GreenMe programme supports Fleet Managers to reduce organisational environmental impact

- Provide self-assessments (not only calculating emissions) to better grasp the opportunities and roadmap to reduce environmental impact
- Use peer learning such as in-country benchmarking to help identify the best interventions on country-by-country basis
- Bespoke recommendations and action plan to create and implement positive change
GreenMe: What will the Fleet Manager experience?

I log on

Log in to GreenMe

‘Congratulations! You made your first step!’ (email)

Fill in your profile (country, name, email address, expertise etc.)

1. I decide to log in
2. I get rewarded for my intention to go green (e.g. email)
3. First time, I fill my details in my profile

I assess and benchmark

Assessment

‘As a first step, take the assessment (at organisational or personal level)’

Benchmark

‘Next, fill the benchmark’

‘Click here your results, to compare and recommendations’

1. I answer questions around green standards and practices
2. I insert my data
3. I can see how I perform against others
4. I can filter my performance against others
5. I can see recommendations

 GDPR / privacy compliant
GreenMe: What will the Fleet Manager experience?

**I get advice for implementation**
- Based on my recommendations
- I get practical and logical (sequential) advice what to do
- I get reminders to log my progress
- I get links to solutions
- I get 'pokes' to reach out to others who have implemented the same

1. ‘If you wish to right size, this is a first good step’
2. ‘Fleet Manager A has implemented the same, reach out to see what they have done’

**I get rewards and recognition**
- I receive points for successful actions or I lose points if I am not active
- I see my status in the leader board
- I have chance to be nominated to the Fleet Manager of the Year Award
- I start my next/ new action or I retake my assessment or I fill in the benchmark again

1. ‘Congratulations!, shifting to smaller vehicles, earned you 50 points’
2. ‘You have not been active lately, you are loosing points’
3. ‘Implement more actions to move up and to make it to the Fleet Manager of the Year Award’

**I connect with others**
- I reach other fleet managers in my country to share and learn
- I upload my good practices on the country page so that others can learn
- I find other good practices on country page
- I join a GreenMe Get Together or I organise one myself

1. ‘Look where your peers are and connect! Click on the map!’
2. ‘Upload good practice specific to your country!’
3. ‘You are invited to a GreenMe Get Together. It will take place on Wednesday at 2 pm in the office of organisation X’

50 points

If you wish to right size, this is a first good step’
‘Fleet Manager A has implemented the same, reach out to see what they have done’

‘Congratulations!, shifting to smaller vehicles, earned you 50 points’
‘You have not been active lately, you are loosing points’
‘Implement more actions to move up and to make it to the Fleet Manager of the Year Award’
‘Look where your peers are and connect! Click on the map!’
‘Upload good practice specific to your country!’
‘You are invited to a GreenMe Get Together. It will take place on Wednesday at 2 pm in the office of organisation X’
Dear Fleet Manager,

You took the first step to GreenMe! Welcome to the Programme!

Assessment Organisational level
Does your organisation have a green strategy?
1. Is there a manager responsible and accountable for a clean fleet at your location?
2. Are there targets / KPIs for the reduction of ....
3. How often do you evaluate?
4. Have you done a baseline emission calculation?

Assessment Personal
1. Do you know the strategy of the organisation?
2. Do you know what you can do to reduce the impact?
3. Do you have a target for the environment?
4. Do you discuss your results?
5. How often......?

Next step: Benchmark
Step 2: Benchmark

Quantitative questions, topics include:
- Fleet size and composition
- Type and litres of fuel used
- Kilometres driven
- Number of passengers per trip (average)
- Number of shared journeys
- Amounts of fleet waste disposed responsibly
- Etc.

Results will be compared against:
- Peer organisations in country
- Peers in own organisation
- Regional and global result
- Status quo trend (what happens in the next years if no action is taken)

What it could look like:

**GreenMe Benchmark**

Filter your results

How am I doing compared to....?
Step 3: Recommendations

- Recommendations will be given based on the self assessment and the benchmark.
- Will be based on the Avoid, Shift, Improve strategies.
- Recommendations will be a mix between operational fleet management (such as: ensure the tyres have the right pressure) and more strategic / tactical (such as ‘engage with programmes on how to reduce km driven’)
- Off setting will not be recommended as long as organisations can reduce / avoid emissions (see also step 5 / slide 8)

Next step: Plan actions

What it could look like:

Based on your assessment and benchmark we have the following recommendations:

1. In order to reduce, you need KPIs and targets. Click here for examples.
2. Compared to peers, your fleet looks oversized, click here for advice how to reduce.
3. Engage your drivers and let them be Green Champions. Give them fuel targets to avoid emissions. Click here.
4. Measure your actions. Click here.
5. Etc.

Green KPIs and target setting
Rightsizing
Green coaching
Green Rewards & Recognition
Step 4: Plan Actions & Implement

Based on the recommendations the fleet manager:

- Selects the actions they wish to work on.
- Actions have points (see the next slide)
- Set their deadline when the action needs to be completed. This deadline will trigger notifications with reminders
- The action plan will follow the P-D-C-A cycle

- Implement the actions. Links to tools and resources on the Fleet Forum Knowledge Platform will be provided

What it could look like:

<table>
<thead>
<tr>
<th>Action</th>
<th>When?</th>
<th>Done</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Identify city / rural driving (10 pts)</td>
<td>1 March</td>
<td>✓</td>
</tr>
<tr>
<td>2. Identify need for transport (10 pts)</td>
<td>1 July</td>
<td>🌟</td>
</tr>
<tr>
<td>3. Change 4x4 vehicles for sedans in city (50 pts)</td>
<td>1 Dec</td>
<td>🌟</td>
</tr>
</tbody>
</table>

Next step: Celebrate
Step 5: Celebrate

GreenMe will have gamified elements to stimulate sustainable fleet management.

**Points for completed actions**
- Actions that lead to avoidance of emissions get highest points
- Fleet Managers that have highest points in a year enter the Fleet Manager of the Year Competition
- Not completing actions in a period of time or not selecting new actions lead to deduction of points
- A difference in value between completing ‘planning’ and ‘doing’ actions (in the example: 10 vs 50 points)

**Leader board**
- Give an overview how fleet managers score versus their peers

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Dear Fleet Manager,
Have you selected a new action yet to green your fleet?

Fleet Manager progresses.

‘Congratulations, you just earned 10 green points for this action. It has been added to the leader board.’

‘Congratulations, you just saved 50 trees! Added to you’re the leader board. Time for your next action’

Next step: Planning next action and peer learning
Step 6: Green Together

GreenMe will encourage peer collaboration and recognition through:

- Establishing ways for Fleet Managers to reach out to their peers by country or region to learn from each other.

- Setting up country pages where Fleet Managers can upload good practices and experiences with suppliers, e.g. information about sustainable waste suppliers.

- Facilitate in country GreenMe Get Togethers
  - Fleet Managers can organise Get Togethers in which they meet one or more peers to share practices and plan joint actions. Actively participating in Green Together will generate points.

What it could look like:

Look where your peers are and connect! Click on the map!

Upload good practice specific to your country!

Engage in real life through local GreenMe Get Togethers

Next step: Executing new actions (ongoing PDCA cycle)
Fleet Forum expects the profile of participants to be:

- People who want to be a pioneer and work with us on this new platform
- People who can commit to ‘seeing it through’ and actioning change however small
- Fleet Managers with a green heart
- Organisations that wish to take practical steps in reducing emissions
- Organisations that allow space to Fleet Managers to implement recommendations
Good To Know

<table>
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<tr>
<th>Milestones</th>
<th>By when</th>
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<tr>
<td>Test Panel development</td>
<td>April/ May 2023</td>
</tr>
<tr>
<td>GreenMe Pilot phase</td>
<td>June - July 2023</td>
</tr>
<tr>
<td>GreenMe Launch</td>
<td>August 2023</td>
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</tbody>
</table>

In summary, the pilot project is:
- 8 weeks
- Open to those that fit the profile
- Requires time commitment of 2-3 hours per week [total 16-24 hours]
- Free
- Deadline for registration 18 May 2023
- Register online

If you have any questions, please send an email to keely.severn@fleetforum.org