

Founded in 1991, Courier Systems is the largest independent courier company in London. They trade with over 1,500 clients and complete over 3,000 consignments per day. The company has a focus on quality, customer service and efficient use of the latest technologies. The varied fleet, including push bikes, motor-cycles, small vans and transits allows for the most appropriate response to client needs. In March 2007 they were awarded CarbonNeutral® company accreditation.



Objectives

- Reduce the company carbon footprint to net zero.
- Improve corporate image amongst clients, staff and suppliers.
- Increase market share and awareness amongst companies with a strong environmental agenda.

Programme developed

- The CarbonNeutral Company, in partnership with ECCM, measured and calculated Courier Systems' carbon footprint arising from its operations. The total footprint was calculated at 1325 tonnes CO₂e.
- Courier Systems worked with The CarbonNeutral Company to implement an energy and fleet strategy to reduce its carbon footprint year on year over a five year period.
- In order to reduce emissions internally the following actions were taken:
 - The acquisition of LPG vehicles, which are far less polluting.
 - Internal processes were altered to decrease waste and increase recycling.
- Reduced the carbon footprint to 'net zero' through purchasing carbon credits from offsetting projects that have a strong focus on social sustainability.
- Office staff and drivers all received training in the company's new environmental policies.
- Website and marketing materials were all updated to educate and illustrate Courier Systems' strong focus on the environment, with prominent use of the CarbonNeutral® accreditations.

Results

- Strong differentiator against competitors, adds value to clients by helping them to reduce their carbon footprint
- Positive press in industry publications including in-depth case studies.
- Improved staff engagement through environmental training.

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"Carbon neutrality has helped us win business by saving clients money and reaffirming our position as environmental leaders in our industry. Furthermore, the obvious costs involved also help us drive innovation within the company to make further reductions to our carbon footprint. The whole process benefits us, clients and the wider community."

Alexandros Germanis, Environmental Development Manager, Courier Systems.