

The future is green: how to help Fleet managers prepare for decarbonisation

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At ALD Automotive, we believe that fleets are more ready to cut their emissions than they think, and it is our job to help them do it. One recent example clearly shows this: a 17-country, 2,500-vehicle fleet wanted to cut CO2 by 46% by 2030. ALD Automotive's unique end-to end approach will help them cut 74% instead. Icing on the cake: total fleet cost will actually go down by 1%.

Here's something everybody agrees on: we need to fix the climate before the climate fixes us. That's why organizations have CO2 reduction targets; why fleet managers and drivers are on board; and why the EU will introduce CSRD, a new regulation requiring detailed emissions reporting by large companies from 2024.

Global and holistic

But how to actually reduce CO2 emissions? We have a uniquely global and holistic answer to that question through having by far the widest geographical coverage, which is combined with excellent local knowledge. Anchored on that experience, our Consultancy teams have developed a set of tools that offer detailed CO2 modeling and TCO comparison. More than 9 out of 10 of our customers would recommend our service. We believe that this speaks volumes. Compared to other players, ALD Automotive offers an end-to-end approach with the implementation of concrete solutions and tracking. We provide a five-step client journey that makes your fleet's CO2 reduction plan clear and impactful:

1. Define. Understand your corporate targets and the scope of your mobility footprint.

2. Measure. Calculate your baseline CO2 emissions.
3. Target. Set reachable goals to reduce your mobility footprint, based among others on employee readiness and your market's EV maturity.
4. Engage. On-board your stakeholders and teams as early as possible.
5. Act. Implement your plan, track its results, and adjust accordingly.

Transition solutions

The first thing to see is how overall corporate targets connect with your fleet. After you've established a baseline, you can determine in which markets you can accelerate the transition. Electrification is one of the faster and more effective ways to decarbonize, but it's not the only option. So, we investigate downgrading vehicle levels to better adapt to the usage, reducing mileage, optimizing routes, working from home and alternative mobility solutions with mobility budgets, car sharing or bikes.

No measure too small

But most of all, no measure is too small to be considered. Working on driver behaviour reduces emissions – and it increases safety and reduces cost. The right tyre pressure may seem like a detail, but it does have an impact. And do all cars need to have a trunk full of tools on every trip? ALD Automotive's consultants, with their local expertise and global scope, will translate their analysis of your fleet into actionable insights – in various scenarios, from light alterations via moderate change to a more impactful restructuring of the fleet. How far you want to go, depends on how much you want to invest to reach your targets. A more aggressive scenario – for example, building a lot of chargers at work – will cost more, but may even out over time. More moderate scenarios, we've found, generally result in a similar TCO... or better.

A shift is on the horizon. Whether companies and fleets undergo transformation due to internal motivation of regulatory pressure, CO2 reporting, and reduction will require major change. A pro-active approach, with the help of our consulting team, is the most likely one to generate additional benefits in terms of cost, efficiency and employee satisfaction.

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