



Joakim Stoppenbach

# **WHY DID GREENCARRIER CHOOSE ECOTRANSIT?**

# Greencarrier Freight Services

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## Facts & Figures

- Approx. 630 employees
- 14 countries  
(mainly Nordics and Baltics)
- Acting locally,  
transporting globally
- Founded in Sweden 1994
- The Nordic regions largest  
privately owned transport  
company
- „Yes, it’s possible!“



# Why emission calculation?

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- Commitment and environmental concern from our owners.
- Customer and market interest in climate foot print.
- Customer demand.
- “Measuring is knowing”.
  - > Baseline
  - > Improvements

# Why EcoTransit?

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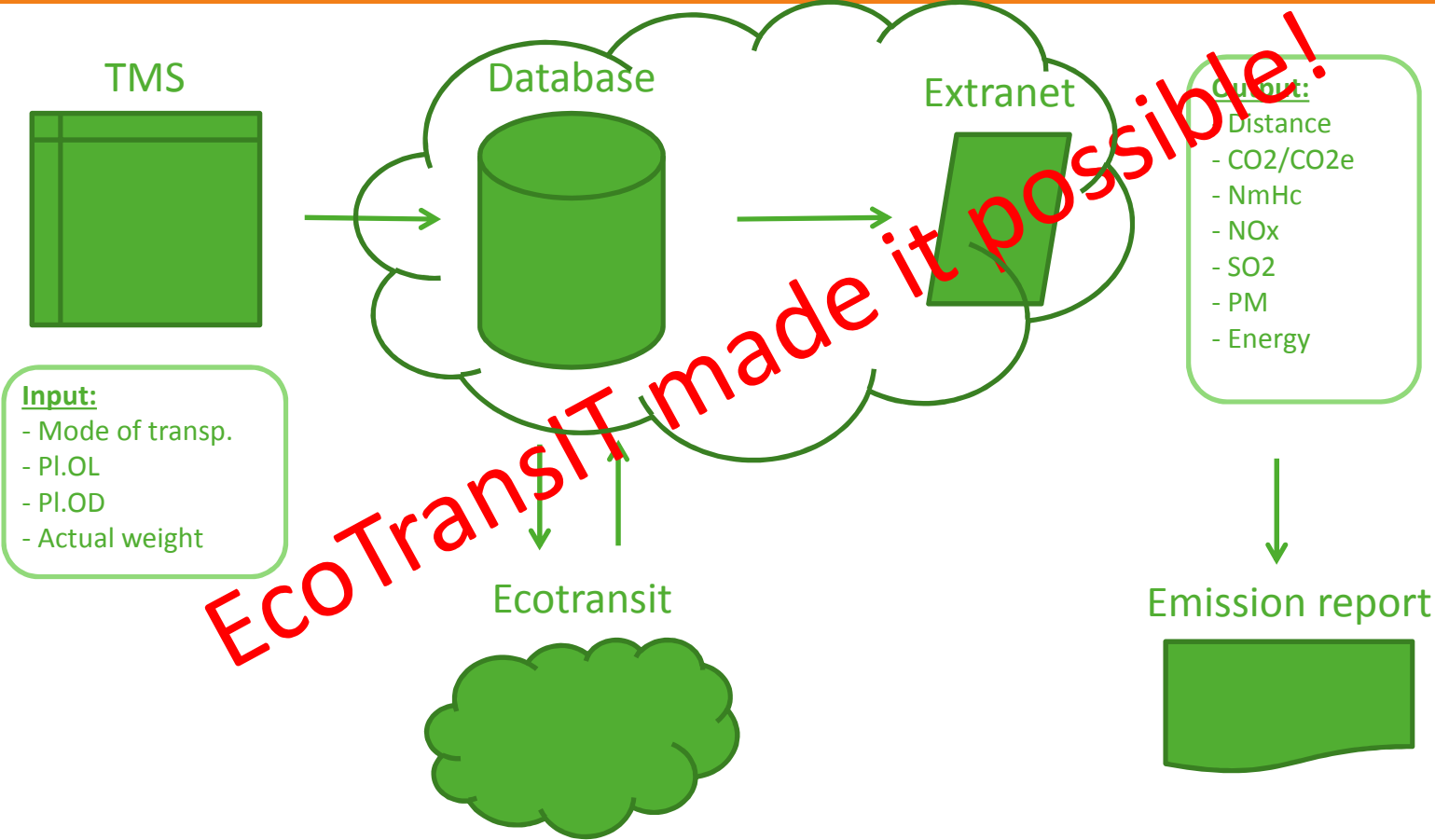
- “Standards are good. Everyone should have their own.”
- A ‘de facto’ business standard.
- System connectivity allowing mass calculation.
- ISO 16258 compliant.
- System intelligence.

# What do we do?

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- Emission calculations.
  - How much did this transport generate?
- Emission simulation.
  - How much will these alternatives generate?
  - Presented to customers with offers.
  - Finding and presenting alternatives to current setups.

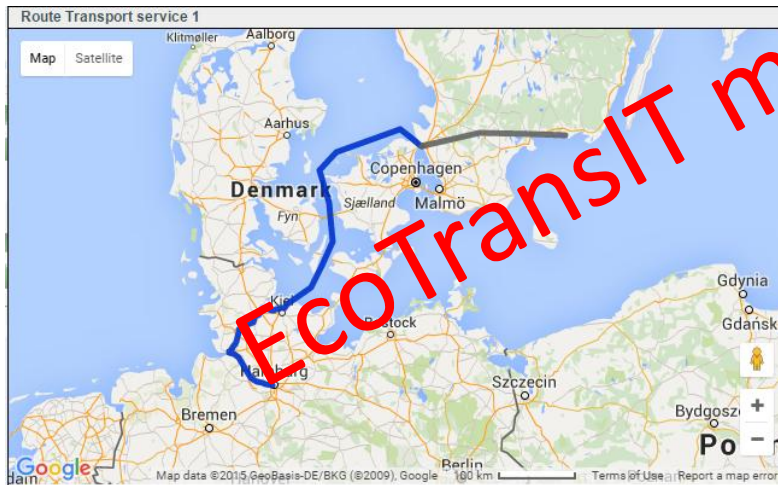
# Emission reporting



# Business case – simulation

## Current alternative

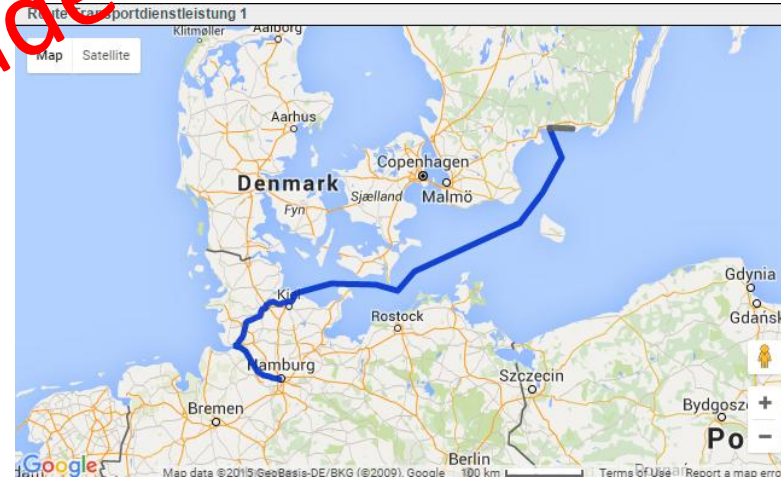
- Far East – Hamburg –  
Helsinborg – Ronneby



- 0.210 ton CO2 (WTW)

## Proposed alternative

- Far East – Hamburg –  
Karlsnamn - Ronneby



- 0.101 ton CO2 (WTW)

# Conclusions

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- “Yes, It’s possible.”
- EcoTransIT World is ‘de facto’ a business standard.
- Measuring in knowing.
- Calculation and simulation.
- Greener decisions with EcoTransIT World.





Thank you!

**QUESTIONS?**



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