



IT'S UP TO YOU: HOW TO BECOME ENVIRONMENTALLY SUSTAINABLE IN THE MOVING BUSINESS

Best practices & guidelines

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Welcome

The international moving and relocation business represents only a fraction of the logistics and transportation industry, and **some might argue that changing our way of doing things will hardly make any difference to the world's environmental problems.** But even if the individual actions of a single person or company might appear small and meaningless, all actions together can have a big impact.

There is no “one-size-fits-all” roadmap to become an environmentally sustainable mover, and each company has to find its own path. Start with the first step and keep going. The examples and testimonials from FIDI affiliated companies in this guide show us that solutions can be found without necessarily having to invest in fancy tools, or rely on expensive external consultants – even if many out there promise quick fix solutions to make you “green” with the push of a button (or by planting a tree). Start by committing to change and aim for steady progress.

What these guidelines also show us is that we have to work on this together – the support of our colleagues, suppliers and partners is fundamental to successfully implement long-term changes. This is especially true in our industry: it takes many international partners to perform an international relocation successfully. Real positive environmental impact can only be achieved if we tackle this burning issue together, within a clear, standardized framework of action.

Defining this common framework and sketching our industry's journey towards sustainability will be one of FIDI's main projects in the new year. The next step after this guide will be to analyse how the different UN Sustainable Development Goals (UN SDGs) are directly or indirectly (if at all) relevant to the relocation industry, and to use this as a base to draft an action plan.

Of course, **FIDI cannot do this alone.** Alongside the sustainability focus group that helped us put together these guidelines, we have had inspiring conversations with relocation stakeholders from around the world and across the industry. It is our belief that we can only achieve a true and long-term impact through global, industry-wide partnerships, involving the entire global mobility ecosystem. So let's roll up our sleeves and get to work together.

It's up to us. Now.

Ebru Demirel
FIDI President

“Real positive environmental impact can only be achieved if we tackle this burning issue together, within a clear, standardized framework of action.”

Foreword

Environmental sustainability has been a focus of the FIDI 39 Club for over a decade now. What started with planting trees during the FIDI Conferences evolved into the creation of an initiative in 2019, together with the IAM-YP and LACMAnext: the [Global Green Initiative](#).

Recent climatic events across the world, the COVID-19 pandemic and an increased focus on the COP26 in Glasgow in November 2021 have kept the topic of environmental sustainability in the world's headlines.

In our industry, our efforts to keep the conversation going has convinced many that being an environmentally sustainable mover has to be the goal to aim for. This report is the first step - but the journey is long, and it is all about taking the next steps and figuring out how to do it.

Operating in an international environment, it can be quite difficult to find a common ground, as in some parts of the world the governmental legislations are quite strict and push towards using renewable energy, low emission vehicles, or proper recycling; whereas in others, environmental sustainability is not considered a national priority.

In 2021, the FIDI 39 Club sponsored a series of online events, the FIDI Micro-Events on sustainability, seeking guidance from experts and working on individual, green business strategies. **As a result of these events, a sustainability focus group was put together,** with the purpose of working on guidelines for environmental sustainability for FIDI Affiliates.

The diversity of the group - from a geographical and a business set-up point of view - was extremely enriching. It showed us that **even if we live and operate in very different environments, the steps to a common goal should be done together.**

This, in a sense, is the purpose of these guidelines: helping international moving companies take a step in the same direction. In this document, you will find easy tips and ideas to help you implement a sustainability strategy, so that you can join us on the journey towards becoming a sustainable mover.

Jessica Deutschmann
FIDI 39 Club President

“In our industry, our efforts to keep the conversation going has convinced many that being an environmentally sustainable mover has to be the goal to aim for. This report is the first step - but the journey is long, and it is all about taking the next steps and figuring out how to do it.”

Executive summary

With the increased awareness of the public at large and stiffening regulation around the globe, environmental sustainability has become an essential part of a company's business case. **This guide sets out to identify how to become environmentally sustainable as a mover** and aims to help international moving companies imagine and plan the concrete steps towards a more sustainable business strategy.

Based on the input from FIDI's "environmental ambassadors", the report provides the following **definition of an environmentally sustainable mover**:

“ **As environmentally sustainable movers we recognise the impact of our activities on our planet, its people and the environment.** That is why **we choose to make environmental sustainability an integral part of our company's DNA.** This means we accept and embrace the principles of environmentally sustainable moving as outlined in the FIDI guidelines. We dare to show leadership **by pioneering innovative solutions** and business models and seek to enhance our impact through **collaboration with our partners, clients and suppliers.** Creating an environmentally sustainable business is not about “reaching a destination”. Rather **it is a process of continuing progress** where we set goals, act accordingly and constantly keep improving ourselves. ”

To be able to embody this definition as a company, the guide identifies **five guiding principles** and **eleven domains of action** to engage in.

The **guiding principles set out who we are as environmentally sustainable movers** and explain what it takes to make sustainability a part of your company's DNA. They ensure that the FIDI guidelines are not just a checklist of boxes to tick; rather, they are the basis of a real commitment to change your business intrinsically, to have a positive impact on the world. These guiding principles are: 1) accept and embrace change; 2) show and incentivise leadership; 3) set goals and tracking; 4) seek impact through collaboration; and 5) communicate about what you are doing.

The **domains of action explain the changes we need to make to our operations and planning.** The report looks at eleven different domains where a moving company can take action to become more environmentally sustainable. These domains are 1) energy; 2) transport; 3) packaging; 4) reuse, recycling and waste; 5) procurement; 6) digitalisation; 7) financial; 8) water; 9) food; 10) sound and light; and 11) offices/ warehouses.

Throughout this guide, **we have included best practices from industry peers across the world**, in order to make the necessary changes more tangible and relatable. The report also includes a series of testimonials from industry frontrunners. They share with us the story of how it all began for them and explain the challenges they overcame along the way.

Introduction

Why is FIDI supporting its Affiliates in their journey to become environmentally sustainable?

Over the past couple of years, we noticed that **an increasing number of our Affiliates are actively changing their business models in order to have a more positive impact on the world.** Many of them adhere to this “moral imperative” as their primary motivation for going green. They truly want to be the pioneers in environmental protection and lead the way for other companies in our industry. This engagement is often actively championed by the younger generation; within the FIDI community, the FIDI 39 Club has been the leading force behind our association’s environmental activities.

But becoming an environmentally sustainable mover is not just about “doing the right thing”. Faced with a bleak future for both people and businesses if we do not halt global climate change, “going green” is increasingly becoming a business imperative. The importance of ecological and social engagement has increased drastically over the past two decades. Changes in consumer attitudes, coupled with new legal obligations, will fundamentally transform the global mobility sector between now and 2050. **If we want to remain competitive, retain customers and attract new talent, we will need to be able to tell a compelling story about how sustainability is at the heart of our activities and showcase the actions that support that story.**

After many conversations with FIDI Affiliates from all over the world and activities powered by the FIDI 39 Club on environmental sustainability, we decided to collate and organise all the good ideas and initiatives we have gleaned over the past year. **These guidelines are meant to help you understand what defines an “environmentally sustainable mover”, identify where transformative change is coming and what you can do to respond to those changes.** We believe that moving and relocation companies that act from a sense of responsibility and passion for a clean environment will reap the rewards. In that sense, **these guidelines are about more than helping you to become “green”. They are about helping you to make your business future proof.** We have a huge opportunity to set a leading example of environmental best practices for companies around the world. But we can only do it together.

Of course, the concept of sustainability, as outlined by the [UN Sustainable Development Goals \(UN SDGS\)](#), covers a much wider scope reaching beyond environmental concerns, including social aspects, gender parity, diversity and inclusion, to name but a few. However, these issues come with their very own set of complexities, especially when addressed on a global level. The current guidelines will therefore limit their scope to environmental sustainability, within the world of international moving.

Process

Over the past couple of years, we have had many conversations and organized a series of activities about environmental sustainability, led by the FIDI 39 Club. Through these, we identified **FIDI's "environmental ambassadors", individuals and companies with a strong sense of engagement towards sustainability.** Over the course of six weeks and with the help of external sustainability experts Sofie Defour and Hannes de Reu, **this informal sustainability focus group worked on defining what the broad concept of "sustainability" means in the international moving context.**

As a first step, the group was tasked with identifying what defines an "environmentally sustainable mover": what values do they defend, what actions do they implement and what guidelines can they share with their peers?

The outcome of this process is this guide, the purpose of which is to serve as basic guidelines for any mover wanting to embark on the journey of sustainability.

Thank you to the participants of our FIDI sustainability focus group:

This report was possible thanks to the participation and efforts of the participants of FIDI's sustainability focus group, an informal group of individuals working for FIDI affiliated companies, who all have in common the belief that together, the international moving and relocation industry can work towards reducing our environmental impact, one step at a time.

Thank you for your time, efforts and dedication:

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Anthony Weil, Environment Services Manager, Pickfords (UK)

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Thomas Finlay, General Manager, AMJ Campbell (Canada)

Definition

To be able to consider itself as “environmentally sustainable”, an international moving company has to live up to certain values and commitments, wherever it may be based or whatever its business set-up, size or core activity.

Together with the FIDI sustainability focus group, we developed the following definition of an environmentally sustainable mover:



As environmentally sustainable movers we **recognise the impact of our activities on our planet, its people and the environment**. That is why we choose to make environmental sustainability **an integral part of our company's DNA**. This means we **accept and embrace the principles of environmentally sustainable moving** as outlined in the FIDI guidelines. We **dare to show leadership** by pioneering innovative solutions and business models and seek to **enhance our impact through collaboration with our partners, clients and suppliers**. Creating an environmentally sustainable business is not about ‘reaching a destination’. Rather it is a **process of continuing progress** where we **set goals, act accordingly** and constantly **keep improving** ourselves.



Guiding principles

As environmentally sustainable movers, we act on our declarations and good intentions by following a set of guiding principles that define our actions. By ensuring that we respect these principles at all times, we make sustainability an integral part of our company's DNA.

The present guidelines to become a sustainable mover are not just a checklist with boxes to tick. **We believe that being an environmentally sustainable mover means sustainability is a fundamental part of who we are**. It differentiates us from those who believe business as usual will suffice or those who try to comfort themselves that pretty statements and greenwashing will prepare them for the challenges that lie ahead. **The following five guiding principles are the foundations of our actions and decisions.**

1. Accept and embrace change

The world is changing rapidly and we are close to reaching a breaking point. We need to rebalance our way of producing, consuming and interacting with our surrounding environment. As an industry, this means that some of our traditional practices and processes are not viable anymore, even if these same practices have proven successful in the past. **To thrive in today's world and to keep thriving in the future we have no choice but to accept and embrace change.** We will need to make sustainability a core company value and make it an integral part of our corporate strategy, company culture and daily operations.

> What can you do?

- **Take small steps to make sustainability a part of your business philosophy.** Making real progress is often more about taking small steps every day than about bold statements and big miracle solutions. Small steps are much easier to take while the gains remain very real.
- **Integrate your sustainability policy in your daily thinking and operations.** Being an environmentally sustainable mover is not a one-off operation. It will demand constant attention and use of resources (staff, financial, etc.) for years to come. Draft a simple sustainability statement, outlining why you want to embark on this journey and how you will follow through. Keep it simple at first - you can add details further down the road. Involve your team when writing the statement, so that they are engaged from the onset.
- **Appoint a dedicated sustainability team in your organization** that focuses and drives all sustainable initiatives. But set up a parallel work stream to ensure that ownership and accountability are shared across the organisation, and not just the responsibility of this team. For example, you can organise focus groups to feed the core team with ideas and concerns from different departments of your organisation.
- **Earn money, do not waste it.** Do not waste money fighting sustainable regulation; rather help lawmakers understand what can be done to make the moving sector more environmentally sustainable. Stop investing in wasteful technologies today. Either because of regulation, changing customer demands or a steep rise in resource prices, these technologies will soon prove to be useless anyway.
- **Start as soon as possible.** While becoming an environmentally sustainable mover might seem daunting at first, there is nothing to be won by waiting. Start small, for example by creating a sustainable sub-brand to gauge and stimulate your client's interest.

Best practice examples:

At Trafimar Relocation, we embarked on our sustainability journey in 2019, by first implementing paperless processes. This year, we installed solar panels on the roof of our warehouse. We acknowledge that it is a long and progressive process, and take it one step at a time, making sure to have the full engagement of the entire team at all times.

2. Show and incentivise leadership

To reach ambitious goals like net-zero by 2050, the world needs leadership. But the task at hand might appear overwhelming. After all, a moving company is “only” a tiny part of a long, complex supply chain involving much bigger stakeholders. Would it not be best to leave leadership and big visions to the politicians and major companies?

Let us take a step back and look at the big picture. You are a moving company. That is what you are good at. And that is where you can show leadership and apply the highest standards of quality and excellence. It **is not a question of finding a big, revolutionary solution or of taking politics by storm.** Small stones together can build high walls; **identify your sphere of influence, however small or local it might be, and start changing mindsets there.**

Influence policy: speak out where you can

Who knows better than you what legislative measures should and can be taken to make the moving business environmentally sustainable? Probably not your local representatives or national and regional lawmakers. While reaching out to these people directly may seem intimidating, depending on your local situation you might very soon discover that there are more ways to reach out to decision-makers than you had thought of.

> What can you do?

- **Start to talk with whoever is easy to reach.** This can be a local council member or your national moving or transporters’ umbrella organisation. There is a big chance they know their way around the political landscape and are always looking for input from their members about concrete measures they can advocate.

- **Make a public statement,** even if the audience seems small. Do you have a newsletter that you send to your customers and business partners? Share your plans with them and invite them to contact you for their input on what environmentally sustainable moving or sustainable business in general means to them. You can give an interview for the monthly magazine of your national employers’ organisation, your national

movers’ association, local newspaper or the FIDI Focus magazine. They are always looking for businesses eager to share their journey towards sustainability.

- **Sign up to open letters, petitions and pledges made by others.** This is a very easy way to start when you want to influence policy. Yet it comes with a warning: make sure to check who is behind the call to action and what covert interests might be hiding behind a good cause. If the source of the initiative is legitimate and aligned to your core values, dare to speak out and put your company’s name to it. To get used to the feeling of publicly proclaiming your commitment, why not start by publicly endorsing FIDI’s environmentally sustainable mover’s guidelines?

Unleash the power within your company

Being a leader can be a lonely job. It should not be. Encourage your employees to be sustainable leaders and enjoy the fruits of their labour together.

> What can you do?

- **Identify “green ambassadors”** in your company and empower them to lead by example.
- **Give them the authority** to make proposals and decisions.
- **Empower them** to hold your company accountable.
- **Reward them** for their efforts to help your company be(come) a sustainable mover.
- **Celebrate milestones** together.

Best practice examples:

At Trafimar in Mexico, a sustainability committee has been set up in order to help all the companies in the group focus on sustainability. The staff who participate in the committee come from different companies across the group and have been empowered to lead specific efforts towards sustainable processes.

3. Goals and tracking

An environmentally sustainable mover is not afraid to formulate ambitious goals, measure its output, track its improvements (or failures to do so), report on it and, whenever necessary, adjust its goals and policies to new insights or available technologies. At first, this might seem complex and cumbersome. But again, **small, progressive actions are the way forward**. Start with small steps that are in line with your current level of measuring, tracking and reporting. By applying the following process, your small stones will soon become a strong high wall.

> What can you do?

- **Step 1: Baseline measurement.** Take stock of your current situation. What are you doing right and what needs improvement? Start with what you know. How much electricity do you use? Is it green? Ask the same questions for the fuel or the cardboard boxes and other packing material you use in your daily operations.
- **Step 2: Choose your metrics.** Based on what you learned from the baseline measurement, you can now choose what metrics you will use to measure your improvement. Have a look at the different domains in the [“Testimonials”](#) section of this guide for inspiration. If there is something you deem important but do not know how to measure or improve, then you might need to look for outside help. But do not let that stop you from getting started today.
- **Step 3: Formulate your goals on every metric separately.** Start with long-term, ambitious goals. For example, “we will make all our buildings carbon positive” is a high-reaching goal, which you probably will not accomplish anytime soon. You might not even know where to start. Do not worry and be ambitious!

Once you have established your long-term goals, work your way back towards the present by breaking them down into shorter, more pragmatic objectives. The closer you get to the “now”, the more specific you should be - not only about the exact goal but also about how you will make this happen. Do not worry if you have to leave blanks between now and your long term goal. As all athletes know, starting a marathon is all about the first step. Make sure to define a specific and concrete first step for every metric, combined with an ambitious long term goal. If there is a metric that you do not know how to measure or improve, your first step towards that goal should be to look for external help. Do not try to run before you can walk.

● **Step 4: Make a realistic timetable and line up the resources needed for success.** Now that you have all your metrics lined up with long-term goals and have identified your first concrete steps on the road towards environmental sustainability, it is very common to feel overwhelmed with what lies ahead. Do not be. Make a realistic timetable. Do not try to do it all at once. This is also the right time to broadly think about what and who you need in order to be able to execute your first steps and beyond. Who will take the lead? Is there an existing project team that can work on this topic or do you need to create one? If required, is there a budget or other resources available to work with? Do not go too far into the details, but know who will be responsible and what they need to be able to do the job correctly.

Best practice examples:

Writer Corporation is a member of [FBN International - Family Business Network](#). The [FNB's Polaris project](#) provides a comprehensive roadmap to guide family businesses on the pathway to sustainability, incorporating a holistic approach to sustainability that has economic, environmental, social and cultural dimensions. We have committed to the Polaris framework and we are on track to embed its practices within the entire business chain over the next 3 to 4 years.

● **Step 5: Evaluate and adjust.** When the forecasted time of completion comes around, take stock of the situation. Did you reach your goals? If not, why? Formulate the next step or, if you failed on the previous step, reformulate it and start over. To decide on your next step, there might be new insights or technologies that you should consider. Remember to also have another look at your long term goals. Some of them might have changed or need updating. This step is all about adjusting your plan.

● **Step 6: Continue.** Do not give up. The road towards your long term goal might be long, but steady always wins.

● **Throughout the process:** Communicate about your success, failures and challenges. And never hesitate to ask for input. We are in this together.

4. Seek impact through collaboration

“If you want to go fast, go alone. If you want to go far, go together”, the famous proverb goes. While the saying is true for most things in life, it is essential for advancing sustainability. As many are still looking for the right answers and solutions, being open to dialogue and to learn from others is essential, both within your company and in relationships with external partners. So be open to unusual collaborations and dare to look for out-of-the-box partnerships.

Build organization-wide accountability for results

You will never succeed as long as sustainability is just the pet project of one of the managers (even if it is the CEO) or only the field of action of a (mandatory) sustainability department. To go far, you will need to generate a sense of “ownership mentality” across your organisation and beyond. Trust your employees, make them part of the story and create space for ideas and dialogue.

> What can you do?

- **Treat all your initiatives as a team effort.**

Involve your staff in brainstorming and “green” projects. Create a feeling of commitment from all the teams. Create space for ideas and dialogue.

- **Train your staff.** Education and training on sustainability for employees is key and should be part of a continuous learning process.

- **Incentivise your staff to become an integral part of the solution.** Integrate sustainability-related performance targets in their appraisal process and make them part of your bonus and compensation policies. Set specific goals for divisions and teams and stimulate a joint sense of ownership of these goals. Recognise that product-focused business units or supply chain managers might have more possibilities to reduce their impact than your administrative department, and ensure that you have a process for dealing with those differences. Reward teams and divisions when they achieve their goals.

Best practice examples:

Gosselin Moving has created a Go Green Focus cluster in the beginning of 2020, collecting the efforts of each office across Europe, the Caucasus region and Central Asia. Following this analysis of what our offices were doing and the areas we could improve, we signed up to [The Climate Pledge](#), an initiative through which all signatories commit to be net carbon zero by 2040, through proper reporting, innovative business change, and carbon offset.

The reporting has given us a better overview on which part of our business has the biggest impact on our carbon footprint, so our initiatives focus around those first. We are currently working on proactively involving our clients on the awareness of the carbon emission on their move and what options they have to reduce or offset.

Build and offer a sustainable supply chain

For most companies, the majority of their environmental footprint comes from the activities of their suppliers, distributors and other value-chain partners. FIDI Affiliates are such value-chain partners, with a considerable environmental footprint. To secure your business in the long run, it is essential to **offer a sustainability plan to your clients and partners and to engage with them on working towards the best solutions**. Do not wait for them to reach out to you; reach out to them proactively.

> What can you do?

- **Involve your suppliers** and build a sustainable supply chain. Ask them what environmentally sustainable processes they have in place, and offer them your assistance in coming up with sustainable solutions together.
- **Account for sustainability factors** when selecting and evaluating suppliers.
- A good way to make progress, to advertise that progress and to get support throughout this process is to become part of a [Science-Based Targets \(SBT\) company network](#). These sort of platforms are ideal spaces for your company to **exchange knowledge, find inspiration and/or encourage other actors** in your value chain to set their own climate targets.
- **Educate your customers.** Advertise what some of these changes could mean for the environmental footprint of your customer and what benefits they could reap from allowing you to implement them (saving costs, branding opportunities, etc.). Encourage your customers to allow you to make these changes and to reward you for them.

Best practice examples :

Classic Moving & Storage Asia will offer premium “green” alternative options to their clients. For example, clients can opt for recycled boxes, cases, etc. Based on initial feedback from clients, there is a definite interest for green services.

Best practice examples:

Graebel signed up to the [UN Global Compact](#) in 2016, and has used this framework to guide the company in its comprehensive sustainability strategy, closely involving its suppliers and external partners. Within this framework, it has revised its international supplier standards to include policies aligned to the UN Global Compact principles and the 17 UN Sustainable Development Goals (UN SDGs); transportation service providers are encouraged to take steps to measure and reduce their carbon emissions.

Best Practice examples:

Through their partnership within the Clean Economy Development framework, Arpin helped the town of West Warwick, RI (USA) obtain three 1.5-megawatt turbines. The town currently sells all the energy generated by the turbines to a regional power grid. The town is the first within the state to now be operating on 100% renewable energy. An energy analysis for the project indicates that if electric rates increase at 4.5 % annually over the 25-year life of the turbines, West Warwick would save an estimated US\$ 44 million in power costs. With the success of the West Warwick project, seven more turbines have since been installed.

Do not firewall industry peers

Problems are rarely unique. Your industry peers are likely struggling with the same challenges you are facing. Some of them will already have found solutions that you might never think of or you might have great ideas that need upscaling to become profitable. Never shy away from open dialogue, even with competitors.

> What can you do?

- **Share best practices with industry peers.** Exchange on technological solutions and on how to measure progress.
- **Identify which problems are systemic** and form a coalition with industry peers to advocate for new standards, a restructuring of the market, funding for technological innovation, etc.
- **Open up your warehouses and offices** to external visitors, so they can see how you operate. Visit other FIDI Affiliates when you are on a business trip and exchange ideas.

Best practice examples:

NetMove encourages its employees and partners to take responsibility for its sustainability efforts through simple daily measures such as saving water, avoiding the use of disposable plastics and recycling as much as possible. Through their project [NetMove Eco Fun](#) they aim to promote sustainability in a fun way.

NetMove also supports two charities, one of which is “Lar Mãe do Divino Amor”, in Sao Paulo, Brazil, providing education and support to individuals and families living with autism. NetMove regularly delivers toys, materials and items donated by customers to support the institution. Every Wednesday, they hold a bazaar for the sale of items they receive from donations; the entire amount collected is donated to help with the institution's expenses.

5. Communicate about what you are doing

Change is coming. Either because we change the way we produce, consume, move and behave to eliminate emissions from harmful pollutants. Or because the earth warms up and ecosystems dissolve at a speed that significantly impacts human life. As companies, we can help steer the world in the right direction. In order to get the buy-in and support from colleagues and clients to do that, strong and effective communication is essential. It is all about changing mindsets; about making sustainability an ongoing subject and team effort that is shared by staff, management, suppliers, partner agents and customers.

Explain changes and make them visual

People are creatures of habit. We tend to question the need for and the quality of innovation and change. It is therefore essential to clearly explain what changes you are making and why, not only to your customers but also to your staff and suppliers.

> What can you do?

- **Create transparency around the process.**

Explain what you are doing right now, but also what you are planning to do in the future. Take your stakeholders with you on the journey. Create transparency also about changes that others say you should do, but that you can not or do not want to implement, and explain why (e.g. it is too expensive at the moment, you think it has harmful side-effects, etc.).

- **Announce and explain possible cost increases.** According to a [2021 McKinsey survey](#), even companies who claim that Environmental, Social and Governance (ESG) programmes do not increase shareholder value are willing to pay 10% more for a company with a positive ESG record. The median among those who say ESG programmes do increase shareholder value is

a premium of 15%. One fourth of the respondents would even pay a 20-50% premium.

- **Celebrate your wins and discuss your failures.** Make sure your staff understands the progress you have made. Highlight their contribution in that progress and thank them for their efforts. Equally, ensure you give your staff extra motivation when things are going too slow. Take time to process together when you fail to achieve one of your steps.

- **Make your efforts visual to make them more understandable and relatable.**

Sustainability can often feel abstract to people and incremental change can remain invisible, even when it has a significant environmental impact. In general, but particularly in these situations, a picture is worth a thousand words.

Advertise your green moves, but do not fake it

More and more companies want to clean up their supply chain. Preferential treatment in payment is awarded to suppliers with strong sustainability credentials, and being perceived as “green” can get you more clients. We are slowly moving towards a world where it will become very hard to attract and even retain clients if you do not have a plan to be more environmentally sustainable. At the same time, as people (and clients) become more knowledgeable, faking your green statements will backfire sooner or later.

> What can you do?

- **Use your sustainability efforts as strong marketing assets.** Include your efforts in your marketing and communication to ensure your brand is associated with sustainability. Use this to attract new clients and do not hesitate to ask clients to publicly explain that they chose you because of your sustainability plans and actions.

- **Communication is more than just advertising.** Think outside the box and brand yourself in unusual places. If a panel debate is organised about moving or transport and logistics, get yourself invited to speak. If a politician proposes a new law that does not go far enough or that would endanger some of the elements in your sustainability plan, write an opinion piece and box yourself into the conversation.

- **Be honest and transparent.** We live in a digital and interconnected world where data knows no borders. If you lie to your customers or to the world, there will be someone who will unveil it at some point. Accompanying big green statements with small print is also lying.

- If greening all of your operations is too ambitious, **consider greening a part of it and housing it in a sub-brand.** Advertise that sub-brand as your green branch and ask for a premium. Do not stop there, but use that sub-brand as a way to build support for further action both internally and with your existing clients who might be more hesitant towards change.

Best practice examples:

Streff in Luxembourg has a very large granite sculpture of a foot on its tiptoes at the entrance to one of its premises. It is a reminder to Streff employees that despite the company's size and activities, they strive to have a small ecological footprint.

Action Points

The guiding principles set out who we aspire to be as environmentally sustainable movers and how we approach the broader issue at hand. But what do we actually do? What changes do we make to our operations? While investing in renewable energy, limiting the footprint of our packaging activities and “greening” our vehicles are the most obvious focal points for environmental change, **you will see that there are also many other - more or less simple, more or less immediate - action points where we can make positive changes to our operations.** You might even find out that you already are following sustainable practices unknowingly!

1. Energy

What is the most sustainable and cheapest energy? The energy you do not use. **Reducing your energy consumption wherever possible should always be your first step.** If further reduction is impossible, you can look at step two: greening the energy that you still use.

> What can you do?

- **Invest in more energy-efficient lighting.** Turn on the lights only when necessary. Intelligent lighting systems can help you to only light those areas where movement is taking place. Use black backgrounds rather than white ones for your electronic devices and screensavers. Look for innovative solutions to enhance daylight in your warehouses, like using transparent roof panels and white plastic covers on pallets. Investigate if a ‘Light as a Service’ model, where light service is charged on a subscription basis rather than via a one-time payment, could be a solution for you.

Best practice examples:

Pickfords in the UK has one ‘black warehouse’. There is no lighting and everything is done by computers. At the moment it is a pilot project, but they plan to scale it up. If the results are conclusive.

- **Use “green” energy sources for your offices and warehouses.** Put solar power on your roofs, cooperate with other businesses in your neighbourhood to invest in a heat network or (cooperative) windmill, investigate if geothermal energy or hydropower could be a solution in your area, etc. Limit the use of biomass for the heating of buildings, as the amount of sustainably available biomass is limited and better used in “hard-to-abate” sectors, i.e. sectors where the transition to green energy is more difficult, such as industry and aviation.
- If you lack the resources or available space to invest in your own renewable energy generation, **start by switching to a sustainable energy supplier.**

- Depending on where your operations are based, your warehouses and/or offices might require **heating and/or cooling**. If this is the case, also apply the two-step approach here: reduce your energy consumption through an analysis of where these systems are truly essential; then optimize.

- **Use sustainable materials for the construction and renovation of offices and warehouses and plan with sustainability in mind.** Proper isolation of your buildings will massively improve your energy consumption. In many countries, isolation works are entitled to state subsidies; make sure to check if you are eligible.

Best practice examples:

Most of Streff’s premises are heated using chipped wood, geothermal energy or solar power, and the company plans to cover almost all of its electricity needs by increasing the number of solar panels on one of its warehouses. It also uses transparent roof panels and white or clear covers on pallets to boost available daylight in its warehouse.

Best practice examples:

Niemi has also made bold plans on the power front, aiming to run all its premises on wind or solar power within one year. Its new office at Tampere, Finland was designed with the environment in mind and uses only renewable energy sources while being geothermically heated and cooled.

Best practice examples:

Arpin Group has invested in environmentally sustainable improvements of their facilities; including:

- Installing over 100 ft² of solar panels on the company’s warehouse rooftop. The system supplies over 40% of the energy necessary to operate both buildings located on the Arpin campus. Arpin purchases the balance of its energy supply from renewable energy companies, resulting in a net-positive energy output and zero carbon emissions. The measurable impact of this project can be viewed by Arpin’s employees and agents in real time on a secured website;
- Replacing all roofing on its office building and warehouse with a highly reflective membrane that reduces heat gain and maximizes reflective light capture. The company also replaced all mechanical HVAC units with energy-efficient systems;
- The addition of insulated solar reflective windows to prevent heat gain while maximizing the use of natural daylight;
- Installing new lighting and occupancy sensors to maximize energy efficiency. This effort has resulted in the company reducing greenhouse gases by 136mT annually. The estimated annual savings are over 272 000 KWH and \$31 400;
- Utilizing green materials in all new flooring.

2. Transport

Transportation is an important source of global CO₂ emissions, and the bulk of these emissions is due to road transport. So great environmental improvements are to be made in this area. Thanks to economies of scale in electrification, this will become attractive profitable across all market segments in most parts of the world in the next five to ten years. However, emissions from aviation and shipping continue to rise and threaten to offset the gains made in road transport.

As international movers, road, air and sea transport - often across international borders - will continue to be central to our operations. As individual companies, we might not have the leverage to impose changes to the shipping and airline industries. **We can however strive to reduce our usage of transportation by being more agile and innovative** and to ensure that the transport we still need and on which we do have direct influence is powered by renewable energy. We can also ensure our staff commutes in a sustainable way and reduce the impact of our business travel.

> What can you do?

- **Optimize your vehicle usage.** This is about analysing every trip and identifying if it is absolutely necessary: can the trip be replaced by an online meeting, a virtual pre-move survey, etc.? It is also about using technology for optimized resource planning: can you optimize your route, can you increase the load factor of your transport by combining several loads or collaborating with third parties?
- **Invest in a zero-emission fleet.** Wherever possible, direct electrification should be the first choice. Battery electric cars and vans are much more energy efficient than (even green) hydrogen powered ones¹. In many cases, biofuels are more polluting than the fossil fuels they replace². While sustainable bioenergy does exist (mainly from waste and residues), it is an extremely limited resource and should be prioritized for “hard-to-abate” sectors such as aviation, heavy industry and the chemicals sector, rather than for transport where direct electrification offers a much more environmentally friendly solution.
- **Put pressure on your suppliers** to green the part of your fleet that you do not own. You can partner up with big companies to put pressure on manufacturers, suppliers and politicians to invest in and improve the business case for hydrogen-based planes and ships.
- **Facilitate and promote the possibilities for staff** to use (e-)bikes, public transport or electric vehicles for their commuting.
- **Encourage sustainable transport for (international) trips** of employees and introduce a distance threshold for employees to use trains instead of air travel.

¹Starting with 100% renewable energy, the overall efficiency of a battery electric truck is 77%, while that decreases to 33% for hydrogen, 23% for power-to-liquid and 22% for power-to-methane solutions.

Source: Transport & Environment. (2020) Electrofuels? Yes, we can ... if we're efficient. Retrieved from https://www.transportenvironment.org/wp-content/uploads/2020/12/2020_12_Briefing_feasibility_study_renewables_decarbonisation.pdf

²Food and feed based biofuels such as palm oil and wheat lead to expansion of croplands at the expense of high carbon stock areas such as tropical forests and peatlands. Palm, soy and their by-products have proven to be high deforestation risk biofuels.

● **Encourage your customers to accept groupage and limit air shipments to the bare necessities.** Far too many trucks drive around empty, or partially filled, and too many sea containers are only half-filled. Customers tend to want individual transport of their goods, either in “their own” sea container or dedicated truck for land transport. Movers should strive for groupage, whereby the loading unit is used to its entirety, grouping different customers with the same destination into the same loading device, thus saving on transport. Movers can “sell” this to the customer with two clear benefits: cost saving and less impact on the environment.

Best practice examples:

At Niemi, all moving trucks and vans have been running on non-fossil fuels since 2019, using a hybrid model of Neste MyDiesel, bio gas and electricity.

Best practice examples:

Brauns International in Germany has so far converted 50% of its company car fleet to e-cars and all of its trucks to Euro 6 models. “We are looking forward to 2025, when we will, hopefully, take delivery of our first hydrogen truck,” says Wolfgang Makurat, Managing Director of Brauns International. “And if our dream comes true, we will produce the gas on our own premises by extending the solar power outlet we have already installed on our warehouse.” The company will be able to generate additional revenue from any leftover energy, which will be sold onto the national grid.

3. Packaging

A well-packed and protected move requires good quality packaging material, often in great quantities. This makes it of the utmost importance to consider how we can reduce the environmental impact of our packaging material whilst maintaining the highest quality standards.

> What can you do?

Best practice examples:

NetMove’s operational teams are carefully trained to select the boxes and materials from import moves that are in excellent condition and reuse them for local moves, which require less transportation time and less handling, so they do not affect the quality of their services.

- **Reduce packaging** through optimization of materials usage, reuse and waste prevention.
- **Use sustainable and local materials** that are 100% recyclable material as much as possible and work with certified

4. Reuse, recycling and waste

Everything that is wasted is a loss of valuable resources for your company and a burden to the environment. Unfortunately, today it is often still cheaper to discard used materials instead of embracing full circularity. Yet due to stiffening regulations and shortages in resources, this might change in the near future. So get ahead of the curve by implementing some of the following waste reduction tips.

> What can you do?

- **Give used material a second life.** Help your customers by sending their used furniture to refurbishment facilities or donating it to non-profits.
- Make recycling a part of your business model and, if possible, **establish your own recycling center.**
- **Implement waste segregation practices** to reduce, reuse and recycle waste produced by your office and activities.
- Allow your customers to make use of your recycling capabilities and let them recycle what can no longer be used. Provide them with connections to recycling and donation centers.

Best practice examples:

NetMove reduces the use of plastic in their workplace by:

- Replacing single-use plastics with ceramic crockery and steel cutlery;
 - Eliminating plastic drink cups and switching to reusable cups;
 - Encouraging everyone to use their own bag everywhere they go — NetMove has its own eco-friendly tote bag;
 - Making furniture from reclaimed pallet wood.
- NetMove has a project called Eco Fun that was created by its employees. They make toys with packaging materials left over after moves and recycled materials. The idea is to promote and disseminate sustainability practices around them in a fun way. They have a container destined for the packaging materials that are left over and a collection point for the recyclable materials storage intended to support the project. The employees can take the materials whenever they want to build the handmade toys that can be made during working hours.

Best practice examples:

At its Windhof sorting premises, Streff separates 35 categories of material for recycling, including paper, cardboard, metal and polystyrene. Some of these are compressed on site to reduce the amount of transport needed to take them away.

A reuse strategy that also maximises the time of valuable resources is an essential part of environmental sustainability of any business. Streff only use high-quality cardboard boxes from recycled, FSC-certified cartons. Because of the quality, and the fact that they usually can be built and closed without using any tape, we can reuse them for several moves. Every moving company can act on the production, reuse and/or recycling of waste – especially on packing materials. This requires careful sourcing of materials, as well as optimisation of processes. Streff also helps its customers recycle – or redistribute for reuse – old office furniture, recently handling almost 200 tonnes for two clients. Since 2004, the company holds SuperDrecksKëscht (Super Waste Bin) status from Luxembourg’s Ministry of the Environment, Climate and Sustainable Development, making it a certified provider of waste disposal services.

5. Procurement

Customers are pushing us every day to meet the highest standards, both on quality and on environmental impact. So why not ask the same from your suppliers? Of course it is not realistic to expect them to become 100% green overnight; it is all about starting the process and pushing them one step further each time.

> What can you do?

- **Start an open dialogue** with your suppliers on sustainability.
- **Include sustainable purchasing criteria** in your procurement process.
- Favor products that have a **circular design**.
- Ask your suppliers for **environmentally friendly solutions**. Have they thought of the possibilities of “goods as a service” (renting or leasing equipment rather than purchasing)?

6. Digitalisation

People are social beings and like to meet in person. This will not change. However, recent technological innovations make it possible to heavily reduce our environmental impact and save considerable time and money by incorporating digital solutions into our daily practices.

> What can you do?

- **Digitalise your administration.** Implement paperless procedures wherever possible (CRM, timesheets, contracting, invoices, etc.) and use recycled paper where it is still needed.
- Opt for **online meetings** when possible.
- Organise **virtual pre-move surveys**. Virtual surveys save time and money and are better for the environment. They also allow you to do pre-move surveys worldwide.
- Use **black backgrounds** rather than white ones for your electronic devices and screensavers.
- Use **intelligent lighting and heating systems** to save energy.

Best practice examples:

Trafimar has been considered paperless since 2019. Their enterprise resource planning (ERP) system allows them to put all relevant information in the cloud, making the accessible to all relevant parties at all times.

7. Financial

They say “money makes the world go round” — and **where we put our money does make a difference**. By choosing a bank or financial service provider that shares our commitment towards environmental sustainability, we can make a difference.

> What can you do?

- **Opt for ethical and sustainable banking.** Use your local green bank inventory to pick a bank that scores well on environmental aspects, while offering all the services you need.
- **Ensure that any investment in financial stock follows SRI (Socially Responsible Investments) principles.** SRIs are investments in countries and companies that have a positive impact on society and/or the environment. They reward green and ethically sound business operations.

Best practice examples:

All investments linked to [FIDI's FASI fund](#) (the fund linked to the organisation's payment protection plan for its membership) are socially responsible, and audited by an external party.

Best practice examples:

Arpin Group created an investment fund for the Clean Economy Development, LLC, providing financing, development and advisory services for clients seeking to pursue renewable energy and energy efficiency projects. The focus is on financing clean energy projects that enhance long-term energy and economic value to clients. To date, we have done multiple solar installs in schools, municipalities and NGOs.

8. Water

In many places in the world, water is so readily available and cheap that we tend to forget that it is actually a scarce resource. Throughout our value chain, we should ensure water usage is limited, never wasted and reused to a maximum.

> What can you do?

- **Limit water usage** and never use drinking water unless absolutely required.
- **Reduce plastic bottles** by drinking water from the tap with a filter.
- Take action to **eliminate water waste**.
- Provide reusable bottles to staff.
- Take action to **maximize water reuse**.
- Use cisterns to **capture rainwater**.

Best practice examples:

Writer Relocations installed water saving plumbing fixtures (such as low-water usage showerheads, toilets and faucets) throughout their offices in the UAE and India.

9. Food

Our diets have a huge impact on the environment and contribute massively to climate change. Our food system affects groundwater supplies, converts natural ecosystems into agricultural land and causes loss of biodiversity. Animal-based foods produce roughly twice the emissions of plant-based ones. While food is not a central part of the operations of international movers, we can contribute to reducing the harmful impacts of our diet.

> What can you do?

- Use **less meat and more seasonal vegetables** in your catering facilities.
- **Communicate** the choices you make to your staff and educate them on why this is important.
- Take action to **reduce food waste** in your catering facilities.
- **Limit the usage of plastic** and other packaging material in your catering facilities.
- Consider higher reimbursements for food consumed while on business trips when that food is sustainable. The health benefits often associated with more sustainable foods will come as an extra plus both to your employees and to your bottom line, as it is proven that healthier employees are more productive.

10. Sound & light

Sound and light disturbance can not only be a problem for the people living or working in the proximity to your warehouses, it can also reduce the productivity of your own employees. Noise impacts productivity when it is loud enough, persistent enough and goes on for long enough.

> What can you do?

- Take action to **limit noise disturbance**. Contain the sound of a loud piece of machinery or process wherever you can. Segment your warehouse, use sound blocking ceiling panels or ceiling clouds, insulate the walls with dense materials, fit carpet on the high traffic areas, use acoustic curtains, sound control screens, quieter fans, etc. Make earplugs and other necessary protection material easily available to all employees and visitors where you cannot limit the noise to acceptable levels.
- Take action to limit light disturbance.
- Take measures to reduce the noise during on and offloading.

11. Offices/warehouses

Reducing and greening the energy usage of your offices and warehouses is the most obvious move. But there are also other ways to reduce the environmental footprint of your building stock.

> What can you do?

- **Open up (part of) your infrastructure to others after working hours.** You might have big meeting rooms that are never being used after working hours or large open spaces in your warehouses that could be opened up for other activities during certain parts of the day or year. While some of these spaces will be difficult to open up due to security reasons, others might be accessible through a door that works with a code or be separate from those areas where you do not want external visitors.
- **Think outside the box** and test collaborations with part-time art education schools in the neighbourhood, local talk or discussion groups, after-school care etc.

Testimonials

While we are all convinced of the need to reduce our environmental footprint and to work towards eliminating the harmful impacts of our activities on the planet and people, it can sometimes seem overwhelming to start implementing the necessary changes. **These guidelines aim to give you an overview of what you can do to become an environmentally sustainable mover**, but you can choose where you start and at what pace you are able to scale up your actions. Even then, you might feel alone or uncertain about where to start.

To show you that it is possible and feasible, **we have asked some frontrunners in our business to share the story of how it all began for them**. In these testimonials, fellow FIDI Affiliates share how they took their first step towards becoming an environmentally sustainable mover, the challenges and barriers they experienced along the way and how they worked or are working to overcome those challenges. Their stories are in no way finished. As outlined in our definition of an environmentally sustainable mover, sustainability is a continuous process and will never be a case of 'destination reached'.

Testimonial 1: Writer Relocations, India & UAE - changing habits to save the planet

by Swapnaja Rasam

We know that the moving industry is a big candidate that heaps landfills with unrecyclable waste and generates important carbon emissions from its moves (sea/land/air). **Our activities as we perform them now do irreparable damage to our environment and must be controlled to keep their negative impact to a minimum level**, so that our future generations can also make use of the limited resources from this planet.

At Writer Corporation, we have undertaken a series of initiatives to make our business practices more sustainable. This has had a positive impact not only on our bottom line, but also on employee morale, customer confidence and within the communities where we operate. Some benefits we have seen are:

- Annual savings on our overall energy expenses of 2.5 million INR (approx. € 29 000 or US\$ 33 000) from two solar power plant installations;
- LED light automation in all our offices has resulted in 6% savings in electricity bills (and equivalent cut in carbon footprint);
- We have installed water saving installations in all our offices, through which we aim to save a total of 100 000 litres of water per day from being wasted. The planned next step is to test waterless urinals in our offices;

- With our rainwater harvesting plant at our Gurgaon office, we can collect 65 000 litres of water during peak rainfall;
- We have banned single use plastic from all our offices.

One of our flagship (and most challenging) projects was reclaiming the Shillim Valley, a unique bowl-shaped eco-hotspot nestled in the Sahyadri mountain range, which was under constant threat from unsustainable 'slash and burn' agricultural practices by the local farmers. Writer Corporation took on the ambitious goal of [establishing a native species reforestation program](#). The biggest challenge was to convince the local Adivasi community to change their traditional habits. Writer Corporation gave employment to the local Adivasis (tribal people): the men of the village were given jobs to guard the property, put out forest fires, prevent slash and burn, and stop wildlife hunting. Women were employed in the nursery and in the large annual pre-monsoon plantation program. Today, more than 3 500 acres of forest is grown on native seeds that are nurtured in a nursery on the banks of Pawna Lake.

Testimonial 2: NetMove in Brazil - making sustainability fun

by Ana Paula Lima

We believe that there are only benefits to becoming more environmentally sustainable as a company, on many levels: cost reduction, creating a sustainable culture, fomenting team involvement, and learning the value of reuse, to name but a few.

Working in an environment where the future of the planet is valued, improves personal well-being and performance, and creates a real team spirit. And then of course there is the company's positive commercial image, which may even attract new customers, as more and more are choosing companies that value sustainability.

In the beginning, the support of the staff was our main difficulty – it is difficult to accept new paradigms and practices. But with a lot of motivation and training of employees, everyone started to assume a proactive attitude. To do this, we created email campaigns, providing tips and actions that can be applied to the day-to-day activities at work and at home; organized workshops; gave eco friendly products (bag, cup and toothbrush) to show how we can replace plastic items at home. We also have our own (small) community garden at the office: in addition to give us an excuse to spend some time outside and connecting with nature, gardening also offers mental health benefits.

Our commitment to sustainability is real and everything we create has a focus on it. We like to inspire and spread sustainability practices to everyone around us in a fun way – that is the purpose of our [NetMove Eco Fun programme](#). We have also teamed up with charities to help in our immediate community and to [offset some of our carbon emissions](#).

Testimonial 3: Streff in Luxembourg - large foot, small footprint

by Max Neumann

In the general view, moving companies are often reduced to boxes and trucks, accounting for a large carbon footprint. Which of course is true, to a point: the use of large quantities of non-reusable packing material is something we need to acknowledge. But this generalisation does not necessarily reflect reality.

It is on us to work on this stigma. Many moving companies today have very modern vehicle fleets; some even make use of biofuels or electric trucks, powered by renewable energy sources. In addition, every moving company can act on the actual production, reuse and/or recycling of waste, especially on packing materials.

Today's economy is also putting an increased pressure on all participating parties. Acquiring B2B business is often linked to sustainability efforts. Without providing sustainable solutions you are not allowed to participate in certain tenders. Furthermore, taxes as well as regulations increasingly punish unsustainable business models.

For Streff, sustainability was, is and always will be part of our company's DNA. As a fourth-generation family business, it is our intrinsic motivation to drive an economically viable, environmentally friendly and socially engaged business. Max Chorus and his brother Stefan, the current owners of Streff, inherited this mentality from their parents and have deeply embedded it into our day-to-day decisions. We want to protect the quality of life we as society currently enjoy. We also want to bring our contribution to conserve it for future generations. This can only be done with an overall sustainable approach.

To always remind us of this mindset we installed, at the entrance gate of one of our facilities, a large sculpture made from granite, representing a large foot standing on its toes. This represents very well our ambition towards our ecological goals: "large foot – small footprint".

Testimonial 4: Arpin International Group - a global taskforce tackling sustainability

by Michael Hughes

Peter Arpin, President of Arpin Renewable Energy and [Arpin International Group](#), is a life-long environmentalist. He brought that passion to Arpin to lead our many green initiatives dating back now many years. Our company is a true, global leader in reducing emissions, driving fleet efficiency, waste reduction, and high levels of recycling, big-big investments in renewables, microgrids, energy independence, and support of the many great people and companies in transforming our world.

Arpin invested heavily early on in the transformation race: in efficiency, clean tech for trucks and warehouses, renewables, paperless operations, biofuels, and a 24/7 web network to

communicate seamlessly to customers around the world. We cut most waste from landfills, quickly became a leader in recycling, partnered around the world with green leaders, self-audited every division, and became recognized by the International Society of Sustainability Professionals, U.S. Environmental Protection Agency, Audubon, and other leading organizations, as one of the greenest moving companies in the world.

Using the [International Society of Sustainability Professionals'](#) assessment tool, Arpin's employees performed a company-wide assessment. As a result, **Arpin set up a sustainability committee, whose purpose is to provide a continuous self-assessment and advice to Arpin's Board of Directors on environmentally responsible worldwide growth.**

The committee has implemented several improvements, including:

- [Ecochallenge.org](#)'s online contest each Fall for workplace sustainability, proving that small actions add up to real change;
- The elimination of cafeteria waste by utilizing an on-site composting station, moving to 100 percent eco-friendly landscaping and cleaning supplies, and establishing a garden club that delivers fresh produce in reusable grocery bags to the West Warwick Senior Center.

Arpin Group has also invested in companies working towards energy transformation. Some of our most recent global projects/investments include:

- Arpin's largest effort to date combines our talents with Schneider Electric, CISCO, and others to implement smart city technologies in cities and towns;
- Arpin Group has made significant investments in [Teichnos Energy](#), a utility-scale renewable energy developer. Teichnos is currently developing over 1200MW of identified solar energy projects in 24 states in the US;
- Arpin has also invested in [Clean Feet Investors \(CFI\)](#), a company that seeks to provide significant returns from socially responsible investments in small-to medium-sized renewable energy and energy conserving projects.

Closing words

This guide is not an instruction manual to become a “green” mover. It does not provide a one-size-fits-all quick fix solution to make your company environmentally sustainable. It is not meant to have all the answers to the complex issue of mitigating our impact on our environment. **Rather it is meant to help shift mindsets; to spark ideas through best practices and examples from your peers.** As Max Neumann from our sustainability focus group pointed out, we want to show that there is not one single definition of a “sustainable mover”, but rather movers who want to become more sustainable, within their specific markets and with the resources at their disposal. This is what this report sets out to be: an inspiration for companies who want to become more sustainable - whether it is because they want to save the planet or because their clients ask them to.

Sustainability is the buzzword of the moment, and many are trying to take advantage of the current momentum by promising easy, quick-fix solutions and providing “proof” of your sustainability efforts. As we are moving in uncharted territory, it can be overwhelming and difficult to separate the good from the cowboys - and the risk of falling prey to greenwashing initiatives is high. **At FIDI, we believe that transparency, accountability and reputation are key for the success of any real effort towards environmental sustainability.** This is what has established the strong reputation of our FAIM certification, and this is what will guide our sustainability efforts in the future.

This report is the first outcome of our organised efforts to work with partners from within and beyond our FIDI community to find pragmatic solutions and sketch a plan for our industry towards a more environmentally sustainable future. We will be looking at this from different angles, gathering new ideas and sketching a structured, collaborative framework of actions. **We are in this together, and we invite you to join us on this exciting journey.**

For more information about or to get involved in FIDI’s sustainability projects, contact Magali Horbert, Marketing & Communications Manager at FIDI, at magali.horbert@fidi.org



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