

# Sustainable Fuel Buyers' Principles

Buyers, regulators, and the public want freight that is simultaneously more economical, more flexible, and more sustainable. Globally, freight drives economic development and contributes to 7 percent of greenhouse gas emissions—comparable to the contribution of a major developed economy, and more than the airline industry and internet combined—and it's growing. To meet joint objectives of economic growth and emissions reductions, operators will need to leverage a diverse, often confusing, set of existing and emerging solutions.

## Sustainable Fuel Buyers' Principles

The Principles were developed by members of BSR's Future of Fuels and are intended to: demonstrate the magnitude of demand, articulate criteria needed to accelerate uptake, and encourage value chain engagement and collaboration.

### BUILD THE MARKET



#### 1. Support low-carbon, sustainable fuel choices

The rise of multiple fuels means a poly-fuel future, but each fleet has unique needs. It is important for suppliers to continually produce more sustainable, low-carbon fuels, vehicle technologies, and infrastructure, preferably in consultation with the buyers who will invest in them.



#### 2. Demonstrate competitiveness

For sustainable, low-carbon fuels to rapidly expand, they need to be competitive with existing solutions. Buyers must be able to assess technologies based on financials that accurately capture the total cost of ownership and fully understand the comprehensive costs and benefits of different types of fuels to support the case for new investments.



#### 3. Advance investment, pilots, and standardization

Long-term capital investment can be difficult to justify absent certainty around supporting infrastructure and standards. Buyers are open to mutually beneficial, strategic opportunities that help to facilitate investments, pilots, and standardization across the value chain. Both bilateral and collaborative efforts will help to overcome these barriers and ensure progress toward enduring solutions.

### MANAGE SUSTAINABLE PROGRESS



#### 4. Measurably improve well-to-wheels climate impacts

To justify investments that support progress toward climate goals, buyers must be able to fully understand emissions that contribute to climate change across the full fuel lifecycle and measure improvements with standardized methodologies and metrics.



#### 5. Address other relevant sustainability impacts and benefits

All fuels produce other social and environmental impacts throughout their lifecycles. Buyers seek suppliers that demonstrate they address the most material impacts of their products through highest regulatory norms, market standards and certifications, and adoption of global social and environmental standards.



#### 6. Invest in R&D breakthroughs

Both existing and disruptive solutions will be required to meet the sustainable freight challenge. Investments to proactively, continuously, and with a long-term view develop technologies that lower the climate and other sustainability impacts of fuels should be the norm.

### PARTNER AND COLLABORATE



#### 7. Collaborate for systemic solutions

Transformational change brings risk and uncertainty that collaboration can help address. Freight leaders seek transparency and industrywide collaborations with their value chain partners and other stakeholders to make systemic improvements in the freight system. In particular, strong engagement with collaborations that actively support progress toward low-carbon, sustainable fuels and related technologies will be crucial to success.

# Sustainable Fuel Buyers' Principles Signatories

The companies listed below are committed to accelerating the transition to sustainable, low-carbon fuel and related technologies. Specifically, buyers and shippers who support the Principles intend to:

- » Signal the magnitude of business demand for more sustainable, low-carbon fuels for freight
- » Clearly articulate criteria necessary to accelerate uptake of these fuels by buyers
- » Encourage value chain engagement to boost collaboration and pilot new fuel investments



## Join us

There is no cost to join and no commitment other than a willingness to engage. You will join a growing group of sustainable fuel and freight customers who sign on to the principles, and BSR's Future of Fuels will acknowledge your support. Any purchasing organization can become a signatory and any shipper can endorse the Principles.

## Contact

If your company is interested in learning more or signing on, please contact:

**Denielle Harrison** (dharrison@bsr.org) and  
**Lea Farnier** (lfarnier@bsr.org).

## For more information

For more information and the most up-to-date list of signatories, please visit: [bsr.org/en/collaboration/groups/sustainable-fuel-buyers-principles](https://www.bsr.org/en/collaboration/groups/sustainable-fuel-buyers-principles)



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