



TRANSPORT

THE CHALLENGES

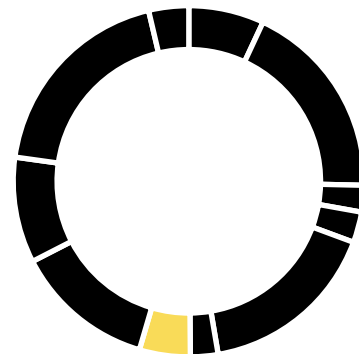
IN THE WORLD

Transport accounts for 22% of global greenhouse gas emissions, the cause of climate change.¹ Although road freight accounts for 15% of total freight transport, it is responsible for 44% of the sector's CO2 emissions.²

As well as greenhouse gases, transport is also a major contributor to air pollution, which causes 48,000 premature deaths every year.³

FOR THE OPTICAL SECTOR

According to the life cycle analysis of a pair of glasses⁴, transport accounts for 5% of its environmental impact.



Transport
5%

¹ Source : statistiques.developpement-durable.gouv

² Source : OECD

³ Source : Greenpeace

⁴ Life cycle analysis carried out by Ace & Tate on a pair of acetate glasses. See the sheet "RSE, what is it about?"

WHAT DOES THE LAW SAY?

EUROPEAN GREEN DEAL: GREENING FREIGHT TRANSPORT

In July 2023, the European Commission unveiled a legislative package on the “greening of freight transport” aimed at reducing transport emissions by 90% by 2050, as required by the Green Deal for Europe. It includes 3 initiatives:

- Emission monitoring: CountEmissionsEU will provide a harmonised framework for calculating greenhouse gas emissions from transport services, across all modes of transport and national networks. It will therefore be possible to use this data to choose transport and delivery options that have the least impact.
- the reduction of emissions from road freight transport: the proposed new rules will encourage the use of low-emission lorries and promote intermodal operations.
- Increasing rail capacity.

WHERE TO START?

There are 4 ways of reducing the environmental impact of transport:

- Loading rate (reduction in empty journeys, pooled management of supplies, etc.),
- Distances travelled (optimising journeys according to the location of sites, etc.),
- Means of transport (choice and optimisation of road vehicles, study of alternatives such as rail, river, etc.),
- Responsible purchasing (selection of carriers, choice of labelled carriers, etc.).

by ADEME. This is a holistic approach that considers the 4 solutions mentioned above to reduce the carbon footprint associated with transport. The idea? After an initial awareness-raising workshop, a second day is devoted to defining and quantifying the objectives to be achieved with experts from ADEME. Tools are then made available to measure changes, CO2 emissions avoided, etc. In-depth support subsidised by ADEME (up to 100% subsidised for very small businesses) is then also offered. What do we think? It's a good approach, fairly clear and accessible, and it costs nothing (apart from support): at best the objectives are achieved, at worst a (minimal) waste of time. There are no financial implications, which is a big plus for SMEs, for example.

- For road carriers or companies with their own fleet of road vehicles, there is a similar scheme: Objectif CO2.

TWO SCHEMES TO HELP YOU

- For companies using carriers: we recommend that they sign up to the FRET 21 scheme set up

THEY DID IT

ACTIONS RESULTING FROM APPLICATIONS FOR THE SILMO 2023 CSR PRIZE

LOADING RATES

- Pooling production transport – FRIENDLY FRENCHY

DISTANCES COVERED

- Working with local suppliers within a 250km radius of the site – SI INTERNATIONAL
- Over 90% made in France (compared with the 50% required by the Origine France Garantie label) – EIO

MEANS OF TRANSPORT

- 90% of transport from factories (Japan/China) to warehouses (Italy) is by ship – MODO EYEWEAR
- Bike delivery in Berlin (production site) – MYKITA

RESPONSIBLE PURCHASING

- Reducing packaging as a criterion in carrier specifications – SI INTERNATIONAL

ACROSS THE BOARD

- Investment in a logistics intelligence tool (IT solution with a “bursting wall”) to optimise product shipments to opticians – OPAL DEMETZ