



[Media Release]

## **GREEN FREIGHT ASIA LAUNCHES LABEL TO ACCELERATE AND REWARD SUSTAINABLE PRACTICES OF SHIPPERS & CARRIERS**

**31 March, 2015:** Green Freight Asia (GFA), an industry-led network focused on driving sustainable road freight across the region, today opened up its GFA Label applications to all carriers and shippers across Asia Pacific to address the trucking industry's CO<sub>2</sub> emissions. Currently, trucks in Asia account for 9 per cent of all vehicles on the road, but contribute 54 per cent of road CO<sub>2</sub> emissions.

Successfully applying for the GFA Label is the first step for the freight carriers and shippers in officially gaining their green credentials. For the carriers, an improvement in fuel efficiency and the subsequent reduced costs bring benefits not only for their organisations, but also for their customers.

The vision behind GFA and the GFA Label is to create a green ecosystem whereby shippers can log into the GFA membership database and make a conscious, 'green' sourcing decision by selecting a carrier based on its GFA Label rankings. The 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 while a company that has attained four leaves has demonstrated itself as a true sustainability leader, with an outstanding commitment. Companies of all sizes, no matter where they are in the supply chain, are encouraged to apply and become a benchmark organisation within their industry.

"We believe the implementation of the GFA Label will be a catalyst for change. We can not only improve our businesses and environment, but also how the public perceives our industry," says Stephan Schablinski, Chief Executive Officer, Green Freight Asia.

Freight and trade efficiency, in conjunction with positive environmental impacts, will benefit all sides, Schablinski says.

“Shippers 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.”

GFA ran a trial late last year for the first batch of GFA Label applications to ensure they had the right processes in place before opening it up to the wider market. A total of 48 applications from more than 30 companies were processed, with approximately 62% of the applications receiving the GFA Label and a Certificate of Excellence.

The GFA Label was applied for across 13 countries in Asia Pacific, while the organisations who successfully applied included Heineken, IKEA, DHL, Hewlett-Packard, Infineon, UPS and Lenovo amongst others.

From today onwards, applicants can apply through any of the three official GFA Label Assessment Partners - BSR (Business for Social Responsibility), TÜV SÜD and TÜV Rheinland. The Label has an annual fixed cost depending on the Leaf level the organization is aiming for in a chosen country and requires a renewal every year to ensure compliance. Upon each renewal, organisations also have the chance to apply for the next tier up to improve their rankings.

“We want the GFA Label to become synonymous with companies and organisations that are committed to adopting innovative and sustainable road freight practices, who are also supportive of the green freight programs and initiatives GFA is driving throughout Asia Pacific,” says Schablinski.

For more information on GFA, and tutorials on how to apply for the GFA Label, please visit [www.greenfreightasia.org](http://www.greenfreightasia.org) and <http://greenfreightasia.org/about-gfa-label>

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### **About Green Freight Asia**

Green Freight Asia (GFA) is an industry led program. GFA is incorporated in Singapore as a non-profit organisation. Green Freight Asia is a member driven organisation, mainly of shippers (companies that buy road freight transport services) and carriers (companies that own commercial vehicles for the transport of goods.).

Its key objective is to help lower fuel consumption across Asia-Pacific sourced road freight movements, reduce CO<sub>2</sub>e emissions from these movements and lower shipping costs across the entire supply chain.

## **Green Freight Asia Label Assessment Partners**



**BSR** (Business for Social Responsibility) is a global nonprofit organisation that works with its network of more than 250 member companies to build a just and sustainable world. From its offices in Asia, Europe, and North America, BSR develops sustainable business strategies and solutions through consulting, research, and cross-sector collaboration. Its mission is to work with business to create a just and sustainable world. BSR envisions a world in which everyone can lead a prosperous and dignified life within the boundaries of the Earth's natural resources. Website: <http://bsr.org/>



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### **Media Contact**

#### **Ben Burrowes**

Baldwin Boyle Shand

+65 8111 9311

+65 6239 4103

[benjamin.burrowes@bbspr.com.sg](mailto:benjamin.burrowes@bbspr.com.sg)