



02

November 2023

www.green-courier.eu

NEWSLETTER

MAKE DELIVERY MORE ENVIRONMENTALLY FRIENDLY



COURIERS GO GREEN



Co-funded by the
Erasmus+ Programme
of the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.



COURIERS GO GREEN

DEAR READER,

continuing our project implementation, we are proud to share with you more news on what was done so far in **Couriers Go Green** project's activities.

The project website is already available, where you can keep up to date with all the happenings of the project. Our website is available via the following link: <https://www.green-courier.eu/>

The last period has been mainly research and methodology compilation, which is published in this newsletter. For ease of understanding, expert descriptions and flowcharts are provided, paving the way towards our goal the brighter and greener future.

Strategic Planning Green Framework

In the latest updates from Action 2.2, we've achieved a significant milestone by completing a straightforward methodology for users aiming to create a new green strategy or enhance their current one. This user-friendly process is thoughtfully organized into three distinct phases, each with smaller, manageable steps.

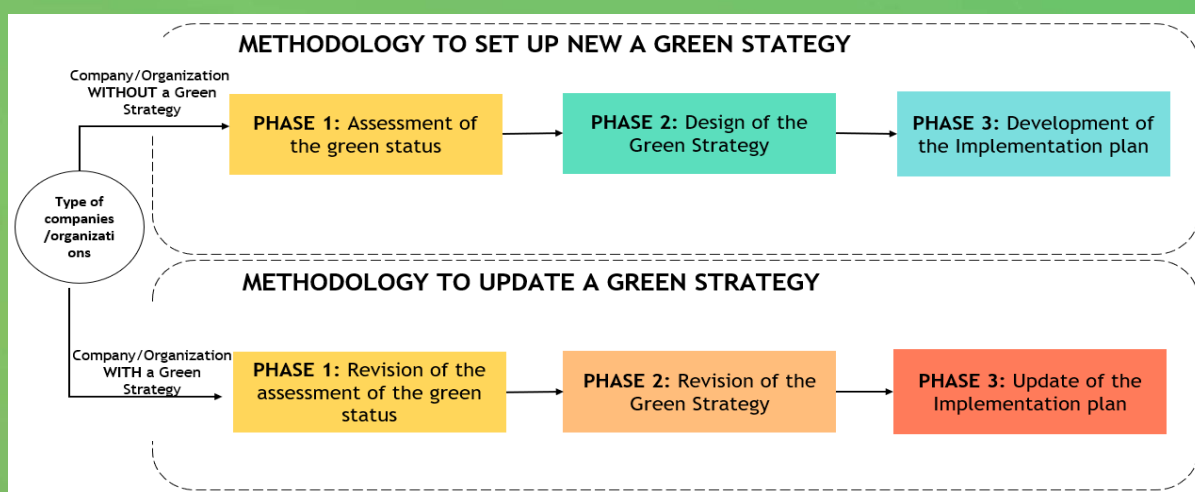


Co-funded by the
Erasmus+ Programme
of the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

COURIERS GO GREEN

It provides a comprehensive view of a company's current state, making it easier to understand and act upon the necessary steps for effective green strategy implementation.



Main Phases of both Methodologies

In particular, as part of this initiative, we're excited to share that we've also completed the creation of a toolbox. This toolbox is designed to present all the valuable information in an even more user-friendly environment. It's like a one-stop-shop that simplifies the journey toward sustainable practices. With accessible tools and a clear roadmap, users can confidently navigate their way towards greener initiatives, making positive strides for both their company and the environment. This marks a significant leap in our commitment to fostering eco-friendly practices and empowering businesses on their sustainability journey.



Buildout of Strategic Planning Green Framework

The purpose of this pilot study was to test the feasibility and effectiveness of the Green Strategy Process Model (GSPM) created by the CGG consortium to improve the environmental performance of courier and transport companies. The GSPM is a framework that guides these companies through green strategies that can reduce their environmental impact and enhance their competitiveness.

The GSPM consists of the following methodologies and phases:

Depending on the company's maturity level, the methodology follows two different approaches. Thus, the first step is to identify whether the companies have an existing Green Strategy and wish to update it, or if there is a non-existent Green Strategy and they wish to set it up.



Process flow chart of recruitment of participants

Companies were invited to start with Phase 1 to assess their green status related to the status quo, the challenges, and the opportunities they face. Based on the preliminary assessment, companies were ready to start developing or updating the Green Strategy (Phase 2) and then its implementation plan assigning the necessary human and financial resources (Phase 3). The methodology consists of a consecutive consequence of steps within each phase. However, each phase and step are self-contained and not dependent on the others.



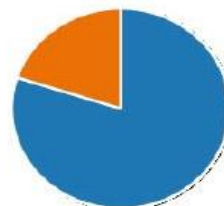
COURIERS GO GREEN

We implemented GSPM in a courier company and a Postal company from Greece and Romania, using a mixed methods approach combining e-learning, testers' support and surveys. The results showed that GSPM helped the pilot testers' companies to implement their action plans, to monitor and evaluate their progress and finally to identify opportunities to improve the methodology.

The pilot study showed that the GSPM is a useful and practical tool for target group to adopt and implement green strategies. The GSPM can be adapted to different contexts and sectors, depending on the specific needs and objectives of each company. GSPM can also be integrated with other management systems and frameworks, such as quality management, lean manufacturing or circular economy. The pilot study provided environmental management, ESG practices, valuable insights and feedback for improving the GSPM and applying it to future research and practice.

13. How likely are you to recommend the strategy to others?

Very likely	8
Somewhat likely	2
Neither likely nor unlikely	0
Somewhat unlikely	0
Very unlikely	0



Co-funded by the
Erasmus+ Programme
of the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Catalogue of requirements

The Couriers Go Green team is already engaged in the development of the project's training and education material and course! In the first phase of this exciting and challenging work, we have accumulated the information collected by stakeholders and the literature review to identify gaps and spaces for improvement regarding the awareness and knowledge of our target groups.

This way, in the Couriers Go Green catalogue of requirements, we have outlined the following areas for focusing our training and education scheme:

- The European Union's legal framework on freight transport and the relevant environment, climate and energy legislation, as well as the corresponding funding opportunities and programmes.
- The content and use of integrated urban transport planning frameworks, such as the Sustainable Urban Logistics Plans and the Sustainable Urban Mobility Plans.
- The opportunities for developing innovative business models and adopting New Mobility Services and connected and automated transport solutions for urban logistics.
- The exploitation of smart data collection methods and big data opportunities.
- The implementation of green operations, such as eco-driving and smart fleet routing.
- The exchange of best practice from the international experience.





COURIERS GO GREEN

Moreover, in order to best address the needs of the course, based on scope and objectives, a range of conventional and interactive training and educational material were analysed and will be put in use.

Finally, the requirements for the project's knowledge certification scheme is planned to be established, ensuring the provision of certification to employees' knowledge and skills through a valid personnel certification process based on up-to-date standards and industry practices in connection with the CGG course.

Interactive participation

- Games
- Quizzes
- Questionnaires

Information provision

- Presentations
- Documentation (e.g. technical reports, policy papers)
- Videos and podcasts

Hands-on practice

- Open software and manuals
- Project assignments and guidelines

e-Test

- Multiple choice questions





COURIERS GO GREEN

What's next

The next step is to translate **Green Strategic Planning Framework** into Hungarian, Greek and Romanian. A further task is the development of the **Green Self Assessment Tool**, so that users can get their personalised environmental awareness rates by working with their own data. In the future you will find all the tools you need to complete the Couriers Go Green course on our website. Follow us on our social media and until then...

stay tuned!



@Couriers Go Green



Co-funded by the
Erasmus+ Programme
of the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.



COURIERS GO GREEN

University of Thessaly



E.G. EUGENE GLOBAL Ltd.



Easy Mail SA



DREVEN Srl.



ISONIKE Ltd.



**Budapesti Kereskedelmi
és Iparkamara**



BUDAPESTI
KERESKEDELMI
ÉS IPARKAMARA

**Compania Nationala
POSTA ROMANA SA**



Co-funded by the
Erasmus+ Programme
of the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.