

CASE STUDY

Sustainability Benchmark Report for the Transportation Industry



A multinational freight transportation company tasked our consultants with building a sustainability report from the ground up. The report had to serve two purposes: capture all current environmental efforts across the company and set strategic benchmarks for future sustainability efforts.

CHALLENGES

The project presented a few challenges. First, as the company was new to sustainability modeling, all research and reporting processes had to be built from scratch. In order to gather the correct information, we worked to empower employees to take ownership of sustainability initiatives that fell within their areas of expertise. **We introduced new technological tools to measure, monitor and report real-time results out in the field.** We then collaborated with business unit leaders to set data-driven targets that would push the company's sustainability program forward.

Second, as the company operated across multiple continents, it faced differing regulatory environments depending on a business unit's location. As a result, we had to take a nuanced look at both company and political governance, as well as reconcile differences in data capture between countries, to ensure reporting was even and accurate across the company.

In addition to synthesizing a wide range of data and regulations, the third major challenge was to **construct a cohesive report that illuminated how efforts made in all areas of the company—from physical transport to hiring practices—could affect the business's environmental impact and help manage future risk.**



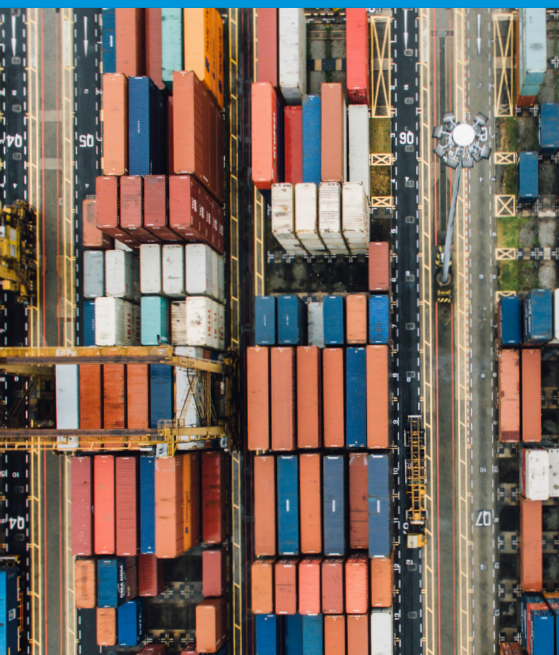


THREE TRACK APPROACH

To simplify things for the reader, information was presented along three main tracks: **Environment, Safety and People, and Community and Governance**. The Environment track covered topics one might expect when discussing sustainability in the transportation industry: fuel consumption, emissions, engine efficiencies, fleet sizes.

The next two tracks, however, expanded on this typical approach to sustainable thinking. It showed how prioritizing employee health and building a strong company culture could also increase sustainability efforts business-wide. In particular, the report illustrated how investing in safety, wellness, and governance could improve the company's operational, economic, and environmental health.

“Building a strong company culture could also increase sustainability efforts business-wide.”



CONCLUSION

The report concluded with suggestions for future growth opportunities alongside a renewed commitment by the company to **prioritize its operating performance, its people, its communities, and the planet**.

Now, armed with new data processes and the report as a guide, the client could generate yearly benchmarks and measure progress against this initial survey.