

What we can do for our future

Better Management through Environmental CSR

Green Eco Project



Green Eco Project (GEP) will lead to administrative improvement

In 2006, the Tokyo Trucking Association launched a pioneering initiative called the Green Eco Project, comprising countermeasures for the reduction of CO2 for the prevention of global warming.

Green Eco Project activities include building database from fuel consumption data collected from each vehicle, promoting and supporting continual eco-drive activities, pursuing cost cutting through reduction of CO2 emissions and improvement of fuel efficiency as well as undertaking measures towards prevention of traffic accidents.

In Green Eco Project, each business manager, supervisor and driver enhances environmental awareness and sets out to pursue Environmental CSR (Administrative improvement through environmental measures) which mainly consists of social contribution and social responsibilities.

The project also helps tracking companies to be proactive in protecting environment in that they benefit from seminars organized by the Green Eco Project. At such training seminars, drivers are motivated to reduce CO2 emissions and increase fuel efficiency.



<http://www.tta-gep.jp>

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Managing Better through Environmental CSR

グリーン・エコプロジェクト

Guarding Environment with a Paper-and-Pencil Project



Limiting CO2 emissions

TOKYO TRUCKING ASSOCIATION





Managing Better through Environmental CSR

Green Eco Project

Limiting CO2 emissions

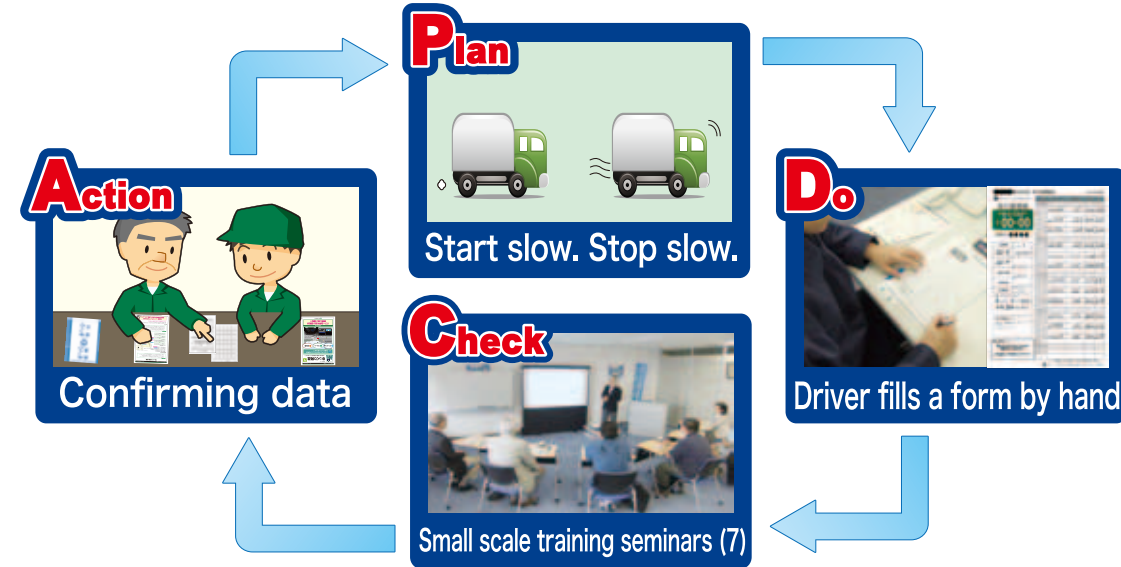
~What we can do for our future ~

paper-and-pencil project

《You can start with paper and pencil》

Green Eco Project starts with a driver hand-filling a form called "Driving Management Sheet". In the form he/she notes down each time he/she fills the gas tank amount filled and distance covered with the previous filling. A vehicle inspection certificate and fuel efficiency statistics collected from a driving management sheet help build a database which includes CO2 emissions.

A driving management sheet, which enables a driver to grasp his own driving behavior and fuel consumption, can serve as a communication tool among drivers thus contributing to improve workplace environment. Fuel efficiency conscious driving will not only lead to eco-driving but also result in reduction of traffic accidents. Thus, the Green Eco Project serves as an effective tool for improving management.



Quite Simple

- 1 A driver hand-fills in a driving management sheet the amount of fuel used and the driving distance at the time of filling the gas tank anew.
- 2 He/She submits the driving management sheet to Green Eco Project secretariat.
- 3 The secretariat compiles and analyzes fuel efficiency data and builds a database.
- 4 The secretariat provides member trucking companies with monthly feedbacks and statistics of fuel efficiency aggregate data drawn from the database.
- 5 Member trucking companies utilize the feedback for educating drivers.

Green Eco Project contributes, among improvement of fuel consumption, and Eco-driving

Speed up Slowly

Since Green Eco project was introduced, traffic accidents have been reduced by 28% and total amount of damage has been cut down by 55% among participating vehicles.

others, to the reduction of CO2 emissions, prevention of accidents through promoting

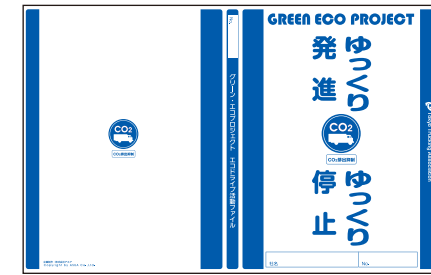
Put the Brakes Slowly

Green Eco Project aims to achieve Zero traffic accident.

Project Activity Tools are provided!

Arranging a system to pursue the project by management, supervisors, and drivers.

Improving environmental arrangement inside a company structure is a measure to proactively undertake project activities.



Brochures



Stickers



Posters

Continual Support!

Continual support is provided through practical seminars

Green Eco project provides a series of monthly training seminars (7 seminars) intended for supervisors of participating companies. The seminars cover concrete and practical contents useful for driver education while utilizing fuel efficiency summary data such as "How to pursue eco-drive activities", "How to conduct driver education", "Traffic accident prevention and the utilization of Driving Recorder", "Provision of educational materials that can be utilized for in-house meetings". Seminars are held in small numbers of around 10 participants and advices are provided to each business operator. Moreover, even after the completion of seven seminars, "continuation seminars" are provided to support continual eco-drive activities.



Seminar scene

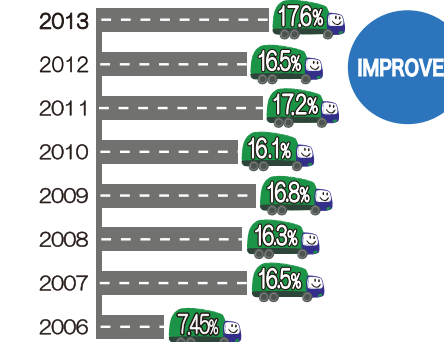


Material provided at seminars



Achievement made in last 8 years

Fuel efficiency progress rate
15.6% improvement
in average in 8 years



IMPROVED

Corresponding value in CO2
(Amount of fuel reduced)
Equivalent to about
4,480,000 cedar trees



CO2 REDUCTION

◆ A cedar tree absorbs 14 kg of CO2 per year.
[Source: Forestry Agency/Ministry of Environment]

Amount of fuel reduction
about **24,000 kl**



SAVING

Canister (200litre)
Equivalent to about
120,000 canisters

Decreasing rate of
traffic accidents
28.2% lowered
in average in 8 years



DECREASING

The number of accidents
per participating truck
Before activity **0.19/truck**
After activity **0.14/truck**

Merit of Green Eco Project

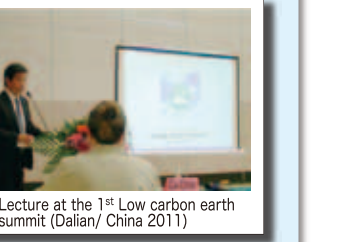
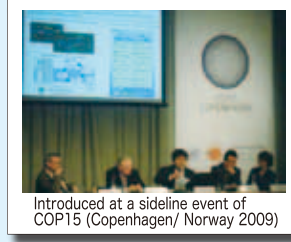
Environmental measure/reduction of fuel cost/
Reducing traffic accidents/ Invigorating in-house communication

Various commendations bestowed on Green Eco Project activities

December 2007: Ministry of Environment's award for global warming prevention activities
 July 2009: "Governor of Tokyo award 2009" for environmental protection instituted by the Tokyo metropolitan government
 June 2010: Kanto District Transport Bureau Chief award 2010
 June 2010: Japan Federation of freight industry's "Logistics environment awareness award"
 February 2012: "Best innovation award" at Low carbon cup 2012



Global Outreach



The Green Eco Project fully collaborates with the world's first assessment system developed by the Tokyo Metropolitan Government.

Tokyo metropolitan government (TMG) started implementing the world's first "cargo transport evaluation system" on a trial basis in FY2012. It will be completed in FY2013. In the process of creating this new mechanism, the Green Eco Project has closely cooperated with TMG by providing fuel consumption data. Thereby, the world's first indicators were developed which can set and evaluate benchmarks for each truck's actual driving fuel efficiency. Based on these indicators, participating companies are classified into three categories, and their names are made public. These indicators also underline an objective assessment of continual efforts for the reduction of CO2 emissions by participating companies. This facilitates the TMG to recommend tracking companies to cargo owners and consumers which have been highly recommended for their contribution for reducing CO2 emissions.



Stickers by Freight transport Assessment system