

PRESS RELEASE



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ECONOMIC AND ENVIRONMENTAL GAINS THROUGH TRANSPORT REDUCTION LESS IS MORE!

Leading business and environment organisations in Europe¹, set the stage on 19 March for a discussion on “decoupling” transport growth from economic growth. “*Transport reduction paves the way for costs reduction for companies as well as environmental and safety benefits for society at large,*” says Philippe de Buck, Secretary General of UNICE. “That is why UNICE is happy to host this seminar.”

In Gothenburg, the Council of Ministers identified “decoupling” as one of the priority areas for action to achieve sustainable development. However, action is exactly what has been lacking up until now. Therefore, industry and environmentalists join forces and present an instrument to put decoupling into practice: Transport reduction. The aim of today’s seminar is to discuss possibilities for promoting transport reduction among industry and shippers in Europe.

First in Europe, the Netherlands Society for Nature and Environment introduced transport reduction in 1998. Changing a product, its design, the production process or the location of production sites, gives companies the possibility to reduce their need for transport. Transport reduction is work in progress: the concept has to be developed as a tailor-made solution for each individual company or group of companies. It is *not* a logistical solution: it focuses on what happens *before* the transport order is given. Limiting the need for transport hereby enhances environmental sustainability and competitiveness of industry, through reduction of transport costs.

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