NAVIGATING FLEET DECARBONISATION: A Guide to Driving a Successful Transition

The fleet industry’s transition to low and zero carbon solutions, in line with regulators, customers and employees is critical.

Shell and Deloitte’s new research features insights drawn from more than 150 executives, in 12 markets to examine the key decarbonisation challenges light commercial and passenger-carrying fleets are facing today.

Shell and Deloitte have created a set of tools and frameworks to help fleets navigate decarbonisation decision making, drive engagement and create a business case for change:

1. Use data to understand current fleet performance and establish decarbonisation goals
2. Build a tailored plan of solutions
3. Find out how to best deploy solutions and take advantage of quick win initiatives
4. Refine and optimise your strategy to drive progress

While most fleet owners (85%) consider decarbonisation a top three priority, almost half (46%) cite no decarbonisation targets, or it is unclear how existing targets translate to their fleet.

Almost half (46%) of respondents find restrictive operations – such as staffing, systems and current duty cycles – a major barrier to deploying their decarbonisation strategy.

Most fleet owners (95%) see electric vehicles (EVs) as the long term solution, yet almost one third (29%) of respondents underestimated the range of an EV.

More than two thirds (68%) of fleet owners expect the pressure to decarbonise to increase over time.

Together with fleet owners and executives, Shell and Deloitte have created a set of tools and frameworks to help fleets navigate decarbonisation decision making, drive engagement and create a business case for change:

DISCOVER ADDITIONAL INSIGHTS FROM GLOBAL FLEET EXECUTIVES BY DOWNLOADING THE FULL REPORT HERE

2. Shell, “Navigating Fleet Decarbonisation: a guide to driving a successful transition”, 2022, page 15
5. Shell, “Navigating Fleet Decarbonisation: a guide to driving a successful transition”, 2022, page 37