



Tata Motors Limited

Sector: Automotive Sector

Region: Based in India, product sold in India

[Tata Motors](#) is an Indian multinational automotive manufacturing company and a member of the Tata Group.

With the aim of providing a more sustainable solution for mass transportation, Tata Motors has developed the Tata Starbus Hybrid Electric Bus. This 12 metre long bus incorporates a diesel series hybrid configuration that aims to reduce carbon dioxide emissions.

The sustainability claim, which is available on the company's website, [blog](#) and [social media](#), states that the batteries in the Tata Starbus Hybrid Electric Bus reduce emissions up to 30%. The main target audience of the claim is potential consumers from the government sector and other businesses who could purchase the buses.

Mindset

Life Cycle Thinking: Tata Motors has adopted a product and fuel life cycle approach. The product life cycle approach covers material sourcing, manufacturing, use and end-of-life; whereas the fuel life cycle approach covers well-to-wheel stages. In this particular claim, Tata Motors claims reduction in emissions during the use phase of the product.

Hotspots Analysis Approach: A hotspots analysis identified carbon emissions during the use phase as the most impactful stage within the product's life cycle. The claim was developed accordingly.

Mainstreaming Sustainability: Considering climate risks associated with fossil fuels, Tata Motors is working on the development of vehicles propelled with alternate energy sources. In line with the Tata Group Policy on Climate Change, Tata Motors has articulated its Climate Change Policy, which aims at developing a three-pronged approach to the company's carbon emissions mitigation strategy: product development (minimizing tail-pipe emissions, creating products dependent on alternative energy sources); manufacturing process (improving energy efficiency and maximizing use of renewable energy sources, thereby reducing emissions), and supply chain (reducing emissions with the life-cycle approach). Tata StarBus Electric Bus is one such product of Tata Motors that reduces on-road carbon emissions.



The sustainability claim is available on the official Twitter profile of Tata Motors.

Principle 1: Reliability



The sustainability claim has been calculated on a scientific basis by taking into account the fuel efficiency improvement and the corresponding reduction in emissions achieved from new versus conventional technology. A fuel efficiency improvement of 28,26% was achieved, which was rounded up to 30%. Correspondingly, a 30% reduction in carbon emissions has been claimed.

Fuel efficiency improvement has been correlated with corresponding reduction in carbon emissions from new hybrid diesel bus emissions over conventional diesel buses. The claim has been made on the basis of emissions certified by the regulatory authority.

Principle 2: Relevance



The product emits most of its emissions during the use phase: when the vehicle is on the road. Hence, 30% reduction in emissions is considered a major driver of sustainability performance of the product. There are no official carbon emissions standards currently in India, thus performance goes beyond what is required by law.

The claim is made against a life cycle stage identified as a hotspot for the product – the use phase of the bus.



Principle 3: Clarity



There is a direct link between the claim and the specific product of the Tata Starbus Hybrid Electric Bus, to avoid generalization of the claim. When reading the sustainability claim in the tweet, for instance, the consumer is able to differentiate between product and brand information.

The claim clearly refers to the specific product. The claim is easy to understand and its boundaries are clear as it talks about emission reduction only and does not claim product overall sustainability.

Principle 4: Transparency



The claim has been made on the basis of certified improvement in fuel efficiency and corresponding reduction in emissions of hybrid diesel technology over conventional diesel technology. Underlying methods and data sources are available to the public.

A regulatory agency is involved in certifying the improvement in fuel. Additional details are available on the company website and the [blog](#), as well as in the [Sustainability Report](#) of Tata Motors and on social media channels, such as Twitter.

Principle 5: Accessibility



This sustainability claim is available online via the Tata Motors [website](#), blog and Twitter. Web links to further information on the bus and its sustainability credentials feature within blog articles and Twitter messages. This and the use of hashtags on Twitter can give the claim a wider audience.

The claim is accessible on the website, blog and on Twitter. The company makes use of different languages (technical and non-technical information) in each channel to enhance accessibility to different audiences.

Principle 6: Three Dimensions of Sustainability



Environmental: Environmental performance improvements through emissions reduction are addressed in the claim.

Economic: Cost savings that are achieved through reduction in use of fuel, resulting in reduced operational costs, are addressed in other communication channels of the product.

The environmental dimension is addressed and communicated in the claim. The economic dimension is included in other communication messages. The social dimension requires further elaboration to be eventually integrated into the claim.

Principle 7: Behaviour Change and Longer Term Impact



On its social media channels, Tata Motors engages consumers on safe driving and eco-driving practices, as well as promotes the importance of using public transport and hybrid technologies to reduce urban air pollution.

Consumer interest of improved fuel efficiency and reduction in associated carbon emissions are addressed in the claim. Reduced operational cost is also a topic that matters to consumers and that is addressed in other communication messages.

Principle 8: Multi-Channel and Innovative Approach



Tata Motors uses the company website, blog and social media to communicate this claim to potential consumers and a broader audience. Individuals can interact with the company and share feedback by posting comments on the blog or Twitter.

Consumers are also engaged with through [videos](#). Moving forward, Tata Motors could also make the claim available in the stores where the buses are sold.



Principle 10: Comparability



The claim is based on improvements in fuel efficiency and corresponding reductions in carbon emissions, in comparison with old technology.

The claim has been made on the basis of certified fuel efficiency improvements and related emissions of conventional diesel buses and hybrid diesel buses. Comparison has been made for the use phase of both products and a clear difference in fuel efficiency and emissions is evident and publicized to consumers.

Principle 9: Collaboration



Tata Motors worked with external stakeholders to develop the claim and have also considered ISO-14040/44 on Life Cycle Assessments, ISO-14062 on integrating environmental aspects into product design and development and Global Reporting Initiative (GRI) Standards to review and develop the sustainability information.

Relevant stakeholders were identified and involved in evidence gathering and development of the claim.