



Sustainability Manager

How to improve fleet sustainability today and tomorrow

Steps to help you lead on sustainable fleet performance and hit your ESG targets, no matter where you are on your EV journey





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Introduction

Organisations right across the world are realising that sustainability matters. In fact, for the first time on record, CEOs have placed environmental sustainability in their [top ten business priorities](#).

It's easy to see why. As well as helping them shape a more responsible business, almost three-quarters ([74%](#)) of CEOs agree that increasing environmental, social and governance (ESG) efforts can attract investors to their companies. What's more, according to [recent research](#), companies that have embraced ESG principles enjoy higher revenues, stronger profits, better customer retention and greater access to finance.

It's no wonder that more and more companies are employing sustainability managers to spearhead their ESG initiatives. No longer just a nice to have, sustainability managers increasingly take a seat at the executive table and have crucial input into business strategy and operations.

While these individuals tackle issues right across the organisation, one of the most significant ways they can make a difference is by implementing a sustainable fleet programme. But doing this successfully is no easy feat. In fact, it can be incredibly overwhelming. While a sustainability manager may recognise that they have a responsibility to reduce existing fleet emissions and begin their journey towards full fleet electrification, they may face significant roadblocks that prevent them from making the progress they envisioned.

Indeed, the current energy crisis, interest rate increases and inflation are undoubtedly squeezing budgets. Meanwhile, organisations looking to invest in fully electric fleets are struggling to meet their goals thanks to supply chain problems and semiconductor shortages. Many more challenges prevail.

It may be a dire picture, but it's not all bad news. With the right technology, sustainability managers can make a real difference. They can reduce carbon emissions on their existing internal combustion engine (ICE) vehicles, maximise the efficiency of their new EVs, and get much closer to net zero.

In the pages that follow, we'll explain how.
But first, let's take a closer look at the three key priorities for fleet sustainability and the associated challenges they present.

Three key priorities for fleet sustainability

There are three key areas of focus for any sustainability manager that is looking to improve the sustainability of their company's fleet:



**TO REDUCE
EMISSIONS**

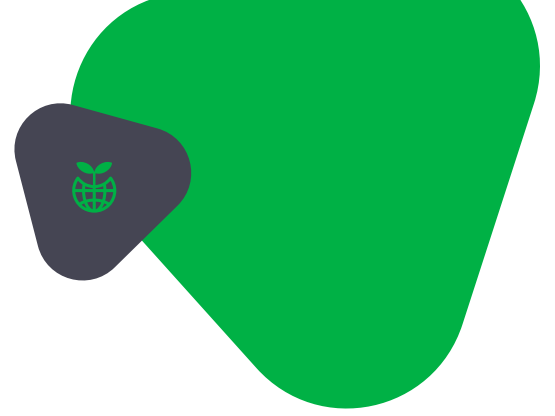


**TO MAKE THE
TRANSITION
TO EVS**



**TO HIT ESG
TARGETS AND MEET
NEW REGULATIONS**

Let's explore each of these in more detail, and investigate the challenges sustainability managers face in addressing these priorities.



Priority #1: Reduce emissions

Transport has been the second-largest source of greenhouse gas (GHG) emissions in the UK for the majority of the past three decades. In fact, as of 2020, transportation accounted for almost a quarter (24%) of the UK's total emissions.

It's no wonder, then, that decarbonisation is at the top of many fleet agendas. Organisations are looking to not only reduce CO₂ emissions, but also minimise NOx emissions (oxides of nitrogen), harmful gasses produced by the internal combustion engines found in petrol and diesel vehicles. These have a big impact on air pollution, particularly in urban areas, as they contribute to smog formation and acid rain. They are also a significant health hazard, and exposure can lead to stroke, lung cancer and various other serious diseases. Transportation is thought to cause around 54% of all man-made NOx, with aggressive driving habits leading to a greater level of emissions being produced.

Reducing emissions, however, isn't just about exhaust emissions such as CO₂ and NOx. An often-overlooked source of air pollution is the non-exhaust emissions (NEE) that are released as a result of typical vehicle wear and tear, including brake wear and tyre wear.

Harmful particle matter from tyres is a growing problem, and affects ICE vehicles and EVs alike.



The challenge:

While many businesses recognise the need to reduce emissions, few fully understand their current carbon footprint and have little idea of how to go about measuring their progress in the future.

In addition, many sustainability managers believe that reducing emissions is only about transitioning to EVs. They therefore fail to implement strategies to reduce the carbon footprint of their existing ICE vehicles. The few that do want to prioritise reducing harmful

emissions in their ICE fleet have no smart means of doing so, and instead rely on incumbent telematics solutions that use retrospective data.

"There are millions of vehicles out there, diesel vehicles especially, dependent completely on driver behaviour to reduce the amount of emissions they produce."

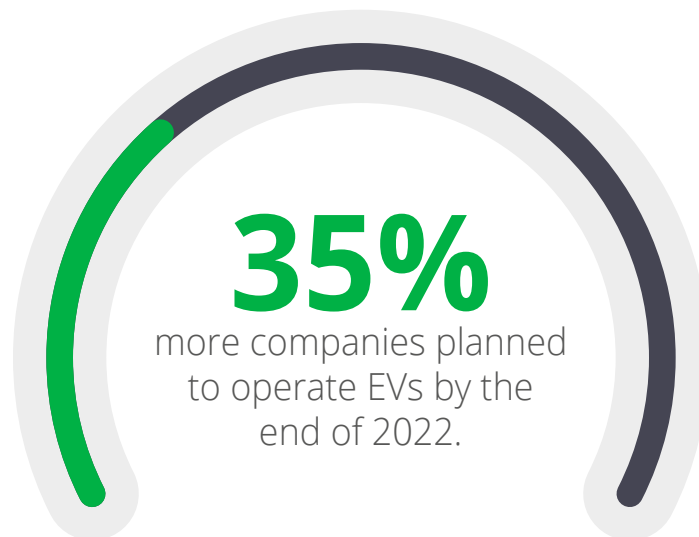
Chris Brace, Professor of Automotive Propulsion and Director of IAAPS, University of Bath



Priority #2: Transition to EVs

There's no denying that the future of fleets is electric. Transitioning to EVs is an essential step to reducing the carbon footprint of transportation, which is why the government plans to ban the sale of new ICE vehicles by 2035. Moreover, making the switch can improve a company's reputation and deliver long-term cost savings.

In response, UK businesses set out to invest [£13.6 billion](#) in electric vehicles (EVs) and supporting infrastructure last year. 35% more companies stated that they planned to operate EVs by the end of 2022, and over 125 of the UK's most prominent businesses have committed to 100% EVs by 2030.



Those that achieve this will reap the rewards. They will benefit from zero tailpipe emissions, lower running costs, significant tax relief and enhance their environmental credentials at the same time.



The challenge:

While the move to EVs should undoubtedly be a priority, the current supply chain challenges and semiconductor shortages have led to an average lead time of **35 weeks** for a new vehicle. At the same time, fear of **EV charging fraud** and **concerns** around the lack of EV infrastructure, the limited range of EVs, the need for specialist EV mechanics and poor choice of specialist EV models, are preventing **50%** of fleet

managers from investing in EVs just yet.

While the temptation to wait it out and do nothing is very real, this approach can hamper an organisation's ability to get anywhere close to meeting its sustainability goals. And once a company finally does go all-electric, little do they realise that there's still more that can be done to improve range and become greener still.



Priority #3: Hit ESG targets and meet regulations

According to [HBR](#), almost all of the world's largest companies now set goals around sustainability, more than 2,000 companies have set a science-based carbon target, and nearly a third of Europe's largest public companies have pledged to reach net zero by 2050.

At the same time, beginning in 2023, ESG reporting in the UK will be further formalised through the Sustainability Disclosure Requirements (SDRs). The SDRs will provide a framework for businesses to manage sustainability-related risks, opportunities and impacts, as well as set relevant metrics and targets.

Nearly 1/3
of Europe's largest public
companies have pledged
to reach net zero **by 2050.**





Sustainability managers are increasingly looking for ways to meet their CSR objectives while complying with ESG standards.



The challenge:

To hit targets and meet regulations, companies need an accurate way of measuring their environmental impact and tracking their progress. This means they need insight into the performance of individual vehicles, as well as data around fuel savings, CO₂ reductions, efficiency and more.

Traditional telematics no longer cut the mustard. They eat up time, require deep data analysis and provide a rear-view mirror on driving performance, at best. A new approach is needed – and fast.

Rise to the challenges with Lightfoot

Lightfoot is helping sustainability managers across the UK to meet their biggest challenges. Built with sustainability in mind, it can help you to:



Cut carbon emissions **by 15%** on existing ICE vehicles



Smooth the transition to EVs by increasing range **by over 15%**



Hit ESG targets and better meet regulations with **real-time insight and reporting.**

We'll delve deeper into these benefits later on, but first let's take a moment to find out precisely what Lightfoot is, how it works, and why – unlike other telematics solutions available on the market – it will help get you closer to your net zero objectives.



What is Lightfoot?

Lightfoot is a fleet management system with a difference. Developed in partnership with leading driver-behaviour experts from the University of Bath, the solution is proven to deliver long-term benefits by making fleets more efficient, sustainable and less expensive to operate.

Lightfoot does this by communicating directly with the driver via the in-cab dashboard device, providing visual and verbal feedback in real-time to encourage more efficient driving.

As their driving performance improves, drivers can enter competitions, win prizes, compete in league tables, and enjoy exclusive discounts through the Lightfoot app. In this way, Lightfoot not only provides your drivers with the tools to build better, more sustainable driving habits, but also rewards and incentivises them for doing so, ensuring you experience lasting results within your fleet.

How does it work?

Lightfoot's in-cab device is **fully connected** to the vehicle's onboard computer, allowing the intelligent technology to read and understand the engine data. This means Lightfoot can get an accurate picture of how the vehicle is being operated, taking into account factors such as gear selection, revs, engine load, payload, whether the vehicle is going uphill or downhill and even whether it's towing.

This information allows the device to provide **real-time coaching** based on actual driver performance, guiding your drivers towards a motoring style that uses the engine as productively as possible, leading to optimal efficiency and fuel economy.

Training is delivered through Lightfoot's patented 'nudge' system – developed by behavioural scientists and psychologists – which uses audible alerts and traffic lights on the display to make drivers aware when they're moving away from the sweet spot of the engine, or the point where the vehicle is delivering the best possible mileage.



Very quickly, drivers **learn to adjust** their driving style in the moment, making intuitive changes before instances of poor driving even occur. The result is a cost-effective fleet where improvements are sustained over time as smoother, safer driving becomes the norm, replacing bad habits such as speeding, harsh braking, and rapid acceleration.

Why is Lightfoot a cut above traditional telematics solutions?

The one-size-fits-all approach adopted by traditional telematics solutions is not fit for purpose in today's real-time world. These systems deliver information to managers after an event has happened, which means they have to provide feedback to the driver at a later date. What's more, these incumbent systems are renowned for being inaccurate. It's not surprising when you discover that most rely on basic accelerometers and GPS to track how fast you're travelling and how harshly you are braking.

Lightfoot is a world apart from these systems of old. It reviews a variety of data, taken directly from your engine, to gain a deep understanding of the individual vehicle and road conditions. As a result, it can accurately calculate your vehicle's efficiency at any given moment – and then feed back to the driver in real time.

What are the top sustainability benefits you can achieve with Lightfoot?

Lightfoot is committed to supporting sustainability managers in their endeavours to minimise their fleet's impact on the environment, no matter how extensive their fleet is, what sector they operate in, or how far they have progressed in their journey to electrification.

Lightfoot can help you:

Cut down on harmful emissions

With Lightfoot, you'll better understand your current carbon footprint thanks to our fleet sustainability calculator, which will help you measure your progress in four critical areas of fleet management: environmental impact, financial strength, operational efficiency, and EV readiness.

Lightfoot has been proven
to cut carbon emissions

by 15%

on existing ICE vehicles.



Lightfoot will also help you dramatically reduce the environmental impact of your petrol and diesel fleet vehicles. By coaching your drivers towards a less aggressive, more fuel-efficient style of driving, your fleet will burn less fuel, therefore producing far fewer CO₂ and NO_x emissions and lowering your carbon footprint significantly. A steadier driving style will also result in less vehicle wear and tear, helping to keep vehicles in peak condition for longer and prolonging their lifespans, whilst also limiting the number of NEE (non-exhaust emissions) released into the atmosphere by excessive brake and tyre wear.

The results are impressive. Lightfoot has been proven to cut carbon emissions by 15% on existing ICE vehicles. Meanwhile, research from the University of Bath's Institute of Advanced Automotive Propulsion Systems (IAAPS) found that installing Lightfoot's driver coaching technology in a vehicle can lead to a fivefold reduction in NO_x.

Make the switch to electric

When your fleet is ready to move away from petrol and diesel vehicles, Lightfoot will be right there alongside you. Its cutting-edge EV fleet management solution makes it seamless for drivers to move from smoother driving in an ICE vehicle to smoother driving in EVs, with Lightfoot helping to increase the average journey range by 15%.

The benefits don't stop here. Lightfoot can help you put effective charging habits in place from the get-go, with driver incentives and reminders to ensure no vehicles are left undercharged and an automated charge expense management system for easy reimbursement and reporting.



Lightfoot also makes [EV charging fraud a thing of the past](#). The combination of the in-cab device and Lightfoot's fleet management solution, app, and charging data from EV payments expert Mina, guarantees that businesses are paying for genuine business miles when drivers are charging at home or at public charge points. That's because the technology knows the precise charge state of the battery before and after charging, the time of charging and therefore the KW/H rate, the exact amount of energy provided, and where that was delivered.

Hit ESG targets and better meet regulations with real-time insight and reporting

With Lightfoot, you'll benefit from having all petrol, diesel and electric vehicle data centralised in one easy-to-use, web-based fleet management portal. From here, you can keep a close eye on your sustainability targets and ESG objectives with a wealth of real-time data readily available, including journey reports, performance league tables, vehicle history reports, CO₂ and ESG data with trend analysis for board reports, and many more.

A customisable dashboard lets you easily view data, monitor live updates, and keep track of fleet activity, providing an essential overview of all the information in your fleet management portal. You can see the location of your vehicles at all times, with useful insights including engine status, speed, efficiency, the direction of travel, proximity to a postcode or address, and even real-time traffic conditions.





Meanwhile, the Fleet Doctor feature helps you schedule preventative maintenance by notifying you of vehicle fault codes as soon as they register and providing your drivers with a quick and easy daily vehicle checklist.

Security is built in. A simple driver ID keypad ensures that Lightfoot scores (and rewards) are attributed to individual drivers, rather than vehicles. This also allows you to review scores and track progress more accurately.

Success story:

The road to cleaner driving at Tesco

By curbing the CO₂ output of its home delivery fleet by over 7000 metric tonnes, Tesco has made a huge dent in its carbon footprint with the help of Lightfoot's innovative fleet management solution.

These savings are equivalent to:

Powering **1,334**
family homes for a year

Removing **1,598**
passenger vehicles from the roads

Recycling **312,569**
bags of rubbish

Charging **893,586,881**
smartphones

"At Tesco we're committed to reducing our environmental impact across our operations, from energy and waste to food production and distribution," said Matt Rhind, Distribution and Fulfilment Transport Director for Tesco. **"We make 15,000 delivery journeys every day. The Lightfoot app gives every one of our home delivery drivers real-time feedback on their driving style so they can make immediate improvements and reduce their emissions on every trip they make."**

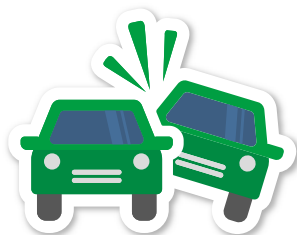
Even more benefits

The sustainability benefits provided by Lightfoot are just the start of what it can offer. In addition to helping you cut down emissions, make the move to a more efficient EV fleet and hit your ESG targets, **Lightfoot delivers the following:**



Lower operating costs

Lightfoot reduces fuel wastage by as much as 15%, helping your fleet experience a significant uplift in MPG. Smoother driving can also reduce vehicle wear and tear by up to 45%, saving you the expense of costly maintenance and repairs.



Improves road safety

Lightfoot trains your drivers to intuitively avoid high-risk behaviour such as excessive speed, aggressive driving, harsh braking, and fast cornering. This cuts at-fault accident rates by as much as 40%, helping you to keep your fleet safe and compliant.



Improves vehicle condition

By encouraging your drivers to go steadier and drive in a less damaging manner, Lightfoot is proven to cut wear and tear by 45%. This not only prevents your fleet from releasing unnecessary amounts of harmful particulates, but it also helps to extend the life of your vehicles, resulting in further positive environmental impact.



Better manage fleet compliance

Lightfoot works to the highest industry standards and takes an active role in making sure all customer requirements around compliance, risk, safety and security are met and strictly adhered to.

By encouraging your drivers to go steadier and drive in a less damaging manner, Lightfoot is proven to cut wear and tear **by 45%.**



Manage expense claims more easily

Lightfoot's automated expense management software does away with admin-heavy paperwork, data analysis, and processing time. It streamlines the entire system, making it easy for you to stay on top of expenses and lowering the risk of fraudulent claims.



Improves employee efficiency

Lightfoot turns data into action immediately, removing the need for tedious analysis. The solution's live alerts instantly nip bad driving in the bud, so continuous improvement is fully automated.



Makes for a better driver culture

With Lightfoot, drivers are happier, more engaged and more motivated too. That's because they get rewarded for their great work behind the wheel in the form of cash prizes, prize giveaways and league tables.



ASDA

"We've already seen the difference that Lightfoot's technology has made to our operation in terms of carbon emissions and road accidents, and hope the partnership continues to help us improve our driver safety and the environment."

Simon Gregg, Vice President of Online Grocery, Asda

Key takeaways

- Sustainability managers are focused on reducing emissions, making the transition to EVs and hitting ESG targets, but they face a raft of challenges that are preventing them from shrinking their fleet's footprint.

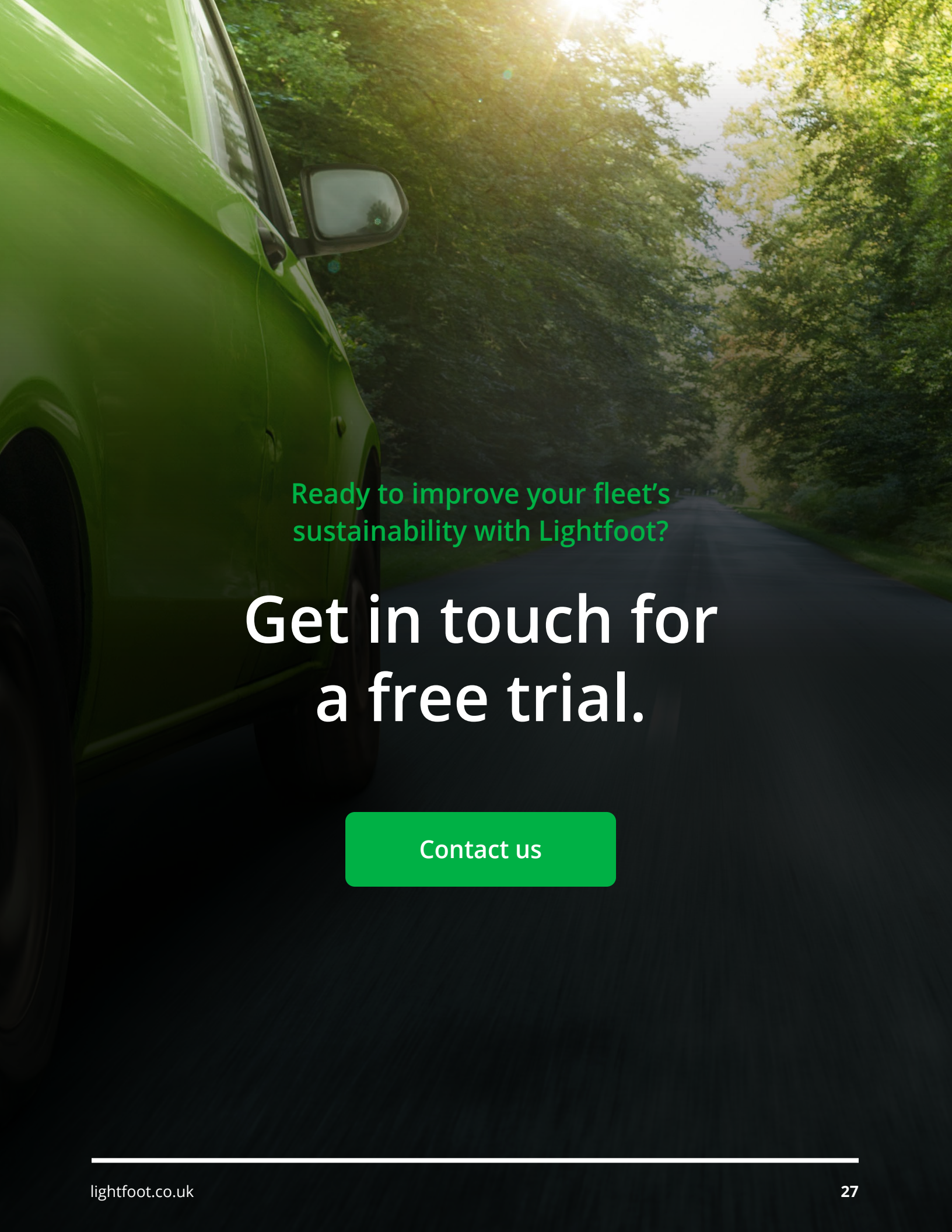
- Lightfoot is helping sustainability managers across the UK to meet their biggest challenges.

- Built with sustainability in mind, Lightfoot can help cut carbon emissions by 15% on existing ICE vehicles.

- Lightfoot can also smooth the transition to EVs by increasing range by over 15%.

- The real-time insight and reporting within Lightfoot can help sustainability managers hit ESG targets and better meet regulations.

- Lightfoot also delivers additional benefits, including lower operating costs, improved road safety, easier expenses management and improved driver culture.



Ready to improve your fleet's
sustainability with Lightfoot?

**Get in touch for
a free trial.**

[Contact us](#)