

Commercial Vehicles



Carbon offsetting for SA fleets

Vehicle tracking and fleet management solutions company, MiX Telematics, recently launched a service that helps local fleet operators take responsibility for their carbon footprint. The MiX Carbon Offset Initiative (COI) is described by its creators as a secure and cost-effective carbon offset programme.

The company asserts that with the high emissions attributed to road transport (18% of global emissions according to a 2009 Frost & Sullivan report), it is important for SA fleet companies to be accountable and take action in reducing the polluting effects. They see their product as ideal for businesses that wish to offset emissions or become carbon neutral, but that are unable to assign an internal resource to do so.

In parallel with the MiX Carbon Offset Initiative, the company offers fleet management solutions to assist customers in the fleet sector to both reduce fuel consumption and minimise their fleet maintenance and operating costs. This in turn helps them to lower their carbon emissions, and at the same time, allows them to benefit from significant improvements in overall productivity and driver safety.

The company therefore encourages fleets to reduce their carbon emissions and that which they cannot or do not reduce, can then be offset through COI programmes.

As Brendan Horan, General Manager Sales and Marketing MiX Telematics, explains: "Although carbon offsetting is not compulsory, it is in our collective best interest to help secure a healthy future for our business and our customers' operations, the surrounding environment and community."