

"Beyond Rhetoric: Concrete Steps Toward Reaching Net Zero Emissions", discover the key takeaways from Global Fleet 2023

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It was one of the most electrifying events of the year! From May 15 to 17, the Global Fleet Conference brought together an exceptional line-up of fleet experts, decision-makers, and industry influencers from around the globe. With a mix of learning, networking, and best practices exchange, this conference left attendees buzzing with excitement. For years, the event has been at the forefront of fostering innovation and collaboration in the fleet management sphere. This year's edition focused on two compelling main topics: Sustainable Procurement and the pivotal role of connectivity. As a happy sponsor of this must-attend gathering for fleet professionals, one of our representatives was Pilar Madeira, Deputy Head of Consultancy at ALD Automotive, who shares concrete steps towards reaching net zero emissions in this interview.

So Pilar, you took part in a round table on "CO2 Targets: Achievable or not". Why is this such a vital subject to address?

Addressing CO2 targets is vital due to the significant impact fleet and mobility policies have on our clients' sustainability strategies. With fleet emissions accounting for a substantial portion, ranging from 15% to 50%, it is imperative to tackle this issue head-on. At ALD Automotive | LeasePlan, we collaborate

closely with our clients, starting by understanding their fleet emissions and establishing a baseline. We then identify areas for reduction and develop a comprehensive plan that outlines specific actions, associated costs, and the geographical scope of the transition.

We've received significant interest from our clients in being accompanied and supported in the journey, and we're dedicated to providing the necessary support required to navigate this challenge successfully.

Today's fleet managers have clear Sustainability targets with strict emission reduction goals. What tactics should one use to set the right emission reduction targets?

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To effectively address the challenge of achieving sustainable mobility goals, it is crucial to establish a multi-disciplinary project team that includes representatives from various departments such as finance, HR, procurement, fleet, and facilities. By involving all relevant parties from the early stages, a comprehensive understanding of the project's requirements and potential actions can be achieved. A vital first step is to define a baseline by conducting a thorough assessment of the current mobility footprint, taking into account specific needs and geographical considerations. This assessment serves as the foundation for setting realistic and measurable targets. Additionally, it is essential to identify and tailor actions based on specific markets or groups of markets to maximize impact. And lastly, it is crucial to establish both long-term and interim targets, allowing for a strategic roadmap that ensures progress is tracked and goals are achieved over time. By implementing these steps, organizations can pave the way for successful and sustainable mobility transformations.

Does it make sense to set global targets, or should this be done more regionally or locally? Why/why not?

When formulating fleet strategy and sustainability targets, it is crucial to align them with the global corporate strategy, ensuring a centralized and cohesive approach. However, it is equally important to consider the varying degrees of maturity among different countries and regions. Each market presents unique opportunities, needs, and regulatory frameworks that must be taken into account. By embracing a localized perspective, fleet managers can tailor their strategies to optimize outcomes while remaining compliant with regional requirements. This balanced approach allows for a harmonious integration of global objectives with local considerations, ultimately driving sustainable and impactful fleet management practices.

What are the best tactics and solutions for achieving these targets?

To achieve tangible and immediate results in the pursuit of sustainability, fleet electrification emerges as the most effective action to undertake. However, alongside this transition, it is equally important to focus on maintaining the existing fleet in the most optimal manner. Simple yet impactful measures such as regularly monitoring and adjusting tire pressure, implementing correct preventive and corrective maintenance practices, and promoting eco-driving techniques can significantly contribute to reducing emissions. Additionally, adopting a "fit for purpose" approach ensures that vehicles are appropriately sized for their intended usage, avoiding unnecessary excess and optimizing efficiency. Conducting a thorough review of mileage patterns and exploring opportunities for downsizing can further enhance sustainability efforts. In addition to a global strategy, local solutions that may not exist everywhere should be considered since we know that mobility isn't the same everywhere. An example of a local action is implementing ALD Move, our innovative multi-mobility solution that provides a comprehensive framework for employees to provide flexible and sustainable mobility options for commuting, allowing individuals to select lower CO2 emissions journeys and giving organizations the possibility of reporting the emissions of their employees. By integrating these strategies and solutions on a global and local level, fleets can accelerate their journey towards a greener and more sustainable future.

What other emissions should fleet managers look at and how should they then master this?

In fleet emissions, CO2 takes center stage as the most well-known and prominent greenhouse gas. However, it's essential to recognize that cars also release other gases into the atmosphere. Methane (CH4) and nitrous oxide (N2O) stem from the tailpipe, while hydrofluorocarbon emissions result from air conditioners with leaks. Although the quantity of these emissions may be relatively small compared to CO2, their significance lies in their higher global warming potential (GWP). It's important to note that nitrous oxide and particulate matters are classified as pollutants, impacting public health, particularly in densely populated urban areas. As we strive for sustainable solutions, fleet electrification emerges as a promising avenue for reducing these emissions. By transitioning to electric vehicles, we can effectively mitigate the environmental and public health impacts associated with fleet operations.

The Global Fleet Conference provided a platform to discuss valuable insights and strategies for fleet managers to navigate the complexities of emissions reporting, while also highlighting the importance of regional considerations and localized approaches. By embracing these tactics and solutions, organizations can drive meaningful progress in achieving their sustainability goals and contribute to a greener future.

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