



## Green solutions for the future

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How should my company react to trends in order to actively avoid unnecessary costs?

The possibilities for reducing emissions in the transport industry are diverse: renewal of the fleet to Euro 5 trucks, raising the awareness of truck fleet drivers by training them to be more fuel conscious when driving, providing appropriate incentive schemes and changing the fuel to regional biodiesel or forcing the modal shift. The simplest and most efficient method, involving minimal investment, is the avoidance of empty runs and badly utilised transport capacities by means of transport consolidation. This contributes to reducing transport costs and simultaneously benefits the environment.

In addition to the use of sustainable building and allied materials for warehouse construction, alternative energy sources such as photovoltaics on roofs or geothermal systems are future potentials. The use of modern lighting fixtures with separate circuits (illumination of actually used working areas) also provides considerable energy and CO2 savings. With optimal material and information flow concepts, empty forklift runs can be reduced internally.

The prioritisation of these highly complex concepts and tailor-made selection pose a major challenge to companies. A methodical and step-by-step approach is therefore recommended. Firstly, the expectations of the stakeholders must be analysed. Secondly, for a successful project, clear organisational anchoring must exist. Binding values must be defined. At the end of the day, effective public communication (e.g. sustainability reports, press releases, etc.) are unavoidable if the acceptance and reputation of the company is to be improved - according to the motto: Do good and talk about it.

Yours

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