

## Greening the transport and logistics industry

**T**he road transport industry alone is responsible for 18% of global CO<sub>2</sub> emissions, according to the Frost & Sullivan report Demand for Green Telematics to Challenge Slowdown, May 2009. Considering this statistic, it is not surprising that players in the transport and logistics industry are strongly considering their carbon offsetting options and ways to reduce their carbon emissions.

Tricks like route optimisation, driver retraining, fuel consumption, renewable energy sources and improved vehicle refrigeration make a big difference to a fleet's carbon footprint. "The implementation of proper training, along with the correct implementation of our products, can lead to an average 10% reduction in fuel costs thus reducing the carbon footprint," says Brendan Horan, General Manager Sales and Marketing MiX Telematics.

MiX Telematics has partnered with companies around the world focusing on driver training in conjunction with the implementation

of its on-board devices to improve safety and reduce fuel costs, resulting in reduced emissions. Companies worldwide are also currently investigating renewable energy alternatives such as biofuel and improved truck refrigeration with companies producing units with very low emissions for tuck trailers. There is also a lot of interest in electric vehicles. "We are seeing far more information readily available regarding the advances in truck technology, which is encouraging," adds Horan. "There is also currently a lot of research going into developing electric and hybrid trucks."

Companies are placing increased emphasis on reducing fuel consumption, both through optimising fleet movements and optimising the vehicles in the fleets. "We service the fleets in this industry, so along with the tricks to reduce fuel and optimise fleet usage without an increase in carbon emissions, the decision to get involved in carbon offsetting came as a natural step towards sustainability," says Horan.

In July this year, MiX Telematics launched its MiX Carbon Offset Initiative (COI). The service helps fleet operators take responsibility for their carbon footprint by guaranteeing a secure, accessible and cost-effective way to offset the greenhouse gas emissions caused by their fleets. MiX Telematics' COI is also suitable for those customers who are unable to assign the necessary resources required to implement an effective carbon reduction initiative with long-term value.

Educating the public has been one of the major challenges surrounding the launch of the initiative. "There has been recent negative reporting in the media with regards to greenwashing and the likes so it's natural that customers are hesitant about carbon offsetting projects," says Horan. "However, we believe that through proper education, the transport industry will start to realise that climate change is a serious issue and will see the benefit of our initiative for both their marketing and the environment."