



# Towards a **Sustainable** Future

 **SmartRoutes**

# Introduction

Climate change is the #1 biggest issue of our time and the single issue on which this generation of business people and politicians will be judged by future generations. It is incumbent on all of us as individuals and business people to contribute to net zero emissions in as quick a timeframe as possible.

SmartRoutes work with companies worldwide to help them achieve their

targets for carbon emission reduction in fleet management and we take our responsibility seriously.

Implementing a smart solution for delivery management saves logistics teams time and money with increased efficiency and reduced fuel costs. You will also increase control and insights into fleet management operations.

## Company Mission

Our mission at SmartRoutes is to eliminate waste in last mile operations.

Why? Firstly, it brings order to the chaos of last mile deliveries by allowing dispatch, drivers and customers to see exactly what is going on with deliveries.

Secondly, cutting out waste reduces carbon emissions and helps the economy as a whole to achieve carbon neutral status.



# Company Vision

Our vision is simple. Coordinated and choreographed fleet operations for anyone. Logistics teams, distribution warehouses, even local businesses can use the super-simple SmartRoutes

platform and app to conduct operations and save the planet from unnecessary carbon emissions

## 700+

Clients onboarded

## 200k

Deliveries completed each week

## 3

Years of route optimization

## 15k tonnes

Greenhouse gas emissions saved

THE IRISH TIMES



Homecare Medical



aramex  
delivery unlimited

Securispeed  
Delivering the goods

le patissier



## What you can achieve for your organization

- ✓ Save 1.887 tonnes of carbon emissions annually per driver
- ✓ Save time on planning 30-50% versus traditional methods
- ✓ Save 33% on costs associated with fleet deliveries
- ✓ Improve reporting and tracking of fleet emissions
- ✓ Implement operational improvements resulting from greater insights on fleet performance

# What others have done to reduce emissions

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The Irish Times operates a fleet of more than 150 vehicles daily to deliver newspapers direct to customers' homes. Their carbon footprint has been a chief concern for them and optimizing their fleet routing is critical to maintain control of this issue. With SmartRoutes they have been able to get visibility on delivery vehicles and see where better territorial management can achieve further savings.

**"Delivering over 90,000 newspapers a week requires our entire operations and logistic divisions to be on the same page. SmartRoutes gave us full visibility of every touch point from print production right up to end customer queries. Without their combination of software and service, this simply wouldn't be possible."**

Fran Walsh, The Irish Times  
**THE IRISH TIMES**

B. Grennan Transport are an agricultural manufacturer and wholesaler based in Ireland. Their challenges with fleet management were around poor route optimization, wasted resources and a complex manual process for managing vehicles and drivers. Implementing SmartRoutes they were able to reduce their operating risk and save 20,000 tonnes of emissions from entering the atmosphere over the first year.

**"The team at SmartRoutes have been exceptional. They were able to get us up and running in no time and even came on-site to understand operations and tailor everything accordingly."**





# The potential impact on your carbon footprint of implementing delivery management systems

Together we can make a positive impact on the carbon footprint of your organization by prioritizing route optimization. Not only can you save on greenhouse gas emissions but you can also contribute to cleaner air and less toxins in the environment as a result.

Last mile operations, delivering directly to customers or to businesses, typically in smaller vehicles, is particularly problematic. The World Economic Forum suggested recently there would be a 36% rise in the number of delivery vehicles in the top 100 cities globally by 2030. Researchers estimate emissions from delivery traffic will increase by

nearly a third, and congestion will rise by over 21%.

Among small businesses manual route planning is still the norm and it is up to larger corporations to lead the way in showing how much can be saved through using better processes to plan and optimize the most damaging area of their businesses to the environment. SmartRoutes tested with a client running a national home delivery network with 150 vehicles and they were able to achieve **33% reduction in miles driven** and carbon emissions as a result.



If you employ drivers in your organization they will likely be driving between 12 and 18 thousand kilometers per year. If you factor in even a 20% reduction in miles driven as a result of algorithmic route optimization then you are greatly improving the status quo. Not only that but your drivers and your vehicle maintenance people will thank you. In hard number terms you are looking at 2,400 to 3,600 kilometers

saved per driver. This equates to around four or five thousand pounds of carbon dioxide emissions into the atmosphere.

Or to put it another way every driver will save the equivalent of about 80 trees being planted annually. Not a bad return on investment for the Earth of a simple software implementation!

## 20% less

Fuel usage

## 2-4k less

Kilometers driven per driver

## 4-5k lbs

Less carbon emissions

## 80 trees

Equivalent planted per vehicle



**SmartRoutes**

**Talk to a SmartRoutes expert today**

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