

Results+

Leading in Sustainable Fleet Management

A global pharmaceutical company, dedicated to aiding patients with severe illnesses, embraced sustainability as a core value. The company sought to significantly reduce its carbon footprint and demonstrate industry leadership in environmental responsibility. In partnership with a fleet management firm, the company developed an accelerated Green Fleet strategy and committed to reviewing sustainability in all managed expenditures. Their ambitious goals included a 5% reduction in CO2 emissions by the end of 2023 and a target to achieve 50% electric vehicle (EV) compliance by the end of December 2024.

Strategy: Customized Electrification Plan

The fleet management firm, leveraging its sustainable consultancy expertise, proposed a comprehensive electrification plan, including an outsourced EV fleet management program. The strategy included the introduction of an EV implementation team to facilitate seamless communication and execution, covering aspects from home charger support to installation procedures. To expedite the fleet's electrification, the company incentivized its employees by waiving personal use deductions for company EVs, actively promoting the EV program,

and allowing switches to EVs for employees just 12 months into their contracts. They also became early adopters of a new automated EV program.

Results: Exceptional Progress Toward Sustainability

In just two years, the company achieved significant milestones in its sustainability journey:

- Reduced CO2 emissions by 8.67%
- Attained a green conversion rate of 87.28%, thanks to a hybrid vehicle approach
- Saved \$131,000 in fuel costs by transitioning to EVs
- Transitioned 65% of their fleet to hybrid models
- Introduced 115 EVs on the road, with plans to increase to 323 by the end of the following year

The company's strategy included expanding their EV range, offering options like Tesla, Ford Lightning, and BMW i4. They also established feedback channels with their driver community to continually refine their approach. This combination of strategic partnership and clear vision not only enabled the company to meet its targets but also set a sustainability benchmark for the pharmaceutical industry.

PROJECT SERVICES: Electric vehicles, Vehicle Acquisition

FLEET SIZE: 941

VEHICLE TYPE: EV and ICE SUVs

INDUSTRY: Pharmaceutical

Savings/Improvements:

87.28%

green conversion
rate

\$131,000+

savings in fuel costs