# Freight Transport Association Launches LCRS Leadership

**Wednesday 13 January, 2016**

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The LCRS Leadership in Carbon Reduction Award sponsored by Bridgestone has been launched by the Freight Transport Association (FTA) today.

The Award aims to recognise companies who are making carbon reduction and fuel efficiency a priority within their fleet operation. FTA is encouraging LCRS members who are adopting operational and technological measures from driver training and route scheduling to improving vehicle fill and using greener fuels to apply and receive recognition for their efforts.

Steve Tainton, Group Energy and Environment Manager, Wincanton - winner of the Leadership in Carbon Reduction Award 2015 commented: "Wincanton was honoured to be awarded the 2015 Leadership Award especially since it recognised the hard work we had put in with our customers and partners to meet our targets. Ensuring a safe and sustainable environment is at the heart of our operations and the service that we provide for our customers. Our continued membership of the FTA's LCRS is a key part of our ongoing commitment to reduce emissions and increase our efficiency."

Managed by the FTA, the LCRS was introduced in 2009 and is designed to recognise the efforts made by individual scheme members to reduce their carbon emissions from freight activity. The Scheme demonstrates to Government how logistics is contributing to climate change targets without the need for regulation or additional taxation, and supports companies wishing to promote their green credentials and help them to record and report carbon emissions.

Andy Mathias, TBR Product & Marketing Manager at Bridgestone says: "Supporting the LCRS Leadership in Carbon Reduction Award is extremely significant for Bridgestone, as is the long-term association with the Logistics Carbon Reduction Scheme as a whole. We are constantly striving to find ways to measure and reduce carbon emissions in the logistics sector and to offer compelling fuel efficient products to our customers as a result."

Entries to the 2016 LCRS Award will be judged by industry experts including FTA Chief Executive = David Wells, and John Parkinson - Director of Motoring, Freight and London Directorate at the Department for Transport.

Full details on the LCRS and how to apply for the Leadership in Carbon Reduction Award is available at www.fta.co.uk/lcrs.

The closing date for entries is 5pm on Friday 11 March 2016.

Notes for editors

For further information regarding the LCRS Leadership in Carbon Reduction Award 2016 please contact the FTA press office on 01892 552255/07818 450425, or email press.office@fta.co.uk

Follow FTA on Facebook (www.facebook.com/ftafb) and Twitter (@newsfromfta).

LCRS is a free voluntary initiative for transport operators to collectively record, report and reduce carbon emissions from freight transport. Further information and details of how to sign up are available at www.fta.co.uk/lcrs

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