

What Does Green Look Like?

Wayne Wescott,
Chief Executive Officer,
Greenfleet



**2021 Australasian
Fleet Conference & Exhibition**
AND FLEET AWARDS **MAY 20-21**

D1.4 What does green look like?

Wayne Wescott

CEO

Greenfleet

Battery Creek, VIC
2008



2008



Before

2004



After

2014



2009



2006



2014

Battery Creek, VIC
2012



2010



2011



Before and after pictures of the biodiverse forest Greenleaf planted in 2002 in the John Wilson Reserve, Brisbane, QLD



• We work with (among others)

Fleet Management supporters

- Telstra
- Smartgroup
- Toyota Fleet Management
- McMillan Shakespeare/Interleasing
- GM Holden
- NLC
- Cardlink / Business Fuel Cards / Fleetcor

Mobility & Transport Offsets for

- Europcar
- EBOS
- Kings Transport, Man with a Van, Kent Removals
- GRACE Worldwide
- Bendigo & Adelaide Bank Group
- Taronga Zoo
- Universities

Climate Action and the role of the transport sector

- The key questions:
 - what is the role of your organization in combatting climate change?
 - How do you play that role effectively?
- Transport and mobility: closely associated with pollution & emissions
- Fastest growing carbon emissions in Australia

Climate Action and the role of the transport sector

- What can be done?
 - Understand your emissions
 - Technology available to measure & manage (telematics, fuel cards, driver training)
- Understand the business value
 - Shareholders
 - Board
 - Senior staff
 - Staff
 - Customers
 - Supply chains
- Create a plan at Board level

Carbon neutrality

- **Climate Active**

- Government standard
- Third-party audit for full carbon footprint
- Sign up to Climate Active
- Cover each tonne with renewable energy **credit** from existing overseas projects (e.g. windfarms in India)

- **Greenfleet**

- Enabling a future revegetation project
- Carbon will be **offset**
- Carbon & Trees protected on title of the land
- Enable planting of new, biodiverse, native forests in AU

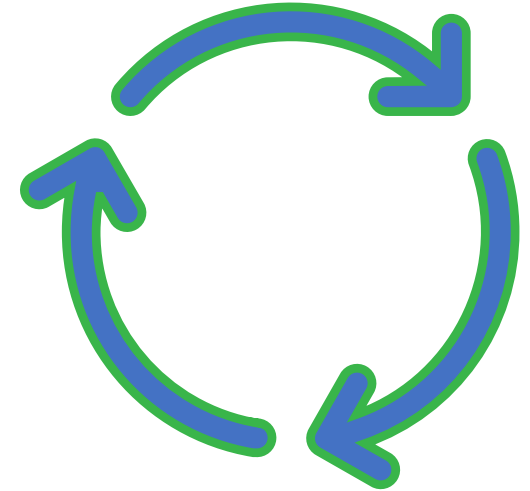
Impact Focus

- **Koala habitat restoration**
- **Whole Farm Approach**
- **Soil Carbon**
- **Biodiversity Co-Benefits**
- **Reporting tonnes of carbon**
- **Protected for up to 100 years**
- **Business value:**
 - **strong narratives**
 - **marketing support**
 - **meaningful staff engagement**



Climate action for Fleet Managers

- Understand your emissions
- Measure & Manage
- Take action: Driver training, alternative transport options, low emission vehicles
- Avoid Greenwash
- Focus on impact
- Avoid, Reduce, Offset
- Identify and manage business value
- Create a Board-level plan for the coming years



Thank you.

Together we can grow our forests
and grow climate hope.



Revegetation and its many co-benefits

Work with local indigenous groups (job creation)

Reduction of soil erosion

Cleaner water ways

Shelterbelts increase farm productivity

Habitat recreation

Ecosystem restoration

Regional investment

Reporting benefits: C, SDG and E covered

Offset Emissions

- Greenfleet plants native trees to offset greenhouse gas emissions from most carbon-emitting activities:



PEARSON

- 340-hectare, north of Wedderburn VIC, part of Wychitella biolink
- We work with the Dja Dja Wurrung people, traditional owners of the land
- Creating bio-links for native wildlife and direct and sustainable economic benefit for indigenous community
- Threatened animals include mallee fowl and yung (quolls)
- Also establishing 50 hectares of kangaroo grass: The Dja Dja Wurrung will use this for seed production for ceremonial and commercial benefit, thus increasing the traditional owners role in the management, protection and care of Country.

GLENDALOUGH

- 240-hectare property in Gippsland
- Long-term (10 year) project to increase performance of carbon sequestration from terrestrial forestry and soil carbon
- Regenerative farming combines various strategies to improve soil composition, increasing opportunity to sequester carbon in a non-traditional way

YUROL / RINGTAIL

- 2400 hectares of pine plantation are transferred into National Park, Greenfleet is planning intensive planting of native biodiverse species endemic to the area, which will provide much needed Koala habitat.
- Greenfleet's working with multiple partners including Noosa Council, the Queensland Government, Kabi Kabi first peoples, Noosa Parks Association, and Noosa Landcare to protect and enhance a major strategic forest corridor.
- Tangible and lasting benefits for the Kabi Kabi people, traditional owners of the land.
- Greenfleet will work with experienced indigenous leaders on a range of issues including the sharing of cultural knowledge, fire management practices, cultural protocols, inductions, and awareness.
- Working with the Aboriginal Carbon Foundation to provide mentoring programs through their Core Benefits Verification Framework to develop a premium carbon offset that offers direct commercial benefit to the Kabi Kabi people.

Reduce Impact



CAR SHARE



EV AND HYBRIDS



ALTERNATIVE
TRANSPORT SYSTEMS