



**CARBON
REDUCTION
INSTITUTE**

Carbon Reduction Institute Case Study

HUBBED

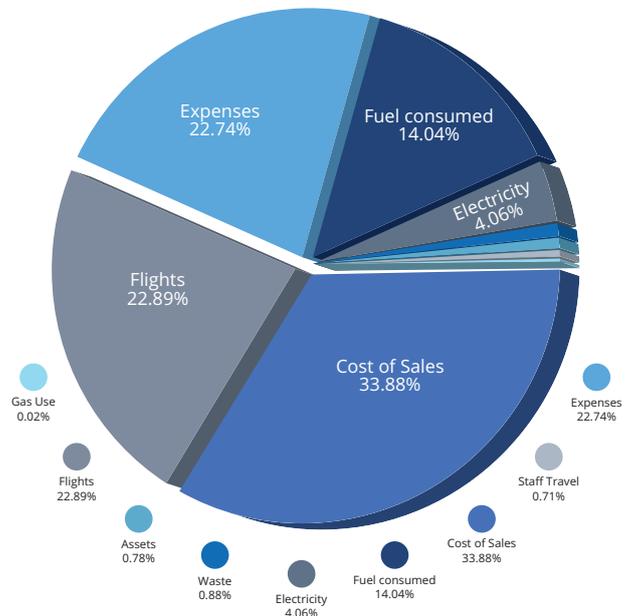
HUBBED is enabling the transport industry. They are changing the way that businesses send parcels by providing a much-needed solution that gives consumers what they want from a parcel delivery service. In recent years, with the rapid rise of e-commerce, there has been an unprecedented increase in parcel deliveries by businesses direct to consumers. These deliveries increase the volume of parcel deliveries courier companies make, which in turn generates significantly more greenhouse gas emissions.

This is occurring at a time when globally it is not only essential to be reducing emissions, but customers expect it. 64% of millennials support urgent carbon reduction action. Solutions focused on the supply chain that reduce emissions related to business to consumer parcel delivery services must be found to ensure the sustainability of these services. The HUBBED solution enables businesses to reduce their inevitable emissions by dealing with the “last mile problem.”

As their name would suggest, HUBBED is a hub of collection point networks and parcel management solutions for the eCommerce and carrier industry. These locations are optimised by route and order density based on current eCommerce delivery data. With over 1700 locations throughout Australia, collection points are typically within 2km of most customer’s homes. The HUBBED model removes all of the individual journeys to deliver parcels to customer’s addresses through aggregating parcels at collection points.

HUBBED is certified as a NoCO2 business and their services are certified carbon neutral by Carbon Reduction Institute (CRI) as their environmental impact has been measured, reduced where possible, and fully offset. Further the HUBBED network reduces the number of trips taken by courier vehicles in support of carrier CO2 reduction initiatives. For every kilometre of courier service utilising the HUBBED service, it is estimated the rate of emissions reduction is 0.47* kg tCO2e. Customers can then pick up their parcels as part of their daily routine to ensure that this emissions saving is achieved.

They say you vote with your dollar for the type of world you want to see. When you use HUBBED you are supporting a business that provides carbon neutral services and operates a business model focused on reducing direct to customer parcel delivery emissions. That’s good news for the environment.



Emissions sources FY2017 NoCO2 Audit

NOCO2 CERTIFICATION

The NoCO2 standard is the highest level of certification offered by the Carbon Reduction Institute. It means that a company has completely removed its climate change impacts. NoCO2 certified companies can display the NoCO2 and Carbon Neutral logos to market and communicate the climate change actions they have taken. Certification is metered through an audit by our engineers that determines operational emissions, the purchase of carbon offsets and a monitoring process that ensures that your company continues to leave a zero-carbon footprint.

CERTIFICATION #NC369



WWW.NOCO2.COM.AU

* Based upon HUBBED client data; supplied in confidence and anonymously.



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Suite 1304/213 Miller St, North Sydney NSW 2060

P: +61 2 8228 7300 | F: +61 2 8228 7350 | info@noco2.com.au | ABN: 26 122 969 233