



Bright Green Business helps Scottish businesses recruit skilled students & graduates, improve environmental practices & develop business networks. To find out more about our other services visit our website [www.brightgreenbusiness.org.uk](http://www.brightgreenbusiness.org.uk).

## Introduction

Travel consumes business resources, but much of the cost is not immediately evident. Mileage claims are only the visible tip of the iceberg. Under the surface there are the hidden costs of staff-time spent travelling for business and a surprisingly high average annual cost of £400 to provide each parking space – much more in locations where land is in short supply. Additionally, costs arise from delays and unreliability due to congestion which is estimated to cost the UK economy £5 billion per year.

Transport is the fastest growing source of Greenhouse Gas (GHG) emissions and commuter and business travel constitute nearly 40% of miles driven by car. There are simple behavioural changes as well as the use of more efficient technologies which organisations can implement to make your operations more sustainable helping to reduce company costs and environmental impact.

The first step in reducing your transport is to decide what measurements are required to monitor your activity and see the current situation. Your collected data will help you:

- Identify level of transport activity in your workplace;
- Conduct a carbon footprinting audit;
- Establish a baseline;
- Highlight areas for improvement;
- Set targets for reductions.



## Legislation

The Scottish Government plans to move towards a low carbon economy as part of the 2020 targets for Renewable Energy in Scotland. The Scottish Government aims to reduce tailpipe emissions by 40% by 2020 from 2009 levels. By 2040 the Scottish Government also aims for almost all new vehicles sold to be near zero-emissions at the tailpipe and by 2030 almost all fossil-fuelled vehicles will be phased out of urban environments. To achieve these goals the government is continuing to subsidise the purchase of electric vehicles and bikes and is aiming for biofuels to contribute to 7% of the renewable/green energy target of 20% by 2020. Further information on the Scottish Government's climate change objectives, greenhouse gas emissions in Scotland, and emissions trading can be found on their [climate change pages](#).

Businesses are responsible for the release of greenhouse gas emissions such as carbon dioxide, PM 2.5 and nitrous oxide which contribute to climate change. Encouraging the use of public transport and the use of more energy efficient technologies helps ensure that Scotland's economic growth is sustainable.

## Why is Transport Management Important?

**Taking regular measurements and analysing your environmental and financial data will help you to:**

- Reduce the true cost of transport to your company
- Determine the base line against which to judge the progress of your transport activity
- Identify cost-effective opportunities to prevent and reduce transport
- Set improvement objectives and targets
- Measure progress towards your targets and set new ones

## Uses of Transport

- Travel to and from work
- Travel to and from meetings and events
- Clients travel
- Transport of business resources (i.e. office materials, catering etc.)

## Costs associated with Transport

The costs of transport are associated with:

- Fuel consumption
- Purchase or rental of company vehicles
- Vehicle maintenance and servicing
- Vehicle insurance
- Parking charges
- Car parking spaces
- MOT
- Tax



## Raising Awareness in your Organisation

Awareness raising campaigns in the workplace can be an effective tool for staff to understand why it is important to reduce usage. Using posters, weekly roundups or staff training can raise awareness of using sustainable modes of transport in your workplace.

## Benefits of Monitoring and Measuring

- Determine a baseline and benchmark
- Improve budget setting
- Set improvement objectives & targets
- Identify cost-saving opportunities
- Quantify savings achieved
- Compliance with legislation
- Provide feedback for staff awareness

## Why should you monitor & measure transport? – *'If you don't measure it, you can't manage it!'*

Measuring to manage can also help your company improve its environmental performance and identify opportunities to increase throughput without the need for major investment. The success of the programme depends on regular measurements and analysis of transport activity of your company.

There are a number of ways your company can assess and manage transport activity:

- The first step to take is gather data on the number of company cars, people driving to work, using public transport or walking/cycling
- Your organisations annual mileage and the carbon footprint of transport can then be calculated to create a baseline.
- Once a baseline has been created targets can be created to reduce transport use and greenhouse gas.
- Create a Business Travel Plan which promotes employees to use public transport, car-share or active travel such as walking or cycling. Other measures to reduce greenhouse gas emissions include implementing: fuel good driver training; vehicle efficiency devices; fleet management software; and video and telecommunication facilities.
- A group of employees within your organisation could be assigned the role of Travel Champions who are responsible creating regular sustainable transport challenges to determine which group within the organisation can complete the most sustainable journeys.



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