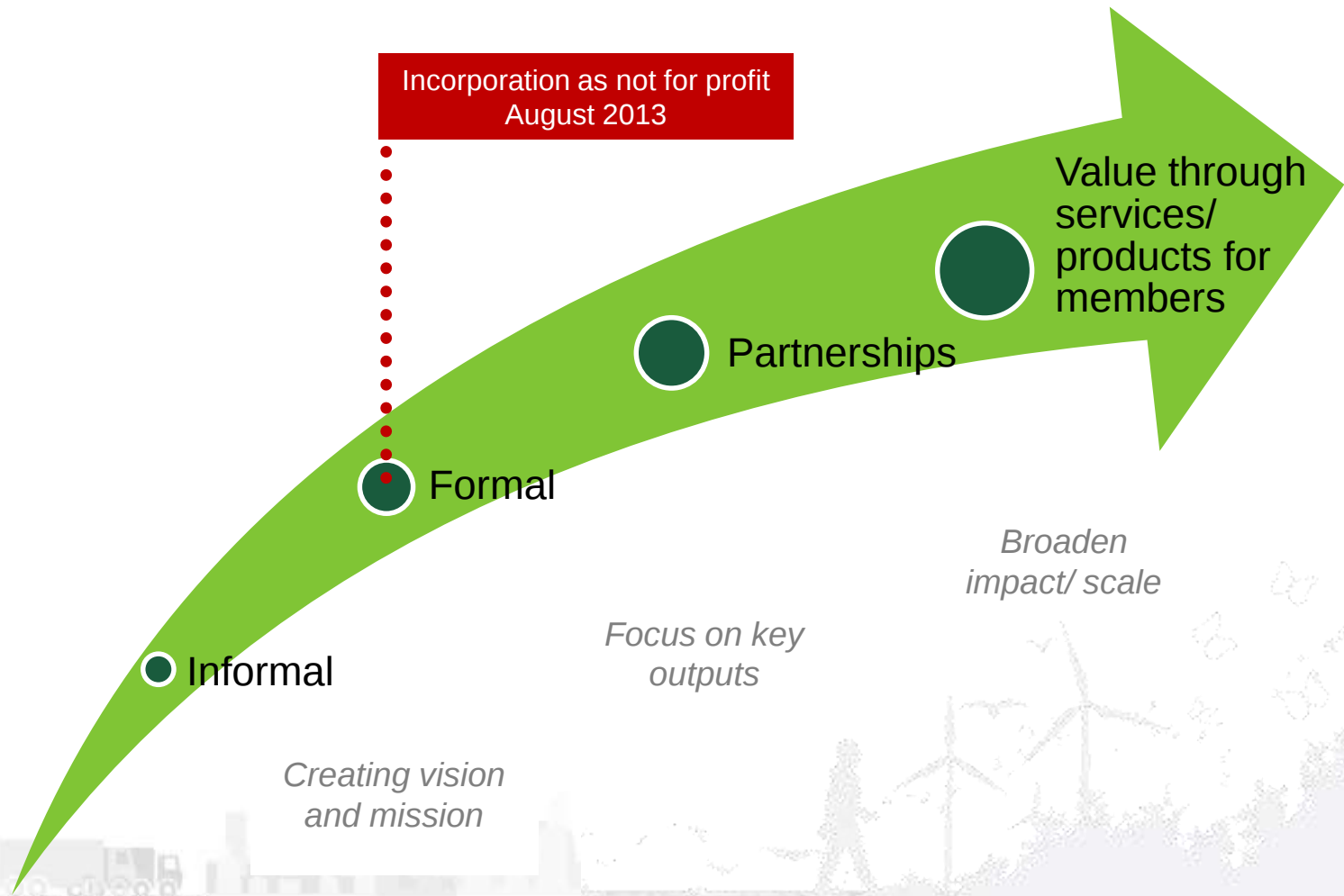


The background of the slide features two large, overlapping curved shapes. The top-left shape is a dark green arc, and the bottom-right shape is a lighter green arc, creating a stylized 'G' or a swoosh effect.

Green Freight Asia

GFA – we have come a long way...



▼ The Charter

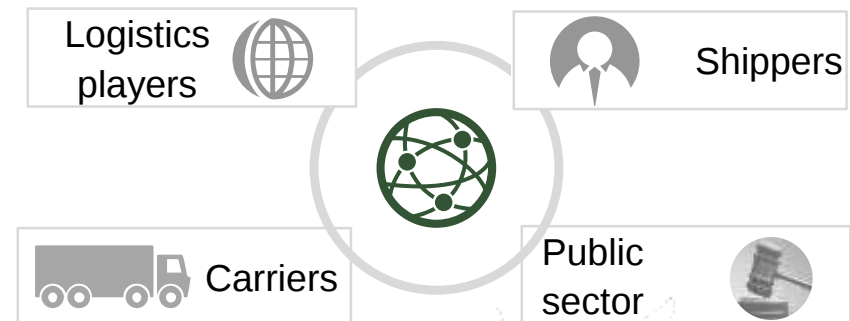
Industry-led network (incorporated as non-profit in Singapore) that focuses on driving **sustainable road freight in Asia** Pacific, similar to **US EPA SmartWay** in North America and **GFE in Europe**, to ultimately improve fuel efficiency, reduce CO₂e emissions and lower logistics costs across the entire supply chain.



▼ Concrete 'agenda'

- + Implementation of voluntary **green industry standard**, aligned across countries in the region.
- + **Recognize carriers and shippers** for their adoption of green industry standard (Label).
- + Create **green ecosystem** whereby shippers can log into a database and make a conscious, 'green' sourcing decision.
(Carriers are rewarded for their green practices, providing them with a genuine incentive to attain the green standard).
- + Information sharing about best practices and green technologies

▼ Connecting people



Shippers/ Buyers

Multi National Corporations

Description

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.**

GFA – Why is the focus on Road Freight?

	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%

©Green Freight Asia Network Limited | All rights reserved | March 2017

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 CO₂ emissions.

Shippers/ Buyers
Multi National Corporations

Green Expertise/
Capabilities

HIGH
‘can’t afford not to have’



LIMITED
‘can’t afford’

Green Motivation

HIGH



LIMITED
‘not recognized’



Green invest = business risk

Carriers
Small and Medium Size
Enterprises (Road Freight)

Simple standard
definition of
Green Freight

Common Motivation

Green Level Playing
field

What’s needed?

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



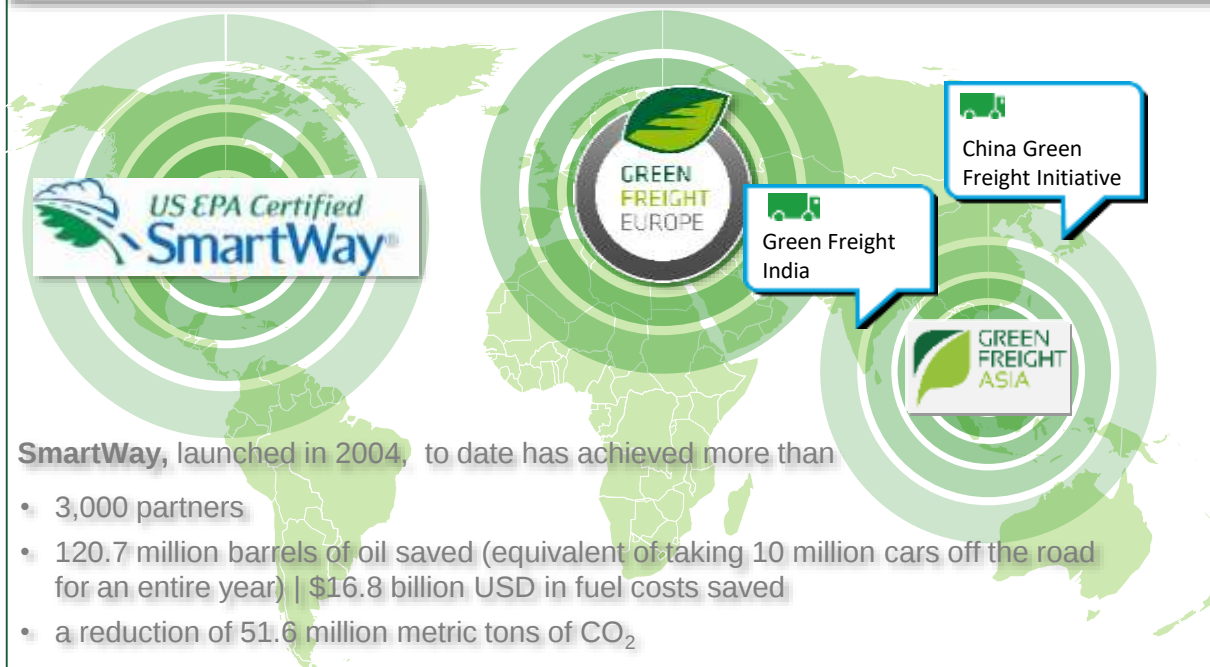
- ... to support the adoption of Green Truck Technologies/practices in an effort to bring them to scale
- ... to support the creation of a platform for
 - **Truck/ Technology Manufacturers** -- to share information about Green Technologies.
 - **Carriers** that use Green Technologies -- to share their experience.
 - **Carriers** that are in the market for Green Technologies -- to select the best fit.

GFA – part of a bigger green freight movement



GROUND FREIGHT

simplified/ not exhaustive



OCEAN FREIGHT



AIR FREIGHT



Partners



some Members



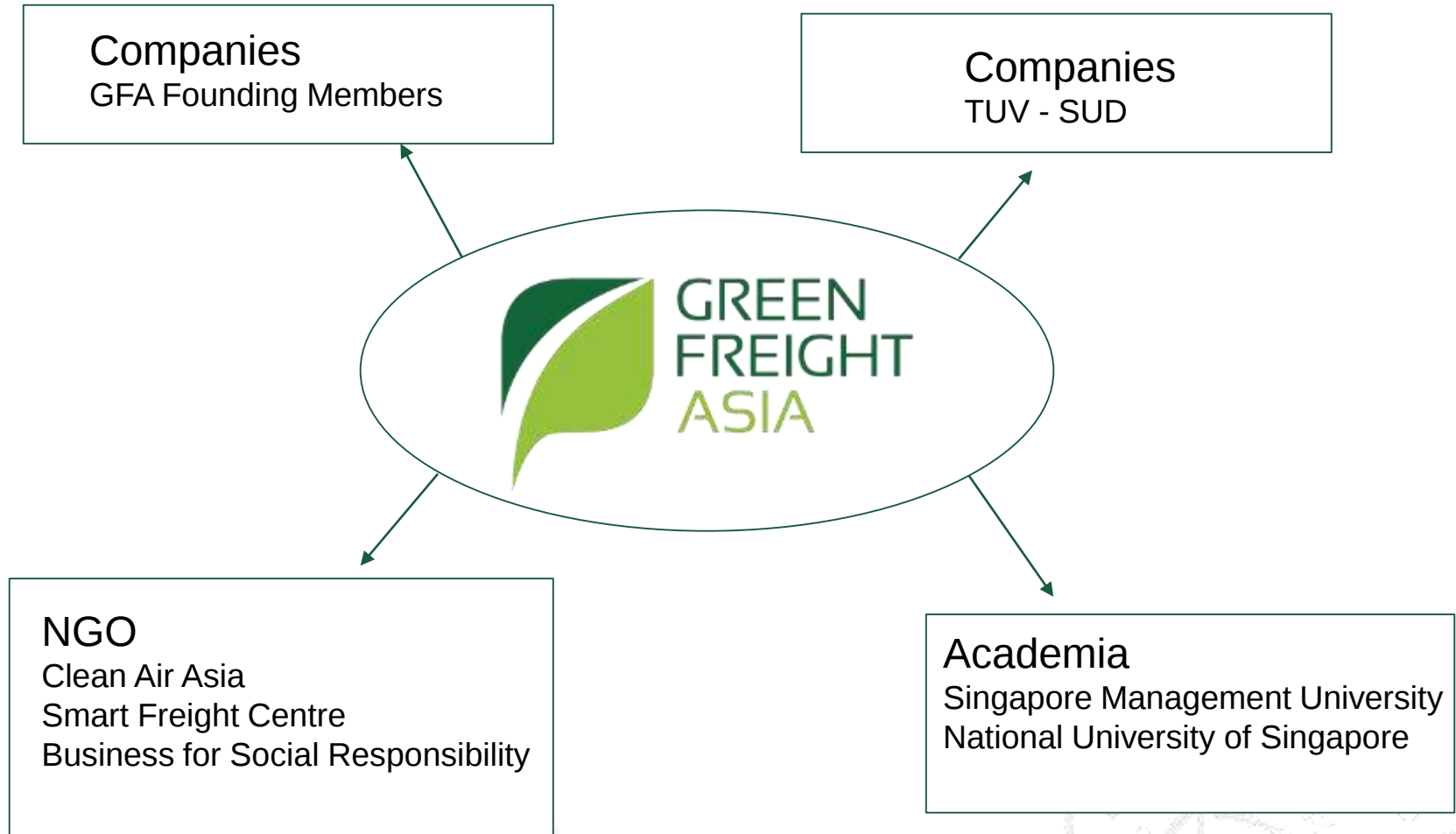


- The vision behind GFA and the GFA Label is to create a green ecosystem whereby shippers/ buyers of road freight services can log into the GFA membership database and make a conscious, 'green' sourcing decision by selecting a carrier based on its GFA Label rankings.
- Carriers are then ultimately rewarded for their green practices, providing them with a genuine incentive to attain the GFA Label.
- The rankings are determined by the organisations' commitment to adopting green freight practices, with the GFA Label comprising of four distinct tiers of recognition.
 - A company that attains one leaf has successfully demonstrated a minimum commitment to adopting green freight practices
 - A company that has attained four leaves has demonstrated itself as a true sustainability leader, with an outstanding commitment.
- Shippers as well as buyers of road freight services will be provided with more efficient access to services from their carriers, with smaller footprints on the environment in which their consumables are being transported. They will also be trading in an environment where they know they are being provided services that are of best practice.



Please join and help reduce CO₂ Emissions and Air pollution from road freight activities:
<http://greenfreightasia.org/about-gfa-label>

GFA Label – a multi prong development



GFA Label – involving shippers and their carriers



Illustration

Shipper X



ROAD

Other Modes (AIR, OCEAN)

Buyers/
Large Carriers

ROAD



Other Customers

ROAD



Other Customers

Carriers



Other Customers



Other Customers



Other Customers



Other Customers



Other Customers



Other Customers



Other Customers



Other Customers

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

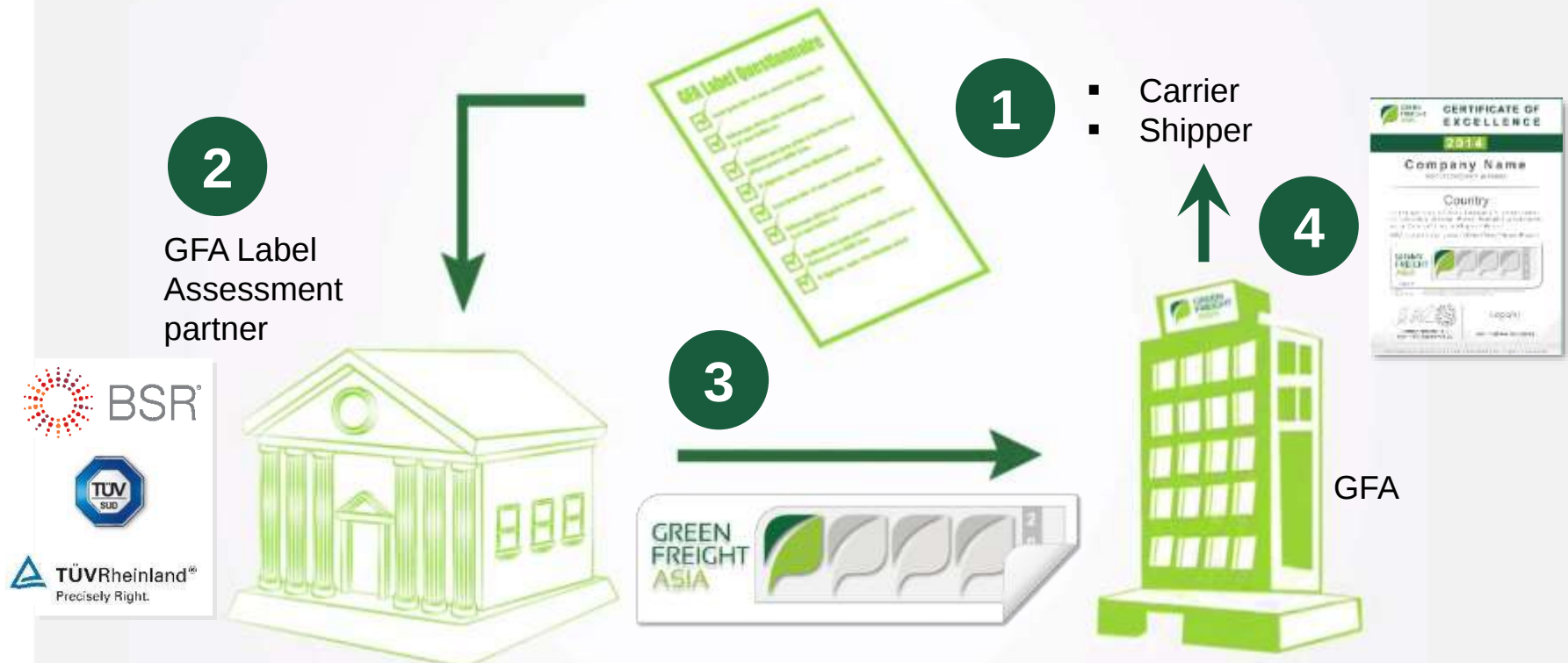
The Green Freight Asia Label was firstly designed to address to various factors curbing companies motivation to go green.

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.

Green Freight Asia – Review Status to date



By November 2015, 75 **GFA Label applications** were processed and companies whose applications were successful received their **Certificate of Excellence**.

Operation data statistics

The GFA Label applications covered the amount of

- 4,100 vehicles
- > 65 million litre of fuel
- >175,000 tons of CO₂e

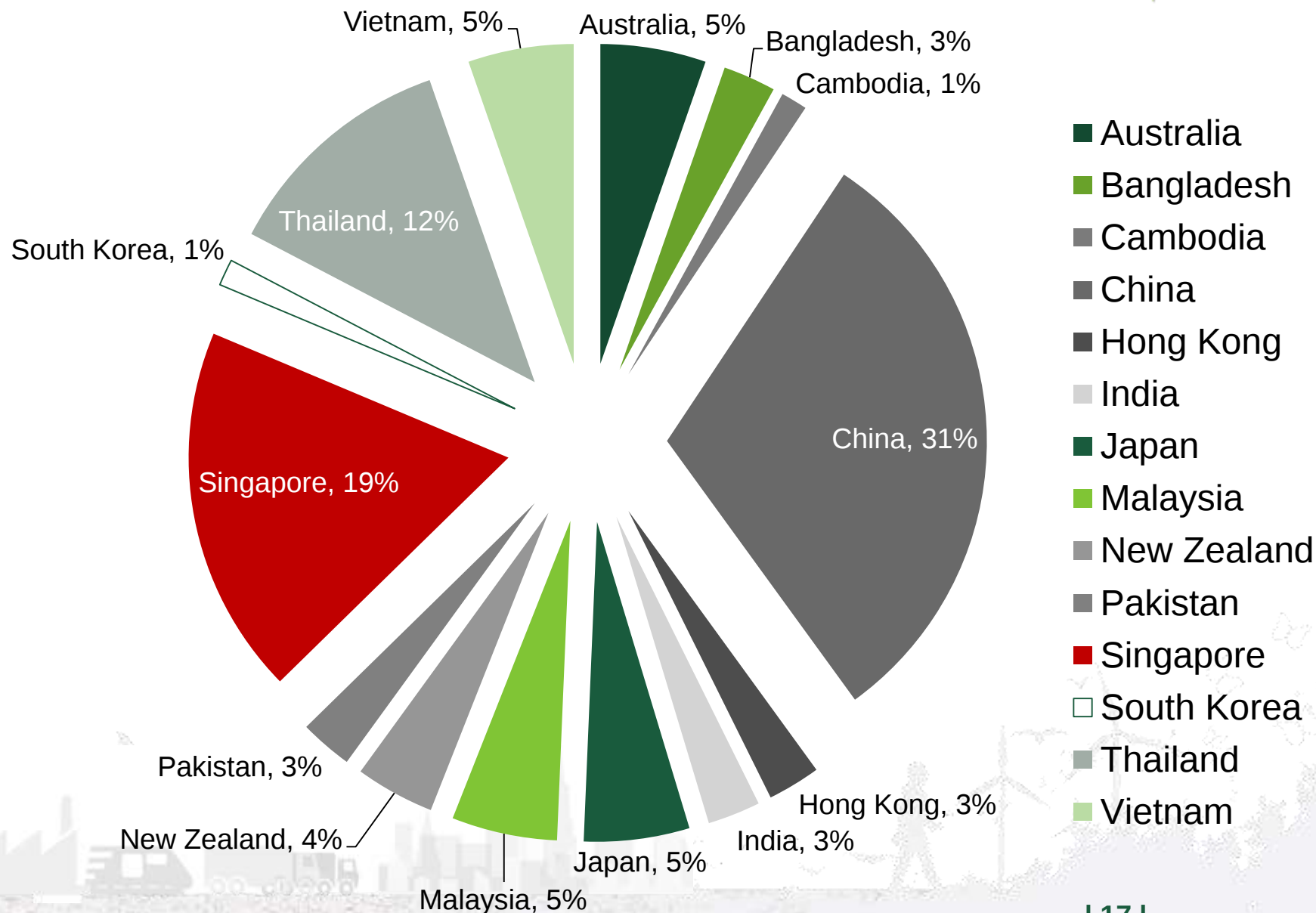
in **14 countries and territories** in Asia Pacific.

Label Leaf statistics from previous run

- **30 %** did not meet Leaf-1 (**failed**)
- **57 %** qualified for **Leaf -1**
- **13 %** qualified for **Leaf-2**

- The **average leaf level** across **all applications** (members and non-members) is **0.8**
- The **average leaf level** across **all applications from members** is **1**
- The **average leaf level** across **all applications from non-members** is **0.5**





GFA Label Criteria: Shippers/Buyers



XXX Criterion ID

STRATEGY	ONE 	TWO 	THREE 	FOUR 
	L1-C-S-B#1 - GFA Member - GFA Commitment Letter signed	L2-X-S-B#6 GFA contact for queries	L3-X-S-B#7 Active GFA supporter	L4-X-S-C#8 Smart planning/ opt.
DATA	Basic Data	Enhanced Data		
	L1-X-S-C#11+12.1 Submit for 75% of your road freight volume, by country (Registration Country) - total # of carriers # of carriers per GFA Label leaf level (leaf 0-4)	L2-X-S-C#12.2 Submit for 75% of road freight volume, by Leaf/non Leaf and by country - Total Freight Volume - Total Distance Travelled # of Consignments % Procurement Spend [at least one above]		L4-X-S-B#8 Public commitment specific % to reduce CO₂ own and subcontractor emissions, incl. progress reporting.
CARRIER	Carrier informed	≥ X% ² Contracted freight volume awarded to GFA Leaf carriers		
	L1-X-S-B#4 100% carriers informed about Green Freight Asia¹	L2-X-S-C#12.2c This criterion is relevant for GFA Label applications submitted from 2016 onwards 10%	L3-X-S-C#12.2c 30%	L4-X-S-C#12.2c 50%

1: see Appendices C-E; 2 GFA Leaf-1-4 carrier freight volume or distance travelled or # of consignments or procurement spend divided by the total across GFA Leaf 0 – 4 Carrier.

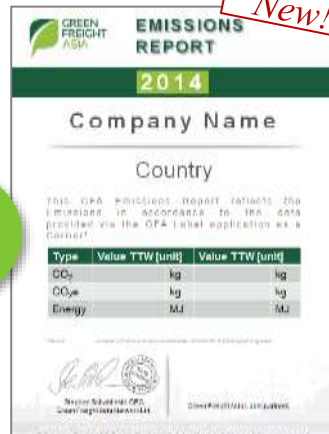
GFA Label Criteria: Carriers

xxx Criterion ID

STRATEGY	ONE 	TWO 	THREE 	FOUR 
	L1-C-S-B#1 - GFA Member - GFA Commitment Letter signed		L3-C-X-B#6 Active GFA supporter	L4-C-X-C#5_6 Smart planning/ opt.
DATA	Basic Data	Enhanced Data		
	L1-C-X-C#8+9.1-9.3 8 Total number of vehicles 9.1 Fuel type 9.2 Emission standard 9.3 Applied fuel/ CO₂ reduction technology [all of the above by vehicle class]	L2-C-X-C#9.4 - Annual freight volume - Distance travelled - Fuel consumption [all of the above by vehicle class]	L3-C-X-B#5 - Own scope 1,2 CO₂ emissions and - CO₂ efficiency gain reported	L4-C-X-B#7 Public commitment specific % to reduce CO₂ emissions across own vehicles fleet. L4-C-X-B#8 CO₂ reduction progress reporting to GFA.
TECHNOLOGY	Proven regular maintenance program in place	# of Fuel/CO ₂ reduction technologies		
	L1-C-X-C#4 100% 	L2-C-X-C#9.3c 2	L3-C-X-C#9.3c 3	L4-C-X-C#9.3c 4
	Percentage of drivers received Eco-Driver training			
	L2-C-X-C#7 > 50%	L3-C-X-C#7 > 70%	L4-C-X-C#7 > 90%	

GFA Emissions Reporting

The GFA Label Certificate for carriers will be complemented by a 1-page Emissions report. The company that applies for the GFA Label can then -- as an option -- also request an Emissions report which will be delivered in combination with the GFA Label certificate.



GFA Training Modules

- 4 Modules
- 2 Hours each
- Webcast or Classroom
- Companies pay by use to training provider

Modules:

- About the GFA Label
- Green optimization strategies/ technologies for carriers
- Green optimization strategies for Shippers/ Buyers
- Carbon Emission calculation and reporting

Join GFA as a new member



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

✉ | info@greenfreightasia.org



Address

Green Freight Asia Network Ltd.
80 Robinson Road, #02-00
Singapore 068898

Contact No.

Tel: +(65) 6808-5469

Email Address

info@greenfreightasia.org

Become a
GFA Member

[Home](#)

[About GFA](#)

[Why Green Freight](#)

[Why Join Green Freight](#)

[Activities](#)

[News](#)



GFA new membership application form

©Green Freight Asia Network Limited | All rights reserved | March 2017

Thank you

Pei Shyuan Yeo, Development Manager, GFA

www.greenfreightasia.org

pei.yeo@greenfreightasia.org

+65 9002 0752



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

©Green Freight Asia Network Limited | All rights reserved | August 2016

Any Questions?



Appendix

Where does GFA play?



...but we would liaise



IMPLEMENT GREENER TECHNOLOGIES



AWARENESS BUILDING, BEST PRACTICE FOR GREENER FREIGHT TRANSPORTATION

CREATE INCENTIVE SCHEME TO REWARD GREENER FREIGHT TRANSPORTATION

COLLECT PRIMARY DATA | USE GHG METHODOLOGY | CREATE BENCHMARKING

ALIGN WITH OTHER GREEN FREIGHT PROGRAMS AND NATIONAL INITIATIVES



GHG ACCOUNTING METHODOLOGY

...but we would liaise

Green Freight Asia – annual membership fees



Fee	Company size
500 USD	Companies with less than USD 25 million annual revenue
1,000USD	Companies between USD 25-250 million annual revenue
5,000 USD	Companies between USD 250-1,000 million annual revenue
10,000 USD	Companies with more than USD 1,000 million annual revenue