

SCRIPT: VNR "Curbing CO₂ emissions from road transport"

TC IN	TC OUT	REFERENCE DG COMM – EC: I-054252 [B-roll: I-054253]
00:00:00	00:01:30	Colour bars/ 1000 Hz
00:01:30	00:02:00	Black
00:02:00	13:53:21	French Version
14:00:00	25:53:00	International Version
26:00:00	30:58:00	B Roll
TOTAL DURATION	30:58:00	

INTERVIEWEES

NAME	TITLE
Alice de Brauer	Renault
Filomeno Corvasce	Project Manager – Goodyear
Joe Zekoski	General Manager – Goodyear
Joanna Pedley	Head of Fuel Department – Shell
Eric Chevalier	Director of Public transportation and Parkings – City of Nantes
Pascal Leroy	Commercial Director – Semitan

ENGLISH SCRIPT REPORT: "Curbing CO₂ emissions from road transport"

TC LANG	TC VI	
16:00:00		<p>Today, the harmful effects of greenhouse gases on our climate are well-known. Transport alone represents 19% of CO₂ emissions in the European Union. Road traffic is increasing every year and so is pollution. The European Union recognized this and adopted the ambitious objective of reducing CO₂ emissions from new vehicles to 120 grams per kilometre by 2012. This is equivalent to 4.5 litres of diesel to 5 litres of petrol per 100 kilometres. The EU's objective was first proposed in 1995 and the reduction strategy, based on voluntary agreements, consumer information and fiscal measures has delivered some progress but not enough.</p> <p>That's why the European Commission proposed a new strategy to achieve the 120grams objective based on a legislative framework rather than a voluntary approach. It will focus on passenger cars, light vans but also some essential vehicle components such as tyres as well as the increased use of biofuels.</p>
17:15:00		<p>Alice de Brauer- Renault <i>Renault, like all responsible players, believes that the European Commission's position - on the one hand to comply with the Kyoto 1 accords and on the other to prepare Kyoto 2 - is absolutely legitimate and justified.</i></p>
17:36:00		<p>Automobile manufacturers realize that the future belongs to improving car efficiency. There are many technologies already on the market that can deliver substantial CO₂ savings. Beyond advanced approaches such as hybrid systems there are also technologies that can be applied to today's new cars, such as engine downsizing with turbo-charging or low rolling</p>

18:23:00		<p>resistance tyres. Everybody wins: driveability is maintained, fuel consumption is reduced and the impact on climate is lower. Even marketing can contribute to promoting greener cars, and carmakers have been already invited to sign up to a code of sustainable advertising. An important priority is raising the driver's awareness.</p> <p>Alice de Brauer <i>There is no room for bluff marketing in the area of the environment - given the ecological emergency of climate change: on the other hand, there is a huge need to educate and train drivers so they understand. It is true that when you are fighting to win 2, 3, 4, 5 g of carbon dioxide per kilometre driven, the customer is not necessarily aware if he doesn't understand the subject.</i></p>
18:56:00		<p>Reaching the ambitious targets adopted by the EU will not only concern vehicle manufacturers, but also producers of car components, such as tyres and fuel suppliers.</p> <p>Among the solutions developed by the industry, one is particularly innovative: a tyre made from bio filler - renewable material that is less dependent on petroleum products. Its designer gives us the recipe.</p>
19:20:00		<p>Filomeno Corvasce- Project manager - Goodyear <i>Here we have the main ingredients in a tyre formula - polymer, silica and various additives; so the innovation consists of having partially replaced silica by starch-based bio filler.</i></p>
19:39:00		<p>20% starch in the new formula means 20% maize: a tyre is partly made from this cereal which, like all vegetable crops, absorbs the CO2 in the air. Mixed with silica, the bio filler reduces the amount of this polluting product traditionally used in this industry. The production of this tyre will therefore minimise CO2 emissions. It will also emit less into the atmosphere as it drives on the road. But the main advantage is that the addition of bio filler will allow to reduce the rolling resistance of the tyre: another contribution to save the environment.</p>
20:16:00		<p>Filomeno Corvasce <i>The beauty of the project, is that we are making advanced technology of it: using this type of product we can also minimise the energy absorbed by the formula, which translates into allowing us to produce tyres with low resistance and therefore reduced fuel consumption for the vehicle and as a consequence, fewer CO2 emissions.</i></p>
20:43:00		<p>This project received the support of the European Commission under the LIFE programme.</p>
20:49:00		<p>Joe Zekoski – General Manager Goodyear <i>I think the opportunity given us under the Life project allows us to look at a variety of technologies and how to put them together into a package that would deliver the objectives that the European Union wants to achieve. But also make sure there were meeting the needs of the end users for a safety and other parameters, as for us tyres performances that cannot be sacrificed to get to the rolling resistance and emission levels required by the European Union.</i></p>
21:16:00		<p>Cutting the CO2 emissions from transport will require efforts from all sectors, including the fuel suppliers. The objective is clear: to reduce the greenhouse</p>

21:35:00	<p>gases emissions caused by the production, transport and use of fuels by 10% from petrol and diesel by 2020.</p> <p>Joanna Pedley - Shell , Fuels Product Management <i>Shell is responding to that challenge by reducing emission from our own operations, through working with consumers to help to reduce their emissions but most importantly working to develop second generation Biocomponents that offers the largest potential to reduce CO2 emissions from road transport fuels.</i></p>
21:59:00	<p>Traditional oil-based fuels already contain additives which limit CO2 emissions. But today, EU legislation aims to promote greater use of bio fuels. The first generation already exists, produced from vegetable matter such as rapeseed oil and wheat. But these biofuels are still expensive, they compete with food production and raise some concerns about the environment.. Shell in Germany is developing second-generation bio fuels in partnership with Choren, a world leader in the field.</p>
22:31:00	<p>Joanna Pedley <i>Our partnership with Choren is to develop what we call Biomass to Liquid Fuel ; this takes wood chips converted into gas and then use a Shell preparatory process to turn it in a high quality liquid fuel that is very suitable for use today in diesel engines</i></p>
22:55:00	<p>Wood waste is a renewable resource, it is cheap and it is non-food. These second-generation bio fuels will deliver up to 90% of CO2 emission savings compared to fossil fuels. But it will take another five years before they are marketed on a large scale.</p> <p>Another solution to cut the emissions from transport is to reduce the use of cars and road transport in general. This is especially important in urban areas which are responsible for approximately 40% of greenhouse gas emissions, caused mainly by private vehicles.</p> <p>The city of Nantes in France has around 780,000 inhabitants. Its non-polluting public transport development policy is one of the most efficient in Europe. It began at the right time, 25 years ago, when the population was becoming increasingly mobile.</p>
23:48:00	<p>Eric Chevalier – Director of Public Transport & Parking - Nantes <i>The 1980s saw the start of dynamic growth in the area: more people, more jobs, a greater need for mobility, and at that time the politicians had a choice: either continue doing what had been done in previous decades, that is to develop access for cars, or, on the contrary, to come up with and establish an alternative policy</i></p>
24:05:00	<p>The choice was made: the first tramline came into service in 1985. Today, a fleet of more than 80 trams and 350 buses serves the entire urban area. To limit the access of private cars to the city centre, 18 parking lots were created with direct access to the centre by bus. The roads give priority to public transport at the expense of automobiles. The Busway line which came on stream in 2006 confirms the strategy applied by the company operating the network</p>

24:40:00		<p>Pascal Leroy, Commercial Director - Semitan In the month after the busway came into service the traditional customer base started using it and the parking lots automatically filled up: Today 25% of passengers on the busway used to take their car on the same journey: so the reaction has been very positive.</p>
25:01:00		<p>With the conversion of the bus fleet to natural gas, a new filling station was constructed. European strategy aims to encourage public transport which emits less and is better organised. But it will take time to change people's habits.</p>
25:18:00		<p>Eric Chevalier <i>At the beginning we must admit that it was difficult because we had to explain that we were changing policy, developing alternatives to cars and trying to make it easier to use other methods of transport than the car. At the beginning people were not used to it. Today, the situation is completely reversed. Because today it is the people who are demanding that we develop new infrastructures: they want to have the same advantages as other neighbourhoods. It is clear that we are seeing changing practices, and it's happening increasingly quickly;</i></p>
25:46:00		<p>Businesses have an important role to play in the strategy. To encourage staff to use public transport, Nantes has developed a mobility plan to which everyone is committed: the city, the transport company and local enterprises.</p>
26:03:00		<p>Pascal Leroy <i>Companies will subsidise the purchase of tickets for their employees, encouraging the development of inner-city transportation. Semitan will study how to serve particular companies and grant reductions on ticket prices. Today, we have 47,000 employees involved in this initiative.</i></p>
26:24:00		<p>A new railway line between Nantes and neighbouring communities has also been opened to encourage workers to leave their cars at home. The waterways provide another alternative. Shuttles have been established between the south of the Loire and the city centre. They connect with electric minibus lines. The quality and diversity offered to the travelling public has allowed public transport to win market share. In 2010, they are expecting 120 million trips by public transport, representing a 20% increase. Bicycle traffic is also a strong element in the city's mobility policy: There are 360km of cycle tracks at the moment, and there will be 560km by 2010. By this date, Nantes is hoping to have struck a balance between the use of private cars and other methods of transport. But from an environmental protection point of view, the results are already being felt.</p>
27:18:00		<p>Eric Chevalier <i>In each neighbourhood where we have invested massively by developing alternative solutions to the use of private cars, we have been able to observe a reduction of approximately 20% in CO2 emissions over five years - mainly linked to the fact that people, instead of systematically using their car, now use other methods, notably public transport..</i></p>
27:37:00		<p>The reduction in greenhouse gas emissions caused by transport concerns everyone: industry, public authorities and citizens. The comprehensive approach will be necessary to achieve Europe's ambitious targets.</p>
27:53:00		

B-ROLL		
<i>TC IN</i>	<i>DESCRIPTION</i>	<i>CONTENT</i>
26:00	Interview	Alice de Brauer, Renault
26:29	Shots	Showroom Renault Eco 2
27:11	Interview	Filomeno Corvasca, Goodyear
27:31	Interview	Joe Zekoski, Goodyear
27:59	Shots	Goodyear Laboratory – Production principles
28:52	Interview	Eric Chevalier, City of Nantes
29:39	Shots	Tramway in Nantes
30:09	Shots	Parking in Nantes
30:10	Shots	Public Transportation in Nantes
30:58		

SHOOTING INFORMATION	
<i>COUNTRY/TOWN</i>	<i>PERIOD</i>
France - Nantes	19/06/2007 – 21/06/2007
Luxembourg	26/06/2007
United Kingdom	29/06/2007

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