



## GreenFleet Review 2007

Version: Final

### Contact Details:

Mark Roberts  
GreenFleet Programme Manager  
Sustainable Business Network  
3067 Great North Road  
New Lynn  
Waitakere City  
09 826 0954  
[mark@sustainable.org.nz](mailto:mark@sustainable.org.nz)  
[www.greenfleet.org.nz](http://www.greenfleet.org.nz)

GreenFleet is supported by:



# 1. TABLE OF CONTENTS

1. TABLE OF CONTENTS .....	2
2. GreenFleet Overview .....	3
3. Focus on 2006 .....	6
4. Financial .....	12
5. Looking Forward To 2006 - 2007.....	13



## 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.
- Sponsors* GreenFleet has been generously supported by the continued sponsorship of LeasePlan, Honda and Toyota. This year GreenFleet welcomed Thrifty Rental cars as a sponsor.
- 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:

- An 80% increase in membership to 59.
- Over 10,000 (6,000 in 2006) trees have been planted by members at 8 (13 in 2006) planting events.
- Involvement in 6 promotional events with sponsors.
- Continued growing numbers of hybrid and LEV's in members fleets.
- Sustainable Travel Workshops presented in Auckland, Tauranga (2), Christchurch and Wellington.
- Get Sustainable Travel Day presentations delivered to 4 businesses.

## Members

Membership of GreenFleet has grown from 32 to 59. Funding from Environment Bay of Plenty Council's Environmental Enhancement Fund has again helped to boost membership in that region.

Current membership is:

Alto	Honda NZ	
AQUAS	IAG NZ	Environment BOP
Bake Shack	Jucy Group	Ultra Paints
Black	LeasePlan NZ	Vodafone NZ
Blazon Media	Leighton Contractors	Waitakere Enterprise
Braincell	Nova LPG	Yummy Mummy
Catalysts R&D	Onsight Solar	
Charlies	Onehunga Panel and Paint	
Clean EZE	OPUS BoP	
Commonsense Organics	<a href="http://www.organicdirect.co.nz">www.organicdirect.co.nz</a>	
Comvita NZ	Schofields	
Caspex Corporation	Sola 60	
Castlecorp	Solid Energy	
Design Mobel	Subliminal	
Document Solutions	Sun Media	
EERST	Susan St Lawrence	
Enviroway	SBN - National Office	
Energy Options	Squiz	
enerSTORE	Recycle New Zealand	
First Direct Taxis	Reuzit Air Filters NZ	
Fisheye	Room Service Ltd	
Flying Kiwi Adventure Tours	Tauranga City	
Fulton Hogan Bay of Plenty	Sustainable Business Company	
Gas and Solar Ltd.	State of Grace	
GAS U UP	Toyota NZ	
Gull	Trust Power	
Hobsonville Land Company	Tuia Group	



*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 2007

#### Planting

GreenFleet objectives:

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

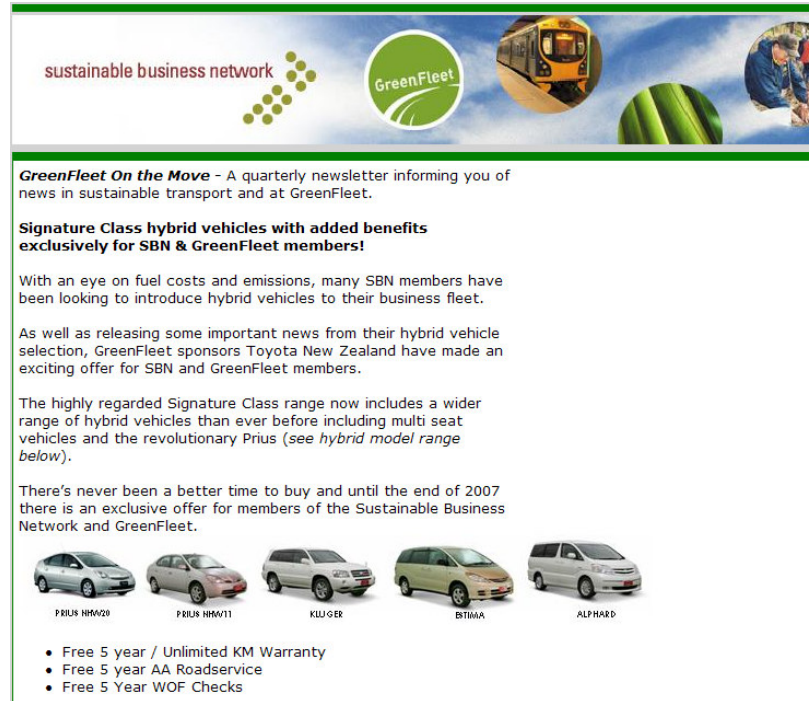
*'To make the vehicles involved in GreenFleet carbon neutral'*

- 10,700 (6,000 in 2006) trees have been planted.
- 1600 tonnes CO<sub>2</sub> has been offset (.92 tonnes in 2006).
- 8 Planting events (13 in 2006) events have taken place at 6 locations:
  - Friends of Oakley Creek, Auckland.
  - Bexley Wetland, Canterbury
  - Nga Uruora Kapiti , Wellington
  - Kopurererua Valley, Tauranga
  - Blockhouse Bay Intermediate, Auckland
  - Meola Creek, Mount Albert Grammar
- GreenFleet also organises the tree planting for the businesses that take part LeasePlan's 'GreenPlan' initiative and Thrifty Rental Cars customer offset programme. This planting has taken place with Nga Uruora Kapiti, Trees for Survival and at Bexley Wetland in Christchurch.
- An MoU has been signed with Trees for Survival to allow for further expansion of tree planting activity.
- Two of GreenFleet's planting partners, Friends of Oakley Creek and Blockhouse Bay Intermediate have received recognition for excellence in communication, riparian planting and weed control at the Wai Care awards.
- GreenFleet undertook the planting of 93 to offset the CO<sub>2</sub> emissions from the 2006 Energy Wise Rally.



'To make members aware of transport issues and developments'

- The GreenFleet newsletter 'On the Move' is now circulated to over 200 people involved in the transport sector in New Zealand. The format of the newsletter has changed from PDF to HTML.



- GreenFleet Get-Sustainable Transport Workshops have been presented to members in Auckland, Tauranga (2), Christchurch 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. The assistance of Honda and Toyota dealers in these centres is gratefully acknowledged.
- Networking event and presentation at Honda Cars Wellington.
- Presentations made to
  - Waikato University Business School.
  - Rotary, Auckland
  - North Shore City Environmental Education.
  - Inaugural Green Transport Conference, Auckland.
- Updating and reformatting of the GreenFleet 'Drive to Thrive' guide.
- Participation in a project to inaugurate a Travel Planners Association.

- GreenFleet 'Travel Break' presentations delivered to Bake Shack, Scion, Dulux & Energy Options.

#### Promotion

- GreenFleet has been involved in 4 promotional events:
  - Networking event with Honda Cars in Wellington.
  - Go By Bike Breakfast Auckland.
  - Eco Show, Taupo.
  - Waitakere Eco Day.
- GreenFleet has been linked to the sale of a number of hybrid and low emission vehicles including sale of Honda's to members in Wellington and Bay of Plenty.

#### 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. The Prius has also made many visits to businesses in the Northern, Bay of Plenty and Waikato Regions. Over 80 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 2007, the Prius has:

- Been involved in 3 Get Sustainable Transport workshops.
- Displayed at the Waitakere Eco Day.
- Displayed at the Go By Bike Breakfast, Auckland.
- Displayed at SBN Northern Awards, Auckland.
- Displayed at the SBN National Sustainable Business Awards in Auckland.



*GreenFleet Prius at SBN Northern Awards*

## 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 GreenFleet Get-Sustainable Transport Workshops.
- Extended news items added to the GreenFleet Website.
- Case study resources added to the members website.
- GreenFleet and the SBN were invited along with 32 other NGO's to participate in direct consultation and feedback on the Climate and Energy strategy documents.
- Submission made on New Zealand Energy Efficiency and Conservation Strategy.
- Submission made on the Measures to Reduce Greenhouse Gas Emissions in New Zealand Post-2012 document.
- Submission made on vehicle emission standards documents.
- GreenFleet has helped support some sustainable transport related campaigns by other NGO's. Examples are:
  - Campaign for Better Public transports successful campaign to re-open the Onehunga Branch Line.
  - NZ Business Council for Sustainable Development's campaign for incentives on low emission vehicles.
  - Cycle Action's campaign for cycle and walking facilities on the Auckland Harbour bridge.

## Communications

- Media releases supporting Rightcar website and Imported Second Hand Vehicle Emission Standards.
- NZ Herald wrap featuring GreenFleet
- 'NZ New Business' feature in NZ Herald highlighting GreenFleet.
- Articles written for NZ Herald features.
- Referred to in Management magazine
- GreenFleet mentioned in Hon. David Parkers address at Parliament to competitors in the Energy Wise Rally as a partner of offsetting for the rally.
- New website format is currently under development.
- A new 'look' and complimentary photo stock has been compiled for use on the website, in presentations and on written material. Each banner depicts a



different aspect of sustainable transport. An example is shown below.



### Tools and Resources

*GreenFleet objectives:*

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

Again during 2007, 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.
- Provided specific resources to members. For example an in-vehicle sheet for each vehicle detailing:
  - Driving tips
  - Tyre pressures for each specific vehicle.
  - Fuel type for the vehicle.
  - Reminder to return the odometer reading for the vehicle during it's monthly stocktaking.
- 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	<p><b>Thrifty Rental Cars</b> is Australasia's fastest growing rental car company and has been firmly established as one of the world's leading car rental brands since 1958. In 2007, Thrifty New Zealand extended its sustainability programme to customers:</p> <ul style="list-style-type: none"> <li>• Offering customers the opportunity to offset the emissions relating to their vehicle rentals. This can be done at the time the vehicle is booked.</li> <li>• The company has also backed this up by ensuring customers are reminded about the benefits to the environment and issues such as climate change by choosing and driving their vehicle with sustainability in mind.</li> <li>• Thrifty has sponsored GreenFleet to help encourage other business to take up the challenge of sustainability in transport.</li> </ul> <p>The take up of Thrifty's offset offering has been greater than expected, with the first tree planting taking place within weeks of the launch.</p>
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**Membership** 'Make GreenFleet seen as a perfect launch pad for businesses in their sustainability journey'

- GreenFleet membership has grown to 59 during 2007.
- Support from Environment Bay of Plenty's Environmental Enhancement Fund is now in its second year. 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.
- Honda will sponsor the first years membership up to \$1000 for any business purchasing a Honda Hybrid.

**Stakeholder Relationships**

The GreenFleet advisory group has met during 2007. The Advisory Group consists of:

- Sponsors:
  - Thrifty Rental Cars
  - Honda
  - LeasePlan
  - Toyota
- Waitakere City Council
- A members representative (IAG NZ Ltd).
- Local Government representative (Waitakere City Council)
- Society of Chartered Accountants

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



## 4. Financial & CO2

<i>Income</i>		2006	2007
	Sponsorship	50000	52500
	Membership	7148	14938
	Additional planting income	2139	6688
	Total Income	<u>59287</u>	<u>74126</u>
<i>Expenses</i>	Membership fees to Tree Planting	7307	18416
	General Expenses	12	0
	Salaries	45000	46298
	Overheads	3515	1796
	Total Expenses	<u>55834</u>	<u>66510</u>
	Income Less Expenses	<u>3453</u>	<u>7616</u>

*Carbon* GreenFleet CO2 emissions for 2007 (in kg) consist of the following:

<b>Source</b>	<b>CO<sub>2</sub></b>
Flights	<b>940</b>
Driving	<b>662</b>
Public Transport	<b>68</b>
Waste	<b>4</b>
Electricity	<b>290</b>
Total CO2 emissions	<u><b>1964</b></u>

- Trees required to offset CO2 emissions = 31

## 5. Looking Forward To 2007

Below is a selection of projects proposed for GreenFleet involvement in 2008 – 2009.

*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.

*Sustainable Transport Seminar series* A presentation of sustainable transport topics Auckland, Wellington, Hamilton Tauranga 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. Also under investigation is offering offsets from other activities.

*Networking events* Further networking events with sponsors and members.