

Customer Success Story:

ACHIEVING EMISSIONS REDUCTIONS

As global awareness of environmental impact intensifies, there's increasing pressure on corporations to demonstrate their commitment to sustainability. **Reducing carbon emissions is a critical component of this commitment, requiring an innovative approach and a willingness to embrace change across all levels of business operations.**

One client aimed to reduce its carbon footprint one year at a time with a goal to be **net zero by 2030**, aligning their brand with global sustainability efforts.

The company's diverse fleet of vehicles across various regions was one of its biggest contributors to their overall emissions, so Holman proposed a comprehensive emissions reduction strategy that focused on three keys to success:

- 1 Transitioning the client's fleet to a mix of hybrid and electric vehicles,
- 2 Optimizing routes to reduce overall fuel consumption, and
- 3 Implementing telematics to monitor and improve driver behavior.

The Results

The corporation achieved a **20%** reduction in emissions within the first year, surpassing their yearly target to ultimately be **net zero by 2030**.

The switch to more fuel-efficient vehicles and improved route planning resulted in **annual savings of \$750,000 in fuel costs**.

The company's commitment to sustainability has also enhanced its corporate image and resonated positively with environmentally conscious consumers.

