



# The art of sustainable transport

by Roman Wisst, *Corporate Development, Hasenkamp*

**The goal is clear: the European Union aims to be carbon-neutral by 2050. This would make Europe the first continent to produce only unavoidable emissions, which would then also be fully offset. There is a long way to go to hit this target, with many forks in the road and uncharted territory that must be actively explored. For several years, the Cologne-based special logistics provider Hasenkamp has been gradually adapting its business model to these new requirements, focusing on sustainable improvements that directly impact the transport, warehousing, and packaging of works of art and cultural goods.**

**F**ounded in Cologne in 1903 and nowadays owner-managed by the fifth generation, Hasenkamp has always combined tradition and innovation. The credo is to preserve what is good, to be open to new things, and to strive for constant improvement. Under the umbrella of the Hasenkamp Group, more than 1,000 employees in 28 countries operate strategically towards environmental, social and governance criteria and, as logistics providers, place a clear focus on the sustainability of offered services, including the storage, packaging, and transport of art and cultural goods.

## **Emission-free storage of art**

Since 2010, Hasenkamp has committed itself to active environmental and energy management (in the course of ISO 14001 and 50001). Concrete goals are pursued, such as continuously reducing energy consumption or cutting back on waste. Furthermore, Hasenkamp has been recording and analysing its services' carbon footprint for a good two years – aiming to avoid or at least reduce CO<sub>2</sub> emissions.

“Many measures that would be necessary and desirable are not yet possible or economically viable today. For instance, charging stations for electric trucks are simply not available on a large scale. In

order to achieve the EU's climate targets, we need a more courageous, technology-neutral spirit of innovation at all levels of the industry. We can immediately tackle some of these issues – but then we also have to bear the additional costs together,” says Thomas Schneider, the Group's CEO. As such, significant improvements to the sustainability of art logistics are possible here & now.

High demands are placed on storing art and cultural objects, which usually entails high energy costs. Since 2008, Hasenkamp has been counteracting this with a pioneering storage concept: the Group's art depots have 45 cm thick wall and ceiling elements, making the buildings inert to external temperature changes. In addition, the entire energy requirement for heating and air-conditioning is provided by geothermal energy. The passive structure-like depots maintain the ideal museum conditions of 20°C and 55% humidity with particularly low energy consumption. The Hasenkamp Group is thus the world's first art logistics company to operate emission-free art depots.

Furthermore, to tackle the remaining indirect CO<sub>2</sub> emissions from electricity use, Hasenkamp and partner companies within the Group are gradually furnishing the art depots with photovoltaics. These systems will make the facilities green and

self-sufficient energy-wise, producing surplus power as an added benefit, thus earning them the PlusEnergyDepots name.

## **The packaging of art – the art of packaging**

The storage and transport of art and cultural objects require special packaging. The respective 'cargo' basically determines the type of packaging – the use and reuse of materials, hence the overall sustainability.

Hasenkamp has been producing high-quality, reusable climate crates for over 45 years. Some two decades ago, we pioneered the so-called Vario crate – both in the form and as a rental system. It has an individually adjustable, variable inner frame that securely fixes objects of different sizes without using additional padding material. The crate pool comprises more than 1,000 rental climate crates in various sizes, the reuse of which minimises the needed resources (this alone can preserve over 200 trees annually).

All packaging solutions of the Hasenkamp Group are produced by in-house manufacturers, who primarily rely on renewable raw material – wood (84% of which comes from Europe). This approach is rooted in a clear decision against using less sustainable plastic containers – out of ecological and conservation considerations.



Photos: Hasenkamp

A cutting software algorithm ensures minimal waste while what is still unavoidable is kept in closed material cycles, with, e.g., the upholstery foam cuttings returned to the supplier and recycled. Today, up to 98% of the materials used (such as insulation, add-on parts, or crate handles) can be reused or recycled.

Furthermore, our research and development department is working on new sustainable and functional packaging solutions. This work results, among others, in innovative manufacturing processes or the use of lightweight woods that halves the weight of certain transport crates, thus also the corresponding transport emissions. Self-erecting crate seals, designed to permanently withstand crate pressure over the entire product life cycle, are another example of optimisation. An environmentally friendly water-based varnish gives the Hasenkamp transport boxes a chic, functional appearance.

#### Getting it down to a fine art

Some 57% of the Hasenkamp fleet complies with the most modern Euro-6 standard (the rest with Euro-5). These

figures conceal potential savings and low air pollutant emissions, especially because more and more e-vehicles are being added. The fleet now includes its first electric vehicles, which transport staff and work materials emission-free, chiefly over short distances and in urban areas. The company has recently invested in digital fleet management to make its art logistics more sustainable. By improving capacity utilisation and reducing the incidence of deadheading alone, dispatchers can reduce carbon emissions by around 5%.

Connecting Hasenkamp Group's network of around 40 branches intelligently enables keeping empty runs to a minimum. In addition, an artificial intelligence-based transport management system supports our dispatchers in sustainable order planning. During the journey, a telematics system uses

current traffic information to calculate the most ecologically sensible route. The software also reflects behaviour and recommends a fuel-saving style to the drivers. Trucks and sprinters have been proven to drive below the industry average.

Increased vehicle utilisation is yet another piece of the sustainable transport puzzle. If allowed, consignments heading in the same direction from different clients can be transported together over a large part of the route. Depending on the carried object, Hasenkamp also examines alternative modes of transport, preferably by rail and sea, as these offer evident eco-gains.

Hasenkamp sees itself as a pioneer and trailblazer – a performer in sustainability. This mindset incentivises us always to go further, never to be satisfied, and to paint art logistics with increasingly more sustainable brushes. □

**hasenkampgroup** We are a group of 11 international, medium-sized logistics companies represented in 28 countries at over 40 locations and employing 1,000 employees. We stand for value-oriented project logistics: transport, storage, and handling of high-value and delicate artefacts. Head to [hasenkamp-group.com](https://www.hasenkamp-group.com) to discover more.