



Implement your plan and monitor results

With your goals in mind, the right data coming in, and a shortlist of opportunities to cut emissions, your business is ready to take the plunge. The groundwork done in Steps 1-4, will provide a clear picture of why the improvements are worthwhile, the pros and cons in your business case, and a realistic understanding about the required resources. You're ready to reap the benefits of a leaner, cleaner business – ideally reducing your costs and emissions.

Successful implementation means **bringing everyone along with you**. Whether you're the boss or you need to convince the boss, driving improvements from the top-down is an absolute must. It's important everyone understands how the changes affect them will also benefit the whole business. Sometimes basic training or a staff workshop can help to drive the change you need, if budget allows. **Nominating one person as a 'champion'** to lead the changes can build momentum and help address any concerns from staff.

One of the best ways to get started is to run a trial. Not only can a trial prove the benefits of your chosen efficiency opportunity it also limits the risk to your broader business. This can help build support from management. Trials are also a good way of bringing resources together for a specific time and purpose. Reaching out to like-minded partners – suppliers, customers, peak bodies – can help get a trial project off the ground without you footing the whole bill.

Planning the trial is critical. You need to capture all the data to tell you if it was a success or not. Consider three main phases:

BEFORE

- Define in advance what 'success' looks like
- Assign responsibilities to key people (including partner organisations)
- Double check you're collecting the *right* data
- Communicate the benefits to staff

DURING

- Regularly check data systems are working – fix issues ASAP
- Experiment with different operations/equipment
- Teach and engage staff to be part of the change and reward them
- Meet regularly to check progress, update managers

AFTER

- Calculate the benefit in terms of costs, fuel & CO₂
- Get feedback from those involved in the trial and listen to their advice
- Share the results with management & staff
- **Next steps:** no action, more trials, or roll-out the change across the fleet

Check whether your project is eligible for any grants or loans from council / state government

Key questions to ask

- Who needs to be convinced to make this a success?
- Who will be responsible for driving improvement?
- Who can help us deliver this?
- What will success look like? How do we measure?
- How much did we actually save?
- What happens next?

TIP Have an example of 'industry best practice' ready to go – who else is already doing this?

The most important question at the end of any trial is: **was it actually worth it?** At its most basic, this means comparing the trial against business-as-usual operations. Then, you can compare those results to the ‘success factors’ you defined beforehand. Even unexpected results or a ‘failure’ can be useful to inform future decisions, i.e.:

- If you used **more** fuel during the trial, how can this be explained?
- If there was no real change, perhaps you’ll need to look at different efficiency options.
- How did the trial affect the rest of your business? Did other benefits outweigh the savings?

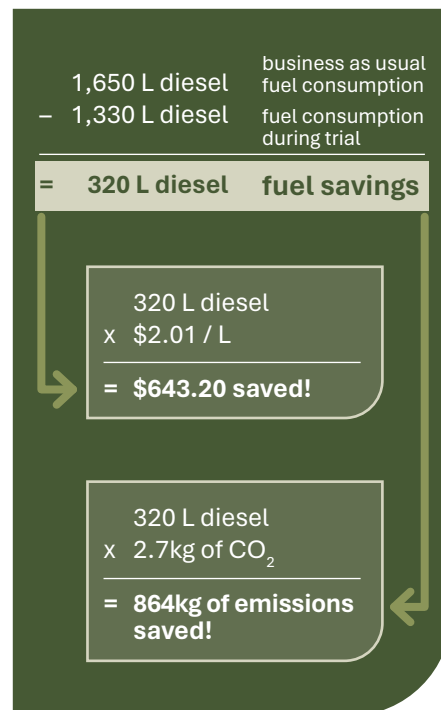
Understanding the impact of changes you made will determine what you do (and don’t do) in the future. If a trial does improve your efficiency and emissions, this will typically **translate to lower operating costs** in the long run – a good reason to make the change permanent or roll it out to the rest of your operations. And once efficiency improvement is part of your business mindset, you will be able to monitor, review, and trial new opportunities all over again!

Improving efficiency is good for the bottom line. If you reduced operating costs, congratulations! **You also reduced your emissions.** Promoting these achievements is critical for any businesses looking to position themselves in the new leaner freight market. It’s a good idea to estimate the size of the emissions reduction, which can be calculated easily from usage data.

Being able to show real, quantified emissions reduction is only getting more important, as customers look to clean up their supply chains. Proving to customers you’re serious about operational efficiency and investing in emissions reduction can be a real point of difference for businesses who want to get ahead of the curve. There is even a government certification label for operators serious about their low-emission credentials.

Even if you’re not ready to go green just yet, running a lean and efficient business makes you more competitive, and more profitable. Investing the time and effort to improve operational efficiency now also sets your business up for the low-carbon road ahead.

Example of a fuel saving initiative



[Access all the resources here](#)

