

Lean and Green



First employment agency with a Lean and Green Personal Mobility Award: Otto Workforce, November 2012

Lean and Green

Lean and Green is a fast expanding community of more than 300 companies, municipalities and institutions. Their vision is that improving the sustainability of their transportation processes will improve their competitiveness. Setting a target of reducing their CO₂ emissions by more than 20% in 5 years has proven to kickstart a cycle of continuous improvement, leading to increased customer value and reduced costs.





Lean and Green Logistics Award

Members get admitted when they are able to show an audited plan to reduce their CO₂ emissions by at least 20% in five years' time. From that moment on they are permitted to carry the Lean and Green Award. When the objective in the plan of action is achieved the member will be awarded its first Lean and Green Star. The next levels of Lean and Green Stars focus on improvement by absolute comparisons between members, and innovations in co-operation in the total supply chain.

Lean and Green in other sectors

The success of Lean and Green in logistics attracted members from other sectors, such as personal transportation (Personal Mobility) and tools to improve processes (Solutions). Special temporary focus areas are chosen to accelerate the development, such as Lean and Green Barge and Lean and Green Municipalities.


Lean and Green Barge

A new trend in business collaboration is the bundling of container flows by shippers to allow for new inland shipping concepts, in short Lean and Green Barge. Lean and Green Barge stimulates regional collaboration of shipping companies in order to make better use of the waterways while efficiently accommodating the increasing container flows. The initiative is supported by the IDVV Program (Improved Utilization of Waterways).

“ Fred Hooft
Logistics Manager Bavaria



“It is so important to combine all the volumes. Even when you think your volume isn't of any importance. Many small volumes combined can eventually make up a large volume. There's a lot more possible than you might think.”



- Cuijk - Rotterdam
- Veghel - Rotterdam
- Willebroek (B.) - Zaandam
- Emmerich (D.) - Rotterdam
- Leeuwarden - Rotterdam

The number of Lean and Green Barge lanes has grown to five. There are more to come.



Lean and Green Municipalities

The challenge for modern municipalities is to improve the vitality of the city and the quality of life for its citizens. A sustainable supply chain for city distribution should therefore reduce the number of movements by delivery trucks as much as possible, reduce the emissions produced by these movements and position these movements at the time of day and locations where the inconvenience is at a minimum level.

Connekt's Lean and Green Municipalities team assists municipalities in developing plans for improvement together with their shop-keepers, the transporters and the freighters, as no single party can manage the improvement on its own. The plans consist of a wide range of actions, from simple actions to reviewing current regulations, to innovative concepts like tendering the city centre distribution for most shops to one single transporter who uses special emission free trucks. Municipalities with a good and well-balanced plan receive a Lean and Green Award.

Lean and Green International

Lean and Green does not stop at the border. Italy, Belgium and Germany have already started their own Lean and Green Chapters, in close co-operation with Connekt.

Other European countries - Sweden, Spain, UK - are preparing their Lean and Green launch. The internationalization of Lean and Green does not only enable companies in other countries to achieve their sustainability targets. It also provides all Lean and Green Winners with the opportunity to expand their networks and start new & sustainable collaborations.

Lean and Green initiative

Lean and Green is an independent organization led by Connekt, a Dutch public-private network for sustainable mobility. The Lean and Green Program was instigated by the Dutch Ministry of Infrastructure and Environment. More than 300 public and private organizations in the Dutch logistics sector - shipping companies, haulers and councils - already participate in the Connekt/Lean and Green network.



Tom Tillemans

European Head of Logistics Network



Development H.J. Heinz and Ambassador Lean and Green:
"A platform like Lean and Green creates a maximum fly-wheel effect by bringing together motivated parties. It also makes both the tools and the results publicly accessible."



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