



GreenFleet Review 2008

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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.
- Sponsors* GreenFleet has been generously supported by the continued sponsorship of LeasePlan, Honda, Thrifty Car Rental and Toyota.
- 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 2008 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 59 to 69. Funding from Environment Bay of Plenty Council's Environmental Enhancement Fund has again helped to boost membership in that region.

Current membership is:

Alto	Fleetpartners	OPUS BoP
Ace Tourist Rentals	Flying Kiwi Adventure Tours	www.organicdirect.co.nz
Apollo Motorhome Holidays	Graffiti Guard Services	Sun Media
Bake Shack	Goldline Limosines & Tours	Sustainable Business
Black	Gull Hobsonville Land Company	Network - National Office
Braincell	Honda NZ	Squiz
Catalysts R&D	IAG NZ	Starfish
Charlies	International Telematics	Recycle New Zealand
Clean EZE	Jucy Group	Reuzit Air Filters NZ
Commonsense Organics	Kath Collins (LJ Hooker Tauranga)	Room Service Ltd
Comvita NZ	Landlink Ltd	State of Grace
Caspex Corporation	LeasePlan NZ	Tasman Bay Vets Ltd
Castlecorp	Leighton Contractors	Tauranga City
Design Mobil	Megabyte	Too Liscious
Document Solutions	Nova LPG	Toyota NZ
Enviroway	Onsight Solar	Trust Power
Energy Options	Onehunga Panel and Paint	Environment BOP
enerSTORE	Pacific Horizons	Ultra Paints
EVP Recruitment Tauranga	Schofields	Vodafone NZ
First Direct Taxis	Sola 60	Waitakere Enterprise
Fisheye	Starfish	
Freighthub	Subliminal	
Fulton Hogan Bay of Plenty		
GAS U UP		



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 2008

Planting

GreenFleet objectives:

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

'To make the vehicles involved in GreenFleet carbon neutral'

- 17,100 (10,700 in 2007) trees have been planted.
- 2573 tonnes CO₂ has been offset (1600 tonnes in 2007).
- 8 Planting events (8 in 2007) events have taken place at 5 locations:
 - Friends of Oakley Creek, Auckland.
 - Bexley Wetland, Canterbury
 - Nga Uruora Kapiti , Wellington
 - Kopurererua Valley, Tauranga
 - Blockhouse Bay Intermediate, Auckland
- A MoU signed with Trees for Survival in late 2007 has allowed for further expansion of tree planting activity. This has resulted in additional planting at 11 sites in the Auckland Region under the supervision of Auckland Regional Council.
- GreenFleet and 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.
- GreenFleet has again been asked to undertake tree planting to offset emissions of vehicles participating in the 2008 Energy Wise Rally.



Planting Totals
by
Group/location

Planting organisation (supporting organisation)	Location	Trees	Expected Offset 2009 (tonnes CO2)
Friends of Oakley Creek (Wai Care)	Waterview, Auckland	943	141.45
Blockhouse Bay Intermediate (Wai Care)	Blockhouse Bay Auckland	460	69.00
Kopurererua Valley Trust (Tauranga City)	Kopurererua Valley, Tauranga	3611	538.27
St James School (Christchurch City)	Bexley Wetland, Christchurch	575	86.25
Nga Uruora Kapiti (Greater Wellington)	Raumati, Wellington	1173	175.95
Trees For Survival (Auckland Regional Council)	BathGate Rd, Pakiri Run Rd, Tapora Clarks Beach Rd, Waiiau Pa. Pomona Rd, Kumeu. Awhiorangi Promenade, Swanson. Patullo Rd, Patumahoe	10356	1628.40

Case Study

Restoration of Waitahurangi Stream at Blockhouse Bay Intermediate School

Since 2004, GreenFleet has been supporting the restoration of the stream side boundary at Blockhouse Bay intermediate. This area has been infested with weeds and a stand of gum trees. Various organisations including Wai Care have participated in weed clearance and supervising the planting of over 1200 trees



provided by GreenFleet. GreenFleet members including Phoenix Organics, IAG, and Vodafone have also provided labour to plant many of these trees.

Informing

GreenFleet objectives:

'To make members aware of transport issues and developments'

- The GreenFleet newsletter 'On the Move' has been redesigned into an HTML format and is circulated to over 250 people involved in the transport sector in New Zealand.

The screenshot shows the 'GreenFleet Update' newsletter. It features a header with the GreenFleet logo and a photo of a silver car. The main content includes:

- This Issue**: 'GreenFleet On the Move' - A quarterly newsletter informing you of news in sustainable transport and at GreenFleet.
- Features in this newsletter:**
 - GreenFleet Update
 - GreenFleet members scoop awards
 - SME Travel Planning
 - GreenFleet Breakfast Seminars
 - On the Horizon – Upcoming Events
 - Local and global Sustainable Transport Action
- Contact Us**: Comments and feedback is welcomed by Mark Roberts at Sustainable Business Network. Phone: 09 828 0264. Website: www.greenfleet.org.nz
- GreenFleet Sponsors**: Logos for Honda, LeasePlan, and Thrifty.
- GreenFleet members scoop awards**: A photo of a woman and text mentioning 'GreenFleet members scoop awards'.
- Workplace travel planning for small and medium business**: Text describing a website developed for SMEs to save travel costs and reduce emissions.

- GreenFleet Get-Sustainable Transport Workshops have been presented to members in Auckland, Tauranga, Christchurch and Wellington. These have consisted of presentations on:
 - Air quality issues.
 - Teleworking, in conjunction with Bevis England, Telework New Zealand.



- Driver behaviour, in conjunction with Mark Fielder, Transport Efficiency Solutions.
- Travel planning.
- Driving for sustainability.
- The workshops have also allowed members to make presentations about their own sustainable transport initiatives. These have included, Reusit, Freighthub, First Direct, Greater Wellington Travel Plans and Trip Convergence.
- GreenFleet has restarted the SBN's popular breakfast seminars with sustainable transport focused seminars in Auckland, Hamilton and New Plymouth. Speakers have included Graeme Seymour, Honda NZ and Dean Marris, International Telematics.
- The GreenFleet website and newsletter have carried over 80 news stories, information, tips and event details. Over 20 articles and stories relating to sponsors products and action have also been run.
- Summary of GreenFleet events in 2008:

Month	Event	Location
February	Go By Bike Breakfast	Auckland
March	Sustainable Driver Workshop	Tauranga and Christchurch
April	Sustainable Transport Stand, National Motor Show	Hamilton
May	Tree Planting	Tauranga
June	Tree Planting	Auckland, Wellington and Christchurch
	Sustainable Transport Breakfast Seminar	Hamilton
	Sustainable Driver Workshop	Christchurch
August	Sustainable Transport Workshop	Christchurch
	Tree Planting	Auckland
September	Sustainable Transport Breakfast Seminar	Auckland and New Plymouth
	Sustainable Transport Workshop	Auckland and Wellington
October	Tree Planting	Tauranga and Auckland
November	Sustainable Transport Workshop	Tauranga

Promotion

- GreenFleet has been involved in 4 promotional events:
 - National Motor Show Hamilton, in conjunction with Hamilton City Council.
 - Go By Bike Breakfast Auckland.
 - The No Pollute Commute in conjunction with Tauranga City Council.
 - New Zealand Walking Conference.
- GreenFleet has continued to promote hybrid technology vehicles as well as other low emissions vehicles and fuel efficiency technologies such as Variable Cylinder Management.
- GreenFleet participated with Honda in the first day of the 2008 EnergyWise Rally.
- A 'Join Now' form has been added to the GreenFleet website to allow new



members to join online.

Join GreenFleet

To Join GreenFleet, enter your details below. GreenFleet membership is open to all New Zealand resident individuals and businesses. Unfortunately we can't accept members from outside New Zealand. If you have any questions, contact Mark greenfleet@sustainable.org.nz or phone (09) 826 0954

Company *

Representative Contact Name *

Email *

Address *

Street Address

Address Line 2

City State / Province / Region

Postal / Zip Code Country

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 60 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 2 Get Sustainable Transport workshops.
- Displayed at 3 GreenFleet Breakfast Seminars.
- Displayed at SBN Northern Awards, Auckland.
- Displayed at the SBN National Sustainable Business Awards in Auckland.
- Been at events such as Bike to Work Breakfast and Frocks on Bikes

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 and other stakeholders. Examples include:


- A programme of GreenFleet Get-Sustainable Transport Workshops.
- Highlighting members own sustainability campaigns, for example Honda



Marine's campaign to have emission standards introduced on marine outboards.

- GreenFleet was invited to participate along with other transport stakeholders to participate in direct consultation and feedback on developing the Auckland Regional Response to Climate Change.
- GreenFleet is a partner in the development of Auckland Regional Transport Authority's workplace travel planning website for small and medium enterprises. This is being trailed with Sustainable Business Network members in 2009.
- GreenFleet has helped support some sustainable transport related campaigns by other organisations. Examples are:
 - Cycle Action's campaign for cycle and walking facilities on the Auckland Harbour Bridge.
 - Auckland City Council's Go By Bike breakfast.
- A regular GreenFleet page has appeared in Rush Hour Magazine. The article includes tips and information on subjects such as fleet purchasing policy as well as news and tips.



	
<p>How green are your company cars?</p> <p>Company car policies usually set out the 'dos and don'ts' of using company cars but did you know it can also be a simple way for businesses to tackle climate change, air quality problems and save some money too?</p> <p>With just a bit of tweaking, company car policy can be the foundation of a cost-efficient and low emission fleet. It has a vital role to play in preparing the business for a future of rising fuel prices, increasing environmental demands and a shift to alternative transport modes.</p> <p>Measures in the policy can range from simple incentives such as reserved 'green' parking for low emission vehicles and ride sharers to tighter measures like placing a 160g/km cap on CO2 emissions from company cars.</p> <p>Encouraging company car drivers to choose a smaller vehicles, low emission or hybrid cars can be made even more tempting by offering a few extras. An example might be alloy wheels, an upgraded stereo or allowing them to take the sport version of a small car. This could make all the difference when they are considering their next company car.</p> <p>Offering a bonus incentive for staff who have reduced their fuel use, can come in under the company's fuel budget or set targets is a good way of keeping fuel consumption on their minds both at vehicle purchase time and when they are out on the road. This also acts as an incentive to use alternative modes like teleconferencing.</p> <p>It's likely that you have colleagues or staff who are already reducing their car use. Paying employees a mileage rate for using a bicycle or car sharing gives recognition to these employees and encourages them to keep going when they might otherwise default back to their car.</p> <p>Every company, it's needs and demand for travel is different. Each business needs to take its own approach to developing a company car policy and ensure they fit with other environmental initiatives already in place or planned. Company cars are a sensitive topic so it's important to make sure everyone understands the reasons and benefits that come from greening the company car fleet.</p>	<p>GreenFleet News Wellington City Council road safety officers and Police have been stopping cyclists throughout the city to discuss visibility issues and enforce Road Code requirements. They have stopped more than 400 cyclists and found one in four were riding dangerously under-lit bicycles.</p> <p>GreenFleet Tip Giving some thought to how and where your car is serviced can make a huge difference to the environment.</p> <ul style="list-style-type: none"> • Service centres who adhere to the MTA Environmental Objectives ensure that vehicle servicing waste does not end up where it shouldn't. • Water borne car paint a lot fewer nasty ingredients than thinner based paint. Ask your painter if they use water borne paint next time your car needs a touch up. • Tyre Track is a scheme to make sure old tyres don't end up in streams. Ask your tyre dealer if they use Tyre Track next time you replace a tyre.

Tools and Resources

GreenFleet objectives:

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

GreenFleet has been involved in the development of 3 tools and resources in 2008:

- RideFinder is a tool to help connect potential ride sharers. It's been developed in conjunction with Car Pool Nuts, a ride sharing scheme that has been operating in the Waikato for the last 2 years.
- ARTA travel planning website for SME's.
- A driver workshop has been developed in association with First Direct Taxis



in Christchurch. The first 16 First Direct Drivers have already participated in the workshop with more scheduled to complete in 2009. The workshop has drawn on a wide range of resources including material provided by Honda and Toyota and is designed to make fleet drivers aware of:

- Environmental issues associated with operating a vehicle such as air and water quality.
- Fuel efficient Driving techniques.
- Using a hybrid vehicle effectively.
- Including fuel economy and emissions in vehicle procurement decisions.

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

- GreenFleet membership has grown to 69 during 2007.
- Support from Environment Bay of Plenty's Environmental Enhancement Fund is now in its third 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 year of membership up to \$1000 for any business purchasing a Honda Hybrid.



4. Financial & CO2

<i>Income</i>		2007	2008
	Sponsorship	52500	60000
	Membership	14938	39352
	Additional planting income	6688	20847
	Total Income	<u>74126</u>	<u>120199</u>
<i>Expenses</i>			
	Tree Planting	18416	38762
	General Expenses	0	309
	Salaries	46298	53246
	Overheads	1796	6018
	Total Expenses	<u>66510</u>	<u>98335</u>
	Income Less Expenses	<u>7616</u>	<u>21864</u>

Carbon GreenFleet CO2 emissions for 2008 (in kg) consist of the following:

Source	2007 CO₂	2008 CO₂
Flights	940	1480
Driving	662	580
Public Transport	68	20
Waste	4	4
Electricity	290	178
Total CO2 emissions	<u>1964</u>	<u>2262</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.