

Evaluation of the national transport company commitment charter

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1. Introduction

Context

What is the charter?

2. The method of evaluation used

3. The results

Effectiveness

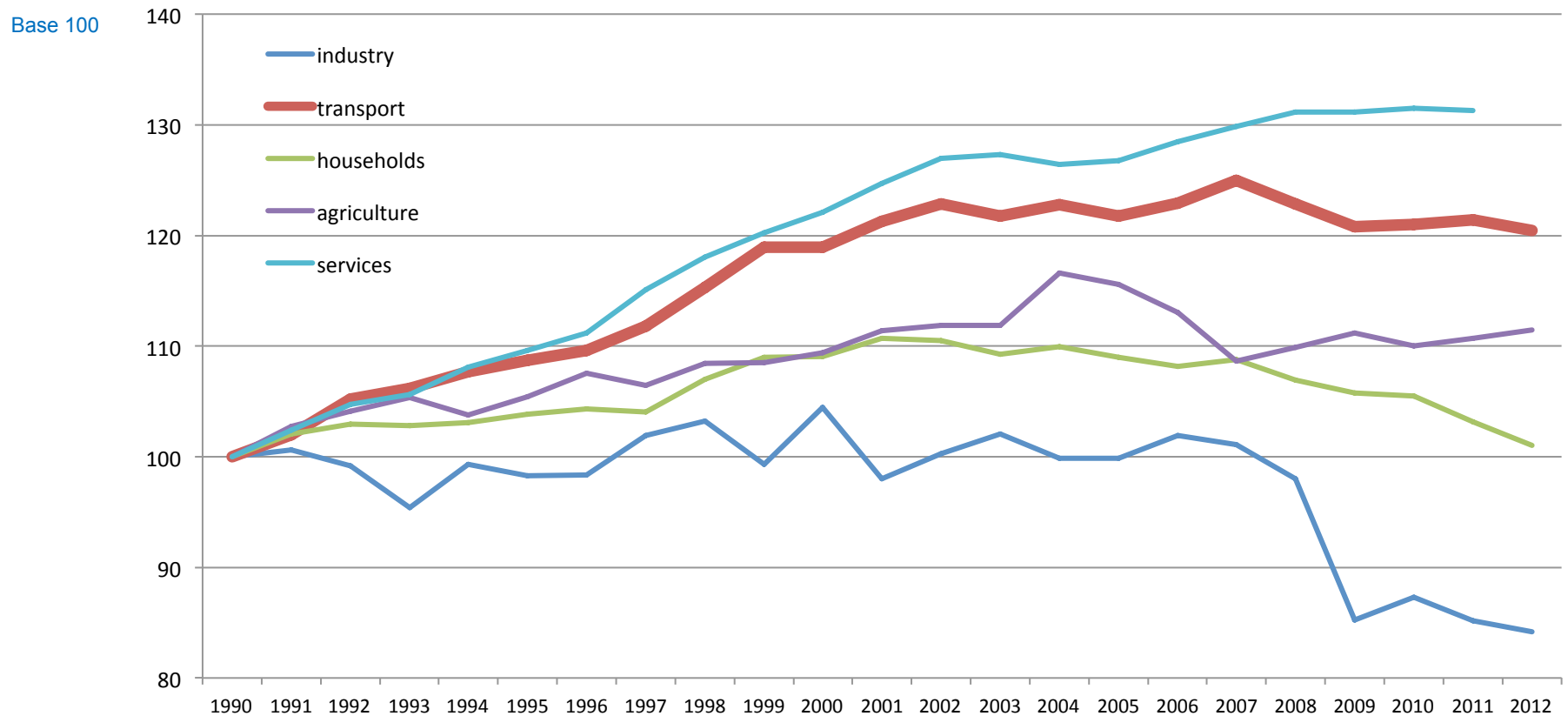
Cost effectiveness

Impacts

4. Conclusions and recommendations

The transport sector is responsible for 36% of CO₂ emissions in France in 2013.

The overall consumption of the transport sector grew by 20% from 1990 to 2000 and is quite stable since 2000.

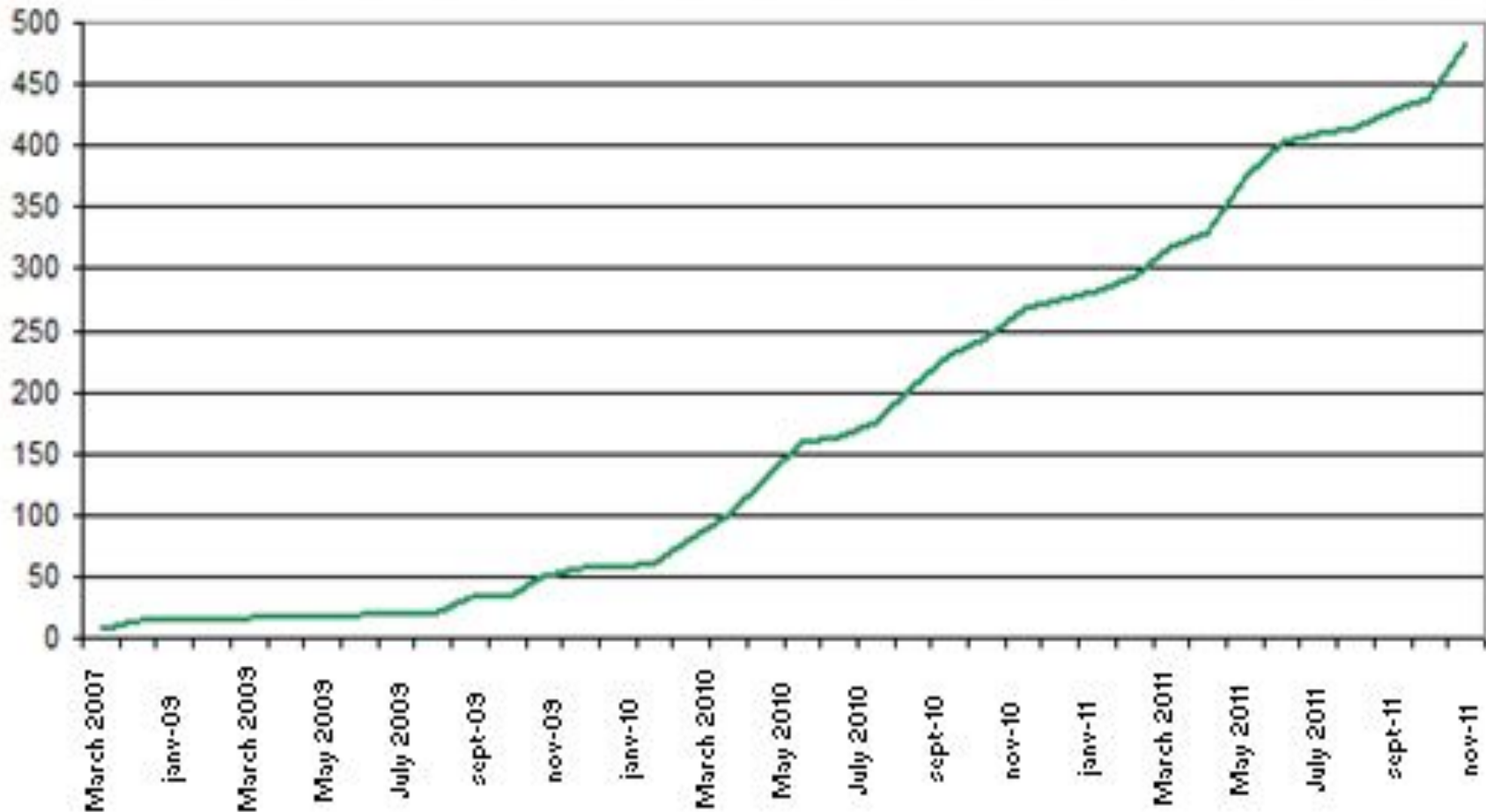


- **80% of trade in France is conducted using heavy goods vehicles.**
- **90,000 transport and storage companies** and 41,000 alone are road freight transport and delivery companies
- In order to reduce the environmental impact, the Ministry of Ecology, Sustainable Development and Energy and ADEME launched a voluntary initiative in December 2008 : "**CO₂ objectives – transport companies commit**"

- Concern both road hauliers and passenger transport companies
- Voluntary and provides the signatory companies with a methodological framework
- Companies set themselves emissions reduction **objectives for 3 years**
- Compulsory reporting on the Internet. → **the commitments are monitored..**

- A real success of the initiative...

Trend in the number of charters signed by road haulage companies



- Before considering extending the charter to other companies, it is necessary to understand precisely what are the effectiveness, the cost effectiveness, and the impacts of such an initiative.
- Other evaluative questions, that are more concerned with the management of the initiative (internal organisation, mode of governance with the partners, etc.) have been evaluated but are not presented here.

- Four different methods have been used:
 - *Survey of companies involved in the initiative*
 - *Survey of the other stakeholders*
 - *Use of the transportation company database*
 - *International benchmark.*

- The reasons for participating in the initiative
 - *Economic gain (reduction in fuel consumption) is the main reason*
 - *Environmental aspect*
 - *Improvement of the company's image*
- The reasons why some companies have not yet committed to the initiative
 - *Lack of time*
 - *Lack of ressources*

- The average objective for the reduction of CO₂ emissions of a company over 3 years is 6.2%.
- In the end, the overall average reduction of CO₂ recorded for the 3-year period of commitment was approximately **1%**.
- Only 3 transport contractors met their emission-reduction objectives!!
- An estimated improvement in **average fuel efficiency of between 2.2% and 3.6%** by the end of the three-year commitment period, with an average annual consumption savings of around 1%.

	Subsidy fund (k€)	Operating budget (k€)	Total
ADEME (transport department)	589	312	901
ADEME (communication)	135	18	153
MEDDE (Ministry)	100	57	157
Central	824	387	1211
ADEME (Regional Departments)	1147	700	1847
DREAL (Regional department of Ministry)		413	413
Others funds Regions + Europe	623		623
Regions	1770	1113	2882
Private funds (transport federation and companies)	328	663	992
Total (5 years)	2922	2163	5085

Tonnes of CO₂ avoided (extrapolated as of the end of 2012 for all companies)

717,121

The public sector cost per tonne of CO₂ avoided is €5.70.

The charter contribute to reduce by 0.5% the emissions from heavy goods vehicles in France.

In addition to this impact on CO₂ emissions, other impacts have been estimated:

- Over 70% of the transport companies who responded consider the initiative to have a significant or even very significant impact **in terms of environmental and economic gain**
- On the contrary, companies said charter has no effect on work with subcontractors and the increase volume of business

- The evaluation of the cost-effectiveness and efficiency of the initiative clearly shows that a voluntary energy efficiency measure such as **the CO₂ charter allows energy savings to be made at relatively little cost to public stakeholders.**
- Although, lot of actions would have been taken anyway by companies: the deadweight effect has been estimated to about 80%
- Moreover the energy savings calculated do not solely reflect the impact of the charter. **They also include the economic context, which ultimately biases the interpretation.**

- Evaluation of the cost-effectiveness, efficiency and impact of an energy-efficiency measure is essential in order to be able to judge an initiative's true utility.
- However, in addition to these three issues, the evaluation should also assess **the relevance and the internal and external consistency** of the initiative so that it may be optimised if necessary.

The main recommendations are

- Develop a certification programme in order to maximize the rate of re-enlistment.
- Define a goal for the scheme (either in term of number of companies involved or trucks, or in term of CO₂).

ADEME and its partners have thus been able to optimise the CO₂ charter in order to:

- make it more effective,
- make it more sustainable,
- further increase the efficiency of the initiative,
- improve the positive impacts so that more companies sign the charter.

Thank you for your attention