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A KLIPBOARD COMPANY

The Essential Guide

# The Practical Guide to Building a Greener Fleet



# Green fleet management starts with **better data**

Environmental responsibility is no longer optional for fleet operators. Regulations are tightening, fuel costs are rising, and customers are asking harder questions about sustainability.

This guide covers the three pillars of a greener fleet: cleaner vehicles, smarter driving, and carbon reporting.

## **Why it matters now**

- **Emissions targets:** governments are tightening regulations and introducing cleaner vehicle incentives
- **Customer expectations:** clients are increasingly asking suppliers about their environmental commitments
- **Fuel costs:** efficiency savings have never been more valuable
- **Clean air initiatives:** low emission zones are expanding in cities across the UK and North America
- **Reporting obligations:** businesses are increasingly required to report fuel-related emissions



## What does a **greener fleet** actually look like:

It is not just about switching to electric vehicles. The most impactful changes are often the simplest ones, and they start with having accurate data on how your fleet is being used.

- ✓ Unnecessary mileage identified and eliminated
- ✓ Idling monitored and reduced across every vehicle
- ✓ Driver behaviour tracked and improved over time
- ✓ Routes optimised to cut distance and fuel use
- ✓ Emissions data separated by vehicle and journey type
- ✓ Maintenance kept on schedule to keep vehicles running efficiently

# Reducing your fleets **environmental impact**

Cutting emissions and cutting costs often go hand in hand. Here is how to tackle both.

## **Driver behaviour and fuel efficiency:**

1. **Start with a baseline** to understand your current fuel consumption before making changes
2. **Set targets** per vehicle and review progress monthly
3. **Share reports** with drivers so they can see their own performance
4. **Use behaviour scores** to reward improvement, not just flag problems
5. **Small changes** in driving style across a whole fleet add up fast



## **Carbon reporting and compliance:**

- Know what you are required to report and when as requirements vary by region
- Keep business and personal mileage clearly separated at all times
- Automated records remove the admin burden and reduce the risk of errors
- Accurate data protects you if your reporting is ever queried or audited



## **When to make the switch to electric:**

- Assess your charging infrastructure needs before committing to new vehicles
- EVs typically have lower running and maintenance costs than petrol or diesel equivalents
- Government grants and incentives are available for fleet electrification in most regions
- Replace the highest mileage or oldest vehicles first to reduce emissions fastest
- Use your current fleet data to decide which vehicles to replace and when



The data is already there. You just need a system that captures it, analyses it, and turns it into something you can act on.

