An introduction

Green Freight Asia

Green Freight Asia – Mission and Members

GREEN FREIGHT ASIA

Who we are

Green Freight Asia (GFA) is a **not for profit organization**, incorporated in Singapore.

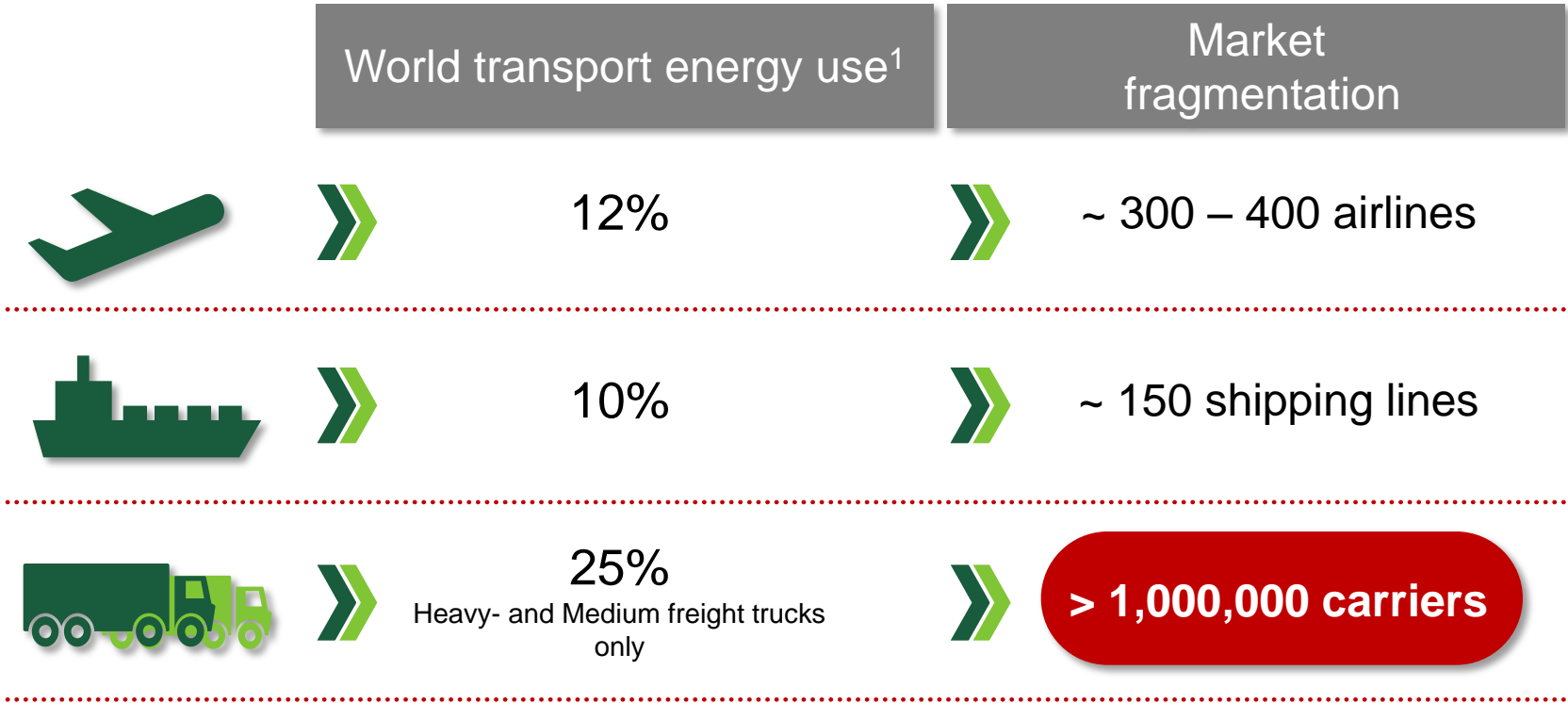Member driven, mainly **Shippers/ Buyer** and **Carriers**

Our Missions

- **lower fuel consumption** across Asia-Pacific sourced **road freight movements**

- **reduce CO$_2$e emissions** from these movements and

- **lower transport costs** across the entire supply chain

Members   -- *extract* --

DHL
Fujing Logistics |China
Guoxing Logistics | China
Heineken Asia Pacific Pte. Ltd.
Hewlett Packard Company
IKEA
Infineon
Lenovo
Perpetual Niugini (Logistics) | Papua New Guinea
Procter & Gamble
Qingdao Guangyunda Logistics [EuroAsia] | China
Sailing Logistics Limited | China
UPS Asia Group
Baxter World Trade Corporation
U Express | Cambodia
Vietnam Brewery Limited (VBL) | Vietnam
Asia Pacific Brewery (Hanoi) Ltd (APBHN) | Vietnam
Ants Logistics Ltd. Chengdu | China
20Cube | Bangladesh

GFA – Why is the focus on Road?

	World transport energy use[1]	Market fragmentation
✈	12%	~ 300 – 400 airlines
🚢	10%	~ 150 shipping lines
🚛	25% Heavy- and Medium freight trucks only	**> 1,000,000 carriers**

The trucking sector in Asia is highly fragmented with almost **90% of trucks owned by individual drivers** and only **0.1% are companies with more than one hundred trucks.**

Source:1) IPCC Fourth Assessment Report: Climate Change 2007/ chapter 5 Transportation [remaining: Light Duty Vehicles 44.5%/ 2-wheelers: 1.6%/ Buses: 6.2%/ Rail: 1.5%

90%

of all truck operators
own 1- 3 trucks
(>1 million operators in
Asia)

<1%

Own more than
100 trucks

- **Logistics costs** as a percentage of GDP range from **15-25% in Asia** – **significantly higher** than **US, Europe** and other developed economies where values hover around 10%.

- **Freight transportation**, with 35 to 60% of logistics costs in Asia, is the **main contributor.**

- **Air pollution** is now one of the top 10 killer diseases. The Global Burden of Disease study found that in 2010 a record 3.2 million people died as a result of air pollution, compared to only 800,000 in 2000.

- **20 per cent** of global greenhouse gases emissions stem from the transport of goods and people.

- Asia also accounts for nearly **one in two commercial vehicles sold worldwide**, mostly trucks.

- **Trucks constitute about 9%** of the **vehicle population** in Asia but emit 54% of road transport CO_2 emissions.

GFA – We are not alone…

simplified/ not exhaustive

GROUND FREIGHT

SmartWay, launched in 2004, to date has achieved more than

- 3,000 partners
- 120.7 million barrels of oil saved (equivalent of taking 10 million cars off the road for an entire year) | $16.8 billion USD in fuel costs saved
- a reduction of 51.6 million metric tons of CO_2

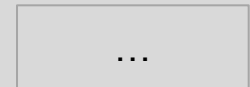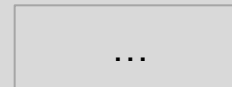## OCEAN FREIGHT

BSR
The Business of a Better World

Clean Cargo

AIR FREIGHT

IATA Air Cargo Carbon Footprint (ACCF) Working Group

CROSS-MODE | CROSS-REGIONAL INTERMEDIARIES

SMART FREIGHT CENTRE | GLEC | CCAC CLIMATE AND CLEAN AIR COALITION TO REDUCE SHORT-LIVED CLIMATE POLLUTANTS

CROSS-STAKEHOLDER IN ASIA

CLEAN AIR ASIA | … | …

GREEN
FREIGHT
ASIA

Description

Shippers/ Buyers
Multi National Corporations

Companies that **buy road freight transport services** for the movement of their own goods and products or the ones of their customers.

Carriers
Small and Medium Size Enterprises (Road Freight)

Companies that **own commercial vehicles for the transport of goods.**

GREEN FREIGHT ASIA

	Green Expertise/ Capabilities	Green Motivation
Shippers/ Buyers **Multi National Corporations**	**HIGH** 'can't afford not to have'	**HIGH**
Carriers **Small and Medium Size Enterprises** (Road Freight)	**LIMITED** 'can't afford'	**LIMITED** 'not recognized' **+** Green invest = business risk
What's needed?	**Simple standard definition of Green Freight**	**Common Motivation** **Green Level Playing field**

GREEN FREIGHT ASIA

Green Freight Asia offers 3 key products:

GFA Label

A company's commitment to more sustainable road freight practices becomes visible as it is rewarded with the GFA Label. The Label of a *Shipper* is tied to the Label of the *Carriers* that the shipper uses in its supply chain which creates a mutual interest between the *Shipper* and its *Carriers* to 'go green' together.

- **Shippers** (*Companies that buy road freight transport services*) can identify 'green' *Carriers* and by choosing them, earn the GFA Label for their company.
- **Carriers** (*Companies that own commercial vehicles for the transport of goods*) gain competitive advantage as *Shippers* increasingly award their road freight business to *Carriers* that have obtained the GFA Label.

GFA Intermediary Service

… to align the GFA Label with national programs in Asia-Pacific as well as other regions to standardize the definition and recognition of 'Green Road Freight Transport'.

… to connect organizations whose interests and objectives are to increase the adoption sustainable road freight practices.

… to share information from public sector (e.g. subsidies and regulations) with private sector and vice versa.

GFA Green Technology & Practice Platform

… to support the adoption of Green Truck Technologies/practices in an effort to bring them to scale

… to support the creation of a platform for

- o **Truck/ Technology Manufacturers** -- to share information about Green Technologies.
- o **Carriers** that use Green Technologies -- to share their experience.
- o **Carriers** that are in the market for Green Technologies -- to select the best fit.

Green Freight Asia Label - rankings

The rankings are determined by the organisations' commitment to adopting green freight practices, with the GFA Label comprising of four distinct tiers of recognition.

Leaf level	Description
	Minimum commitment / adoption
	Enhanced commitment / adoption
	Strong commitment / adoption
	Outstanding commitment / adoption

Green Freight Asia Label

The Green Freight Asia Label was firstly designed to address to various factors curbing companies motivation to go green.

The introduction of the Label:

* **Recognises carriers and shippers/ buyer** for their adoption of 'Green Road Freight' based on a clear auditable standard.

* **Ties the recognition of a shipper/ buyer to that of a carrier.**

* **Creates a green ecosystem** whereby shippers/ buyers can log into a database and make a conscious, 'green' sourcing decision.

* **The carriers are rewarded for their green practices**, providing them with a genuine incentive to attain the GFA Label.

GFA Label application process

A company (i.e. carrier or shipper) that applies for the Green Freight Asia Label submits the completed questionnaire to our GFA Label Assessment partner who will validate the data and compute the leaf criteria based on the responses.

The GFA Label Assessment partner keeps the submitted data confidential, sharing with Green Freight Asia and its members only a company's Leaf level and other non-sensitive and aggregated information.

Join GFA as a new member

@ | http://www.greenfreightasia.org/signup

✉ | info@greenfreightasia.org

GREEN FREIGHT ASIA

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Contact No.
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Become a **GFA Member**

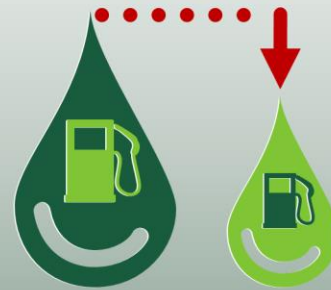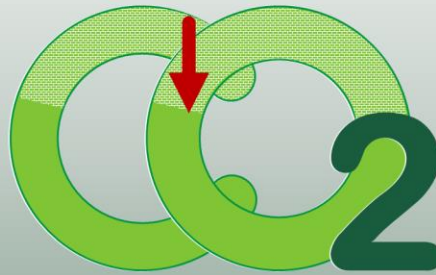Home | About GFA | Why Green Freight | Why Join Green Freight | Activities | News

Delivery

GFA new membership application form

GREEN FREIGHT ASIA

Green Freight Asia is hoping to attract partner companies/ organizations who share the same vision and who want to partner to develop enabling methods for industry, to accelerate the adoption of sustainable supply chain practices. We encourage interested parties to get in touch and learn about the relevant engagement options

@ | www.greenfreightasia.org

✉ | info@greenfreightasia.org