



Delivering L'Oréal products by electric bicycle

L'ORÉAL

To improve air quality and reduce its carbon footprint in urban areas, L'Oréal has launched the Green Last Mile (GLAM) project, proposing delivery solutions for its products using an active and sustainable means of transport.

Start date of the project	October 2019
Project Localisation Places of implementation of the project at this stage and targeted geography if replicable.	Belgium
Project objectives Type of climate innovation of the project with a description of the problem/issue addressed	Improving air quality in urban centres. Reducing the carbon footprint of the 'last mile delivery' of L'Oréal products.
Detailed project description	To reduce its environmental impact in urban areas, L'Oréal has launched the Green Last Mile (GLAM) project. The programme was launched in 2019 in selected towns, according to the volume of deliveries in these locations, across all regions where we operate. Since the launch, we have implemented 20 innovative initiatives in 12 countries. In particular, in 2020, • Belgium extended bicycle deliveries from Brussels to Anvers. • Chile implemented a partnership for deliveries by bicycle or electric vehicle, which could represent up to 118,000 deliveries annually. • Italy completed a bicycle delivery initiative covering a volume of 11,000 deliveries annually, by implementing biogas vehicles for delivering hair products in 8 towns. The ambition for 2025 is to decarbonise deliveries in 50 town centres worldwide. Since 2019, initiatives have multiplied, combining deliveries by bicycle and with biogas and electric vehicles, thereby contributing to reducing emissions of particulate matter in urban areas. For example, Belgium began an electric bicycle project by joining forces with the Belgian telecommunications operator Proximus, in order to test a low carbon transport solution in Brussels. This enabled us to make our first deliveries to hairdressing salons (of L'Oréal products) and Proximus' points of sales (for Proximus products). From May 2020, this initiative was implemented with a second partner across three divisions: L'Oréal Professional Products, Active Cosmetics and Consumer Products, in Anvers and Brussels, enabling us to expand deliveries by electric bicycles to pharmacies, in particular. Through this pilot project, we were able to make around 2,500 deliveries across 1.5% of our delivery volumes between November 2019 and October 2020, in more than 270 points of sale. The ambition for 2021 is to decarbonise deliveries in 5 town centres in Belgium and the Netherlands, with a potential for 11,000 annual deliveries (around 10% of urban deliveries), with a view to contributing to a 5% decline in carbon emissions. This initiative will also help to improve air quality (by avoiding emissions of particulate matter and NOx) and lower congestion in town centres.

	The aim of the pilot project consists in evaluating the potential and operational viability of new sustainable transport actors in urban centres. Specifically, the orders of our three divisions are consolidated, so that they can be transported by electric bicycle to their final destination.																																
Main project's drivers for reducing the greenhouse gas emissions	Reduction levers	Details on the aspects of the project																															
	☒ Energy and resource efficiency (including behaviour)	Modal shift to electric bikes for the last few kilometers of product delivery																															
	☒ Energy Decarbonisation																																
	☐ Energy efficiency improvements																																
	☐ Improving efficiency in non-energy resources																																
	☐ Emissions absorption: creation of carbon sinks, negative emissions (BECCS, CCU/S, ...)																																
	☐ Financing low-carbon producers or disinvestment from carbon assets																																
	☐ Reduction of other greenhouse gases emission																																
Emission scope(s) on which the project has a significant impact and quantification of GHG emission reductions per emission scope Indicate the aspects of the project that contribute to the reduction of emissions per category of emissions considered (left-hand column) and the quantification of associated emissions. Indicate the main hypotheses and calculation steps in the intended section (below the table) For further details, please refer to the methodology guidelines.	<table border="1"> <thead> <tr> <th></th><th>Aspects of the project contributing to the reduction of emissions by emission category</th><th>Quantification of associated GHG emissions by emission category</th></tr> </thead> <tbody> <tr> <td colspan="3">Please follow the quantification methodology used in the Afep guidelines.</td></tr> <tr> <td colspan="3">Reduction of the company's carbon dependency</td></tr> <tr> <td>Scope 1 <i>Direct emissions generated by the company's activity.</i></td><td></td><td></td></tr> <tr> <td>Scope 2 <i>Indirect emissions associated with the company's electricity and heat consumption.</i></td><td></td><td></td></tr> <tr> <td>Scope 3 <i>Emissions induced (upstream or downstream) by the company's activities, products and/or services in its value chain.</i></td><td></td><td>2021 goal: 11,000 electric bike deliveries in 5 city centers 5% reduction in carbon emissions</td></tr> <tr> <td colspan="3">Increase of carbon sinks</td></tr> <tr> <td>Emissions Absorption <i>Carbon sinks creation, (BECCS, CCU/S, ...)</i></td><td></td><td></td></tr> <tr> <td colspan="3">GHG emissions avoided by the company at third parties</td></tr> <tr> <td>Avoided Emissions <i>Emissions avoided by the activities, products and/or services in charge of the project, or by the financing of emission reduction projects.</i></td><td></td><td></td></tr> </tbody> </table>				Aspects of the project contributing to the reduction of emissions by emission category	Quantification of associated GHG emissions by emission category	Please follow the quantification methodology used in the Afep guidelines .			Reduction of the company's carbon dependency			Scope 1 <i>Direct emissions generated by the company's activity.</i>			Scope 2 <i>Indirect emissions associated with the company's electricity and heat consumption.</i>			Scope 3 <i>Emissions induced (upstream or downstream) by the company's activities, products and/or services in its value chain.</i>		2021 goal: 11,000 electric bike deliveries in 5 city centers 5% reduction in carbon emissions	Increase of carbon sinks			Emissions Absorption <i>Carbon sinks creation, (BECCS, CCU/S, ...)</i>			GHG emissions avoided by the company at third parties			Avoided Emissions <i>Emissions avoided by the activities, products and/or services in charge of the project, or by the financing of emission reduction projects.</i>		
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	Clarification on the calculation or other remarks: The impact has not been measured to date, as the initiative is still in a pilot phase. For this pilot, about 2,500 deliveries on 1.5% of the volumes could be made between November 2019 and October 2020, in more than 270 outlets. The ambition for 2021 is to decarbonize deliveries in 5 city centers, in Belgium and in the Netherlands with a potential of 11K deliveries per year (about 10% of urban deliveries) aiming to participate in a 5% decrease of carbon emissions.																																
	Modality of verification of the quantification.	Calculation standard used (ADEME base, GHG protocol, etc.): N/A Verification of the calculation (internal or external): The project will be the subject of a study completed by the VUB 'MOBI' study centre, which will measure the effect of the initiative on CO ₂ emissions and urban traffic congestion. The evaluation will enable us to determine whether to increase the volumes or other logistics flows, such as e-commerce, for example. The prospect of extending the project to other towns will also be explored, as well as the possibility of expanding it to other partners in the retail sector.																															
	Other environmental and social benefits of the project	This active transport delivery initiative will enable us to reduce CO ₂ emissions (SDG 13, Climate action), and therefore contributes to SDG 7, Affordable, clean energy. It also enables us to reduce particulate matter in urban air, improving its quality, contributing in this respect to SDG 11, Sustainable cities and communities.																															

Project maturity level	☐ Prototype laboratory test (TRL 7) ☒ Real life testing (TRL 7-8) ☐ Pre-commercial prototype (TRL 9) ☐ Small-scale implementation ☐ Medium to large scale implementation Remarks: click here to enter the level of maturity of the project
Capacity and conditions of the project reproducibility, with associated climate impact mitigation potential	This initiative is currently being rolled out in other Belgian cities, including Antwerp. Other initiatives of this type are also underway around the world GREENER LAST MILE : REDUIRE LES EMISSIONS ET LA CONGESTION DES LIVRAISONS URBAINES Optimisation du flux du dernier kilomètre (« Last Mile »), avec la mise en place de véhicules alternatifs moins polluants, du type camionnettes électriques ou vélos cargos.    Belgique : Partenariat avec Proximus à Bruxelles. Livraisons pour 130 coiffeurs pour environ 2000 livraisons annuelles Italie : 1000 points de livraison urbains avec des véhicules alternatifs, vélo ou van électriques, couvrant 11K livraisons par an Chili : Electromobilité en partenariat avec Muvsmart couplé à des véhicules électriques scalable sur un périmètre de 118K livraisons annuelles GREENER LAST MILE: REDUCING THE EMISSIONS AND CONGESTION OF URBAN DELIVERIES Optimisation of 'Last mile delivery' by implementing alternative, less polluting vehicles, such as small electric vans or cargo bicycles. [Image] Belgium: Partnership with Proximus in Brussels. Deliveries for 130 hairdressers for around 2,000 deliveries annually. [Image] Italy: 1,000 urban delivery points with alternative vehicles, bicycle or electric van, covering 11,000 deliveries annually. [Image] Chile: Electric transport in partnership with Muvsmart, combined with electric vehicles for around 118,000 deliveries annually.
Amount of investment made (in €)	Not communicated
Economic profitability of the project (ROI)	☐ ST (0-3 years) ☐ MT (4-10 years) ☐ LT (> 10 years) Remarks: Not communicated
Engaged partnerships	A partnership with telecommunications operator Proximus was established to implement this initiative in Brussels.
Open comments from the project owner	/
More about the project	
Contact the company carrying the project	alexandra.vickery@loreal.com
Project URL links	[English press release link] https://www.loreal.com/fr/belgique/articles/group/livraison-a-velo/

Illustrations of the project

