

OCTOBER
4,
2021
LEVALLOIS-PERRET



press release

GEODIS enhances its environmental policy with an eco-design approach to its logistics solutions

To help its customers reduce their environmental footprint, GEODIS has developed an eco-design approach that integrates the impacts of its logistics services. GEODIS is one of the first logisticians in the world to be audited. Its eco-design methodology has been validated by the French association for quality improvement and management (AFAQ¹).

Implemented by GEODIS for its Contract Logistics line of business, the eco-design methodology aims to identify the environmental impact of a logistics service at all stages of its life cycle and propose areas for improvement. GEODIS provides its customers with a detailed carbon assessment as well as effective reductions in, or even avoidance of CO₂ emissions. These options help to minimize energy consumption, improve waste management and optimize the use of buildings, equipment and transport flows. For one of its clients, GEODIS developed an approach to reduce CO₂ emissions by 51%, i.e., approximately 2,250 tons of CO₂ less over five years, using a system that combines the use of photovoltaic panels and LED lamps, recycling process, optimization of space and equipment, and a BREEAM-certified building.

“Our customers expect a strong commitment from their logistics partners. ISO 14001-certified for many years, we wanted to take our environmental approach even further and move towards a responsible supply chain. Our approach is based on more transparent communication. It provides a guarantee to our customers that behind an offer and a price, environmental aspects have been taken into account and are part of the quality of service that we are committed to delivering,” says Laurent Parat, President & CEO of Western Europe, Middle East & Africa (WEMEA) & EVP, Contract Logistics of GEODIS.

This unique approach (only 21% of companies use the eco-approach to develop products and services according to ADEME²), addresses the entire life cycle of the logistics service. This is in line with the definition of eco-design, which “*consists of integrating the environment from the design stage of a product or service, and during all stages of its life cycle*” (AFNOR, 2004).

GEODIS’s approach is comprehensive. It incorporates CO₂ emissions related to the total service life cycle. From the initial sales and tender stage, it takes into account all the assets necessary through to the completion of the project, including the final site closure phase.

¹ (Association Française pour l’Amélioration et le Management de la Qualité).

² ADEME: (Agence de l’Environnement et de la Maîtrise de l’Energie [Agency for the Environment and Energy Management])

press release

The GEODIS engineers in charge of designing logistics offers are all trained in the eco-design approach to anticipate CO₂ emissions before a project even begins. GEODIS customers have access to a comparison between a standard logistics offer and the “eco-designed” proposal, which they can use in their own carbon assessment.

The methodology, based on GEODIS’s expertise and data in sustainable development, has been audited by an external auditing firm and validated by AFAQ.

“With the development of e-Commerce, more and more customers are calling on us to find solutions to decarbonize and reduce waste in the supply chain. We wanted to provide our clients with a very precise assessment of the CO₂ emissions generated, but above all to propose sustainable solutions to limit them as much as possible,” concludes Laurent Parat.

GEODIS – www.geodis.com

GEODIS is a global leading transport and logistics services provider recognized for its commitment to helping clients overcome their logistical constraints. GEODIS’ growth-focused offerings (Supply Chain Optimization, Freight Forwarding, Contract Logistics, Distribution & Express, and Road Transport) coupled with the company’s truly global reach thanks to a global network spanning nearly 170 countries, translates in top business rankings, #1 in France and #7 worldwide. In 2020, GEODIS accounted for over 41,000 employees globally and generated €8.4 billion in sales.

PRESS CONTACT

Claire Vaas
GEODIS Group Communication Department
+33 (0)6 9938 8834
claire.vaas@geodis.com