

Fleet Hero Awards 2017 - Judging Criteria

The Fleet Hero Awards recognise and celebrate sustainable fleet management; showcasing the achievements of public and private sector organisations that have reduced the energy consumption of their fleet and vehicle emissions in the process. In addition, the Awards recognise organisations driving uptake of ultra-low emission vehicles and effectively utilising charging infrastructure, and those Fleet Heroes who innovate and inspire action in others.

Entry Process

There is a single application form and round of judging for the Fleet Hero Awards in 2017. We strongly encourage applicants to apply or register their interest in applying as soon as possible after applications open on **21 June** as applications will be considered on a rolling basis, and in case further information is required for the application to be considered.

Please submit no more than **1000 words** in the application form provided, or via the Fleet Hero Awards [website](#) explaining the achievements of your organisation in your chosen category. Judging will be based primarily on the information provided in this narrative. Applicants are encouraged to supply up to three additional documents as attachments. These should quantify any fuel, mileage and emissions reductions achieved in support of the application. Further information provided which does not pertain to your application will not be considered. The inclusion of any and all supporting information in the judging process will be at the judges' discretion.

We also encourage applicants to include images relevant to their application (e.g. high quality images of their fleet, charging infrastructure and/or staff) and their organisation or company logo (in high quality jpeg or eps format). The images and company logos will only be used for event collateral such as the website, brochure and presentations on the night.

Organisations can apply in multiple categories but must submit a **separate application for each**. Please refer to the judging criteria in this document and the guidance notes on the application form when preparing your application. The deadline for initial applications is **Wednesday 20 September**.

Award Categories

1. Best public sector fleet

The best public sector fleet category recognises organisations that have achieved substantial emissions reductions and fuel savings. The judges will also consider the extent to which measures are innovative and evidence-based, as well as how challenges have been identified and overcome. We welcome applications from organisations of all sizes and types including government, local authorities, blue light services and NHS Trusts as long as they operate a fleet of 20 or more vehicles under 3.5 tonnes.

This year we are looking for organisations that have improved fleet efficiency by adopting a range of measures which may include:

- mileage management and/or fuel reduction strategies
- vehicle allocation policies and use of whole-life cost analysis before acquiring new vehicles
- policies and practices to reduce grey fleet use
- driver training and other measures to improve health and safety
- calculation of fleet carbon footprint and tracking of emissions reductions
- strategies to encourage staff to adopt more sustainable travel options.

The judges will expect to see proof of implementation as well as quantifiable evidence of the savings achieved.

2. Best business sector fleet

The best business sector fleet category recognises organisations that have achieved substantial emissions reductions and fuel savings. The judges will also consider the extent to which measures are innovative and evidence-based, as well as how challenges have been identified and overcome. We welcome applications from organisations of all sizes and particularly encourage applications from SMEs operating a fleet of 20 or more vehicles under 3.5 tonnes.

This year we are looking for organisations that have improved fleet efficiency by adopting a range of measures which may include:

- mileage management and/or fuel reduction strategies
- vehicle allocation policies and use of whole-life cost analysis before acquiring new vehicles
- policies and practices to reduce grey fleet use (including cash opt out schemes)
- driver training and other measures to improve health and safety
- calculation of fleet carbon footprint and tracking of emissions reductions
- strategies to encourage staff to adopt more sustainable travel options.

The judges will expect to see proof of implementation as well as quantifiable evidence of the savings achieved.

3. Smarter travel

It is estimated that UK employees travel more than 12 billion miles in grey fleet vehicles (private vehicles used for work purposes) each year at a cost of around £5.5 billion. These vehicles are typically older than company cars and are therefore associated with significant financial, environmental, air quality and safety costs. Our evidence suggests that organisations implementing a strong travel policy that prioritises sustainable travel modes, and makes grey fleet the final option, can see a reduction in total miles driven by 30%, with remaining miles driven in cleaner, newer vehicles. The implementation of smarter travel initiatives and management of grey fleet can be complex as they require cross-departmental responsibility but the results can be significant. Successful applicants will be able to demonstrate financial savings, improved duty of care and other benefits to employers and employees alike.

This year we will be looking for applicants that have risen to the challenge of addressing grey fleet and promoting smart travel and business mobility strategies including:

- creation of a travel hierarchy to encourage or mandate the use of more sustainable alternatives
- development/revision and communication of smarter travel and grey fleet management policy
- promotion of smarter travel through promotion and provision of alternative travel modes e.g. company cars, car club, public transport and active transport
- employee, union and cross-departmental engagement
- strategic approach to the issue through measures such as mileage capture to understand the nature of trips made in grey fleet vehicles
- demonstration of how grey fleet management solutions have reduced grey fleet use and the quantification of improvements in terms of cost and carbon savings.

4. Efficient driving

This award recognises organisations where efficient driving has been adopted as business as usual. The principles of efficient driving could have been communicated in a number of ways, such as in-vehicle technology, on-the-road or online training. A range of measures to encourage efficient driving must be backed up by robust data management to ensure the benefits of driver training are maintained.

Successful organisations must demonstrate that they are:

- providing training supported by staff engagement
- collating and managing accurate fuel and mileage data (before and after training)
- monitoring individual vehicle and driver performance to track fuel and carbon savings and improved range in the case of electric vehicles
- providing driver feedback, for example in-vehicle or via league tables
- making efficient driving the 'cultural norm' within the organisation.

Judges will want to see evidence of improved driver performance and reduced fuel consumption.

5. Clean air

Air pollution is an issue high on the agenda of cities and local authorities around the UK, with around 40,000 deaths attributable to exposure to outdoor air pollution (a proportion of which is attributable to transport emissions) and associated costs of more than £20 billion every year ([Royal College of Physicians](#)). The Government's new [draft air quality plan](#) has put forward a number of approaches to address this problem, including Clean Air Zones and widening the scope of measures that can be implemented to lower traffic air pollution and improve health.

The Clean Air Award will be presented to a local authority, organisation or other public sector body responsible for transport services or which has strongly influenced them. Judges will be looking for applications which display an innovative, co-ordinated and holistic approach to reducing the impact of transport on air quality and preference will be given to those with demonstrable benefits for local residents. The winning organisation will have, or be in the process of, tackling air quality through a wide range of measures which may include:

- accurate data collection such as monitoring stations to measure pollution levels
- substantial improvements to the bus and taxi fleets
- implementation or working towards the implementation of a low or ultra-low emission zone or clean air zone
- stimulating a step-change in plug-in vehicle uptake including provision of charging infrastructure
- establishment of consolidation centres for deliveries in urban centres
- promotion of smarter travel solutions at a larger scale, including car clubs, walking and cycling
- awareness raising campaigns such as but not limited to vehicle idling
- engagement with the private sector to fund or deliver air quality initiatives.

6. Innovation

This category recognises innovation in technology and/or processes in the fleet sector. Applicants can be fleet managers, vehicle manufacturers or fleet service suppliers who have recently introduced and proven the effect of an innovative offering. We will be looking for evidence and client/employee feedback of the benefits of the innovation.

The winning organisation will have introduced measures to reduce fleet emissions. For example:

- new products, services or technologies
- design and implementation of imaginative solutions or policies
- proactive strategies to engage employees and bring about significant behaviour change
- demonstration of how obstacles have been overcome and emissions reduced.

7. Ultra-low emission fleet

The uptake of Ultra-Low Emission Vehicles (ULEVs) is increasing as more models become available, driving range increases and fleets switch on to the benefits of these vehicles. This year we will recognise a public or private sector organisation which has either adopted a significant number of ULEVs as a proportion of its total fleet or has taken an innovative approach to incorporating them into its fleet. The winning application will demonstrate that a business and environmental case for ULEVs has been made.

Actions taken by the successful organisation may include:

- identifying and mitigating challenges associated with the uptake of ULEVs, including employee engagement
- changing relevant policies to facilitate and manage ULEV adoption
- influencing the market by disseminating the benefits of running ULEVs
- finding innovative solutions to infrastructure issues (e.g. charging at work and home).

8. Ultra-low emission infrastructure

The lack of suitable charging infrastructure is often cited as a significant barrier to the wider adoption of plug-in vehicles and their everyday use for individuals and business. This award seeks to recognise organisations and companies that are taking a lead to help address this issue and remove the barriers to the uptake of plug-in vehicles. Applications are welcomed from workplaces that have introduced infrastructure for plug-in vehicles as well as local authorities that have introduced public on-street charging infrastructure for residents, local businesses, taxis and public transport.

Applications should include details of how:

- the number and type of chargepoints required was determined
- the electrical supply was assessed and any constraints overcome
- chargepoint utilisation is managed.

9. Unsung fleet hero

This award seeks to recognise individuals who have demonstrated their commitment to sustainable fleet practices by proactively driving significant organisational and behavioural changes or have championed change across the fleet sector. Judges will reward someone whose passion and/or leadership extends to acting as an ambassador for green fleet best practice inside and outside of their organisation. The winner will have inspired others to adopt sustainable practices and enhanced their organisation's environmental credentials.