



GreenFleet Programme Review 2006

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GreenFleet is supported by:



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2. GreenFleet Overview

Sustainable Business Network

The Sustainable Business Network (SBN) is a non-profit organisation that is committed to promoting sustainable business practice in NZ. The SBN is a membership based organisation that takes a practical approach and provides businesses with the tools and resources they need to implement sustainable business practice in their organisation. The SBN also has a role in linking businesses and providing a forum for the exchange of ideas and experiences equipping our members for success.

Purpose of GreenFleet

GreenFleet is a sustainable transport initiative that provides tools and resources to enable businesses to find practical methods for treating both the causes and effects of transportation issues. Some of the GreenFleet resources include: a toolkit for developing business travel plans; tips on vehicle maintenance, fuel efficient driving, alternative transport and sustainable fuel and vehicle technologies; informative newsletters and; opportunities for tree planting initiatives with local community restoration groups to offset vehicle carbon emissions.

History

After a pilot in 2003, GreenFleet was formally launched in 2004. GreenFleet was launched in four regions of New Zealand: Auckland, Wellington, Bay of Plenty, and Christchurch with Auckland Regional Council, Honda New Zealand, LeasePlan New Zealand, and Toyota New Zealand as foundation sponsors.

Staffing

GreenFleet has been staffed during 2006 by Mark Roberts on a .75 FTE basis.

Summary

Highlights of GreenFleet in 2006 have been:

- A doubling in GreenFleet membership to 32.
- Sponsorship of members in the Bay of Plenty by EBoP.
- Planting has taken place outside of Auckland for the first time.
- Over 6,000 (2,000 in 2005) trees have been planted by members at 13 (4 in 2005) planting events.
- Enhancements made to the GreenFleet website.
- Involvement 6 Promotional events with sponsors.
- Growing numbers of hybrid and LEV's in members fleets.
- Sustainable Travel Workshops presented in Bay of Plenty and Wellington.
- Get Sustainable Travel Day presentations delivered to 2 members.



Members 'Make GreenFleet seen as a perfect launch pad for businesses in their sustainability journey'

With support from Environment Bay of Plenty's Environmental Enhancement Fund, The Sustainable Business Network has embarked on a four-year sustainable transport project to make Bay of Plenty businesses more transport-efficient and plant 20,000 trees in Tauranga. Seventeen businesses of different sizes will be able to take part in the first year of the project at no cost.

Current membership is:

Phoenix Organics	EERST
IAG NZ	Braincell Creative
Subliminal	Catalysts R&D
Fisheye	Tourism BOP
Solid Energy	Sun Media
Vodafone NZ	Document Solutions
Envirostate Ltd	Design Mobil
Alto	Nova LPG
Comvita NZ Ltd.	Opus
Onsight Solar Systems	Fulton Hogan Bay of Plenty
Commonsense Organics	Trust Power
GAS U UP	Environment BOP
Squiz	Tauranga City Council
Hobsonville Land Company	Blazon Media
Joss Debrecey	Ultra Paints
AQUAS	Green Globe

Objectives The objectives of GreenFleet are to:

- To reduce the impact that vehicles have on the environment and society.
- To make members aware of transport issues and developments.
- Make involvement in GreenFleet seen as a prerequisite by fleet operators who want to be seen as leaders and innovators in fleet management and business sustainability.
- Make GreenFleet seen as a perfect launch pad for businesses in their sustainability journey.
- To make the vehicles involved in GreenFleet carbon neutral.



3. Focus on 2006

Planting

GreenFleet objectives:

'To reduce the impact that vehicles have on the environment and society'

'To make the vehicles involved in GreenFleet carbon neutral'

- 2006 has been the first year that planting has taken place outside of Auckland, enabling members in other regions to participate in planting.
- 6,000 (2,000 in 2005) trees have been planted.
- 920,000kg CO₂ has been offset.
- 13 Planting (3 in 2005) events have taken place at 9 locations:
 - Friends of Oakley Creek, Auckland.
 - Otago Yellow Eyed Penguin Trust
 - Bexley Wetland, Canterbury
 - Karori Wildlife Sanctuary, Wellington
 - Nga Uruora Kapiti , Wellington
 - Manawatu Estuary Trust
 - Kopurererua Valley, Tauranga
 - Blockhouse Bay Intermediate
 - Mount Albert Grammar
- GreenFleet also organises the tree planting for the businesses that take part LeasePlan's 'GreenPlan' initiative. This planting has taken place at Oakley Creek in Auckland.



Informing

GreenFleet objectives:

'To make members aware of transport issues and developments'

- The GreenFleet newsletter 'On the Move' is now circulated to over 160 people involved in the transport sector in New Zealand.
- GreenFleet Sustainable Transport Workshops have been presented to members in Tauranga, Rotorua and Wellington. These have consisted of presentations on air quality, travel planning and sustainable driver. The workshops have proved a valuable way of introducing issues around air quality and invoking action among members. An introduction to sustainable driving was also presented to Fulton Hogan staff in Tauranga.



**Members of Fulton Hogan staff
at Tauranga Transport
Workshop**

- News section added to the GreenFleet website. To date, over 100 news items relating to sustainable transport have been added to the website. Around 30% of these items are related to sponsors, their products and members.
- Presentations made to
 - New Zealand Institute of Chartered Accountants
 - Waikato University
 - University of Auckland.
 - AIS St Helens
 - Student Engineers of NZ
- 2 events were cancelled due to registrations being less than expected.
 - GreenFleet Breakfast Seminar (this clashed with the visit of Al Gore)
 - Teleworking workshop.

Research

GreenFleet objectives:

'To make members aware of transport issues and developments'

GreenFleet has worked on 2 research projects in 2005:

- Development of the Get Sustainable Transport resource.
- Participation in the 2006 AA EnergyWise Rally with Honda.

Sponsor Promotion

- GreenFleet has been involved in 6 promotional events:
 - Networking event with Waikato Toyota in Hamilton.
 - Networking event with Honda Cars Newmarket in Auckland.
 - Involvement in the Fuelsaver website launch in Auckland.
 - GreenFleet Open day in Tauranga.
 - Waitakere Eco Day.
 - Commuter Challenge in Auckland.
- Articles written for LeasePlan and Honda.
- GreenFleet has been linked to the sale of a number of hybrid and low emission vehicles including sale of 2 Hondas after the Tauranga Open Day, the addition of 2 Prius to Comvita's fleet and the sale of a Toyota Prius at the networking event in Hamilton.



GreenFleet Prius

The GreenFleet Prius has given again GreenFleet and SBN staff the opportunity to promote the Prius model and hybrid technology to both SBN members and the public. Over 150 members and many other SBN contacts have either driven or been in the vehicle. Many more have been introduced to the idea of hybrid vehicles through the GreenFleet Prius.

During 2006, the Prius has:

- Been involved in 2 Sustainable Transport workshops.
- Displayed at a networking event at Waikato Toyota.
- Displayed at Tauranga GreenFleet open day,
- Displayed at Fuelsaver website launch in Auckland.
- Displayed at the Waitakere Eco Day.
- Participated in the Auckland Commuter Challenge.
- Participated in Fulton Hogan's Smart Drive Training in Tauranga.



GreenFleet Prius on display at the launch of www.fuelsaver.govt.nz

Influence

GreenFleet objectives:

'Make involvement in GreenFleet seen as a prerequisite by fleet operators who want to be seen as leaders and innovators in fleet management and business sustainability'

The SBN & GreenFleet has given partners opportunities to share views, Information, and research outcomes with Government. Examples include:

- A programme of Get-Sustainable Transport Workshops.
- Extended news items added to the GreenFleet Website.
- Additional resources added to the members website.
- Submission made on the Draft Auckland Regional Sustainable Transport Plan.
- Submission made on the Vehicle Fuel Economy Labelling.
- Submission made on Transit Tolling Proposal.

Communications

- Media release supporting Fuelsaver website.
- Article written for LeasePlan Steering Column Magazine.
- 3 articles written for Herald on Sunday Environmental supplement.
- Article written and photo in Small Business Expo magazine.
- Featured on cover of the inaugural Green Party business newsletter 'The Real Bottom Line'.
- Mark participated in AA Energy Wise Rally with Honda.

Energy Wise Rally Honda Civic parked at Parliament Buildings.

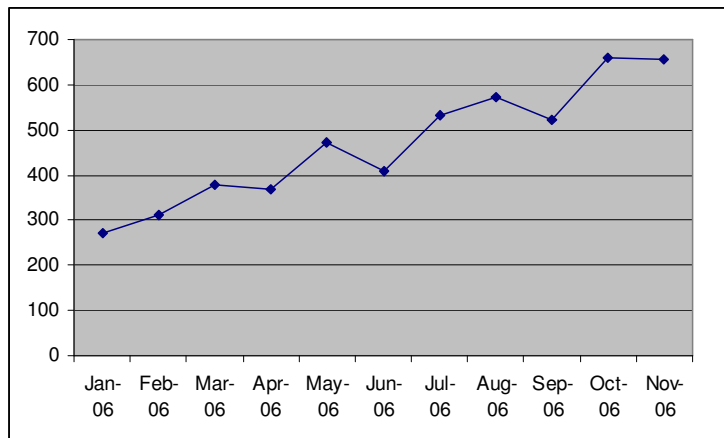


- GreenFleet mentioned in Hon. David Parkers address at Parliament to competitors in the Energy Wise Rally as a partner of offsetting for the rally.
- Interview on Planet FM.

Website

The GreenFleet website www.greenfleet.org.nz has continued to show pleasing growth in visits. A news section was added in April 2006 to provide better delivery of information between GreenFleet newsletter releases.

Unique visits to the GreenFleet website Jan.-Nov. 2006



Tools and Resources

GreenFleet objectives:

'Make GreenFleet seen as a perfect launch pad for businesses in their sustainability journey'

During 2006, GreenFleet has participated in the SBN's Get Sustainable programme as provider of the Get Sustainable Transport resources. As part of service to members, GreenFleet has assisted 4 organisations through the Transport Resource to take out some of 'leg work' involved in participating in the resource. For these businesses, GreenFleet has:

- Surveyed staff on their travel habits.
- Conducted a site survey.
- Collated survey data.
- Presented the data to staff.
- Provided a Get Sustainable Travel Statement.
- Assisted the businesses to set some targets and actions around:
 - Reducing single occupancy journeys.
 - Monitoring fuel use.

This has been offered as a free service to members.

Case Study

Blazon Media are a media and design company based in Tauranga.

After becoming GreenFleet members through the Environment Bay of Plenty Environmental Enhancement Fund, Blazon undertook to work through the Get Sustainable Transport Resource. Blazon staff took part in staff travel and site surveys with the data being collated and presented by GreenFleet. When presented to staff, a number identified and have taken up opportunities to car share to the office and explore public transport options.



Blazon's management have backed up their sustainable transport targets by encouraged staff to choose hybrid vehicles for their fleet with their Honda Civic Hybrid having been recently delivered (pictured above).

Stakeholder Relationships

A KPI for 2006 was to increase the number of relationships that GreenFleet has in the sustainable transport sector. To this end, a GreenFleet Advisory Group has been formed to help shape the direction and interest areas for GreenFleet. The Advisory Group consists of:

- Sponsors:
 - Auckland Regional Council
 - Honda
 - LeasePlan
 - Toyota
- URS
- Transit
- A members representative (IAG NZ Ltd).
- Local Government representative (Waitakere City Council)
- ARTA

GreenFleet has also maintained contact with partners and contacts through one-to-one meetings.

Regional Implementation

A KPI for 2005 was to further promote GreenFleet outside the Auckland region.

Attention in other regions has been heavily focused on the Bay of Plenty. Funding from Environment Bay of Plenty's Environmental Enhancement Fund has resulted in 15 new members joining GreenFleet with their membership paid for the first year. This has also resulted in GreenFleet planting taking place in the Bay of Plenty for the first time.

A partnership with the Worldwide Fund for Nature (WWF) has resulted in GreenFleet now offering local planting to members in many regions outside of the SBN Northern Region. Planting this year through WWF has taken place in Manawatu, Wellington, Canterbury and Otago.



Pupils at St James School and staff from Solid Energy planting at Bexley Wetland, Christchurch.

4. Financial & CO2

<i>Income</i>	2005	2006
Sponsorship	54750	50000
Membership	8845	7148
Additional planting income	3758	2139
Total Income	<u>67353</u>	<u>59287</u>
<i>Expenses</i>		
Membership fees to Tree Planting	9829	7307
General Expenses	1318	12
Salaries	37863	45000
Overheads	12250	3515
Total Expenses	<u>61260</u>	<u>55834</u>
Income Less Expenses	<u>6093</u>	<u>3453</u>

Carbon GreenFleet CO2 emissions for 2006 consist of the following:

Source	Kg
Flights	410.94
Driving	827.98
Public Transport	83.28
Sustenance	1.62
Waste	.04
Electricity (estimated)	86.10
Total CO2 emissions	<u>1410.50</u>

- Trees required to offset CO2 emissions = 10

5. Looking Forward To 2007

Below is a selection of projects proposed for GreenFleet involvement in 2007 – 2008.

- Sustainable Business Challenge* Continuing on from the success of the Get Sustainable Challenge, GreenFleet will again be helping businesses through the Get Sustainable transport resource
- Driver Training* The project aims to bring driver trainer together with SBN to deliver effective driver training packages to business audience.
- Workplace Travel Planning* Project to take tools developed by SBN & EECA, review them along with others offerings (i.e. ARTA) with the aim of integrating them into the upfront offerings of GreenFleet.
To develop effective partnerships with agencies such as ARTA and consultants in the field of Transport management to be able to deliver effective, easy to use WTP tools to GreenFleet members.
- Vehicle End of Life* Project to research vehicle whole of life issues.
- Sustainable Transport Seminar series* A presentation of sustainable transport topics Auckland, Hamilton and Christchurch.
- Planting* Increasing partnerships with planting groups.
- Alternative Carbon Offsets* Tree planting as a carbon offset has come under some scrutiny. This project aims to look at alternative means of initiating carbon offsets. This is currently being investigated with ARTA.