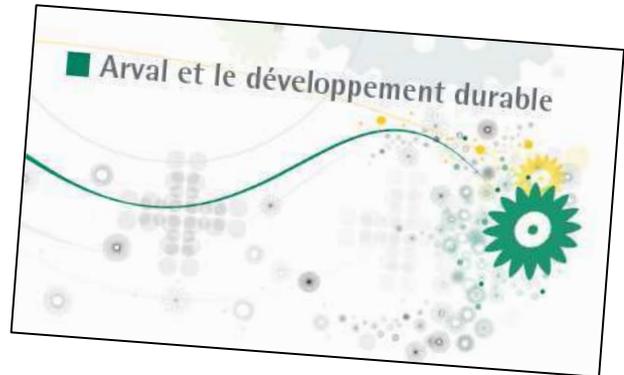
"The will of Arval is to go increasingly forward in the knowledge of the causes of bad road behaviours and in the individualisation of the use of the vehicles by the drivers into driving of the pilots who can lead to industrialised templates. For the companies it is a question of optimizing their costs and of serving their political eco-citizenship. For the drivers, the objective is to reinforce their safety and to answer their expectations as regards environmental protection. Lastly, for Arval, this approach makes it possible to profit from technical information for the optimization of the operating development of the fleets", commented François Piot, Arval France managing director. "This approach leads us to very strongly imply us in the other work undertaken with the institutional organizations such as the European commission or the ADEME for which we are representative of the needs and behaviours of the employees and the companies", he concludes.



### 4.3. External Communication on Sustainability in fleets

#### 4.3.1. Publications

Various Arval subsidiaries have presented their vision and activities on Sustainability. In parallel with articles released on Arval Websites, they are used to explain to all business partners the responsibility taken by Arval to bring more rationality into the use of corporate vehicles.



#### 4.3.2. CVO, a tool for awareness and action

In its specific non commercial position as an expert platform, the Corporate Vehicle Observatory developed further its role of promoter released reference booklets on the Electric vehicle, the future energies for Transport, the fuel saving tyres etc



For example, at the 2009 Annual Conference of the Low Carbon Vehicle Partnership, Vincent Rupied, International Director of the Corporate Vehicle Observatory, was invited to expose the specific potential of corporate fleets' sustainability. In his presentation "greening the fleet sector" he showed the results of the CVO Barometer study highlighting areas where reducing costs can be linked to greening the fleet by reducing fuel consumption, providing road safety trainings, shifting to smaller vehicles and many other areas combining both cost reduction and eco friendly solutions.

#### 4.3.3. Events

Sponsoring and PR were also used to promote awareness on current environmental issues. An example: thanks to a long lasting partnership with the Action Carbone program of Yann Arthus Bertrand's NGO GoodPlanet, Arval had the privilege to offer previews of Arthus Bertrand's film, Home. This work is an invitation to reflect and gain awareness on environmental and human realities across the entire world.

***Sustainability :  
a core dimension of the  
Arval approach on fleets***



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