

Rozenburg Site Reduces CO₂ Emissions through Blue Road Program

Huntsman Polyurethanes is getting off the road and into the water. Through the Blue Road Program, its Rozenburg site near Rotterdam is reducing its carbon footprint by utilizing the country's inland waterways for shipping activities.

The company is one of the first Netherlands-based companies to sign up for the Blue Road Program, a national initiative that promotes Holland's inland waterways as an environmentally friendly mode of transportation. Managed by the Dutch information agency Bureau Voorlichting Binnenvaart, the program is designed to alleviate pressure on Holland's busy road and rail networks.

Huntsman Polyurethanes is increasing the number of outbound shipments it dispatches from Rozenburg via the country's congestion-free ports and rivers. "Huntsman is returning to a form of transportation used for hundreds of years across Europe," says Leen Wendels, Supply Chain Manager.

"In the Netherlands, inland navigation via 'blue roads' has a transport share of 30 percent. But the potential is so much greater. Blue roads are a safe, reliable, relatively low-cost form of transportation, which can ease local traffic problems and dramatically reduce CO₂ emissions," Wendels relates.

Since joining the Blue Road Program in 2011, Huntsman has committed to ship 52,000 tons of product by barge each year, reducing CO₂ emissions by over 50 percent.

"Across Europe, there are almost 40,000 kilometers of navigable waterways. We recognize the advantages of building waterways into our transportation strategy. It's a logical, sustainable form of transport," Wendels says.

The company's participation in the program is part of Rozenburg's commitment to the Lean and Green International movement to reduce total CO₂ emissions by five to 10 percent in 2012. The site earned a Lean and Green award in 2010 from Sustainable Logistics Innovation Connekt, a Dutch network of business and government departments that encourages sustainability in Netherlands-based companies in the areas of transport, supply chain and mobility.

In 2007, Huntsman Holland committed to a 20 percent reduction in CO₂ emissions in its supply chain by 2012. Huntsman is the first chemical company in Holland to win a Lean and Green award and is considered an example for other chemical companies.