For more information
Consult the process tools, the up-to-date list of signatory companies and the list of contacts in the DREALs (State Regional Directorates for the Environment, Planning and Housing) and ADEME on the following websites:

- The web site dedicated to the process
  www.objectifco2.fr
- the French Ministry for Sustainable Development
  www.developpement-durable.gouv.fr/rubrique-transports
- ADEME
  www.ademe.fr/transports

The first five issues of the information bulletin, “Objectif CO2, les transporteurs s’engagent, les transporteurs agissent” (“Objectif CO2, carriers pledge, carriers take action”) can be found there, which aim to promote and share good practices for road transport companies.

Objectif CO2 is the French voluntary commitments programme to reduce CO2 emissions of the road transport operators.

In the interests of sustainable development, the road freight transport (RFT) and road passenger transport (RPT) sectors are committed to several actions aiming to reduce pollutant emissions from vehicles (Euro standards) and greenhouse gases emissions. In order to deal with the challenge of climate change and comply with French commitments to reduce CO2 emissions, the sector has adopted measures concerning both transport organisation and vehicle technology.

Thought as a tool to monitor and reduce CO2 emissions, Objectif CO2 programme can be engaged in on a voluntary basis.

Goals
The Objectif CO2 programme, launched in December 2008 in the road freight transport (RFT) sector, was extended to intercity road passenger transport (RPT) in September 2011.

In December 2012, a second extension concerned companies using light freight transport vehicles for third parties. Companies using road passenger transport vehicles with less than 10 seats, and city passenger transport can also take part in this process. This commitment enables companies to obtain methodological tools to improve their environmental performance promoting reduction of their fuel consumption and, consequently, their CO2 emissions.

Companies commit for a period of three years based on a concrete and customised action plan in order to achieve a global aim to reduce their CO2 emissions. For this purpose, they must implement at least one action for each of the four key areas defined in the process, i.e. vehicle, fuel, driver, organisation of flows (RFT) or organisation and management (RPT). This process was developed in collaboration with professional organisations of the sector, to meet the state environmental commitments.
Four key areas of commitment

The actions to be taken by the signatory companies are distributed into four key areas, each action plan including at least one action per area. The first three key areas have a common name with RFT and RPT even if their content differs. The fourth key area has a different name taking the specificities of each sector into account.

Key area 1: vehicle
Adapting the fleet to its use or to the use context, improving maintenance, managing tyres, and choosing energy-saving or low CO₂ emission technologies or equipment.

Key area 2: fuel
Using alternative fuels, and improving consumption monitoring.

Key area 3: driver
Promoting eco-driving and good practices.

Key area 4: organisation of flows (RFT) or organisation and management (RPT)
Optimising the company’s itineraries, loads and environmental management, using non-road transport modes, and synergy with subcontractors and customers.

What are the advantages for companies?

A reduction in their fuel consumption in January 2013, the fuel item represented 28% of the costs for long-distance road transport for the RFT sector.

- Better management by establishing a scoreboard for monitoring the activity and fuel consumption.
- Commitment in a structure-based process, and a source for mobilising and motivating all staff.
- Commercial promotion of actions taken with customers, who are becoming increasingly aware of environmental issues.
- Possibility of using the logo related to the process and appearing on the list of signatory companies, which is available on the website dedicated to the programme www.objectifco2.fr, thus promoting this sustainable action.

Company participation conditions

Before signing its charter, the company must:
- carry out a CO₂ diagnosis in order to draw up an initial reference inventory and define a scope of commitments;
- establish a consumption monitoring system;
- retain at least one environmental performance indicator specific to the company and set a quantitative reduction target to be achieved within three years;
- define an action plan retaining at least one action for each area (vehicle, fuel, driver, organisation of flows or organisation and management).

Methodological tools and their updating

The computer tools and methodological guides, available for companies, include:
- a general guide on the process;
- a specification relating to the CO₂ diagnosis, guiding the company or external service provider, if the company chooses to be assisted to carry out this diagnosis;
- a web tool available on the website www.objectifco2.fr that, after inputting the data on the company’s activity, can be used for assessing and monitoring the CO₂ emissions within the scope chosen, the potential CO₂ savings according to the actions chosen, the objectives fulfillment and environmental performance indicators monitoring;
- a series of actions sheets distributed according to the four key areas of commitment, in order to reduce fuel consumption.

An assisted process

A company can be assisted by a consultancy firm for all or part of the process (diagnosis, implementation and monitoring of the action plan).

It may therefore benefit from financial aid from ADEME. This aid is not systematic, it is decided on a case-by-case basis upon analysis of the applicant’s file and the available budget. Other public aids may be added.

The process is defined at the regional level via the DREALs (State Regional Directorates for the Environment, Planning and Housing) and regional directorates of ADEME, mobilised for raising awareness and assisting regional companies and stakeholders who want to participate: regional councils and professional road transport federations.

Synthèse and perspectives

Since december 2008, Objectif CO₂, the French voluntary commitments programme to reduce CO₂ emissions of the road transport operators, associated more than 1,200 companies from the road transport sector, including 14% from the traveller road transport. Up to 1m tonnes of related CO₂ has been saved since 2008. The 2015 roadmap from the roundtables of the French environmental conference proposes to enrich the Objectif CO₂ approach with a label. This measure provides a recognition of their achievement of a high environmental level.