

## Be clear about what your business wants to achieve

### The fastest way to get lost is to lose sight of where you're going

Starting with a clear vision of what you want to achieve is essential to the success of any goal setting and improvement plan.

- Are you looking for cost savings to reduce your fuel bill?
- Do you need to show you're taking action to get a new contract?
- Are you hoping to be a real leader in low-emission freight, or just sending a signal to your customers?
- Is your business able to invest to reduce future costs and risks?

Every operator is at a different stage in their low emission trucking journey so setting your own realistic goals is important. Working out what you want to achieve on emissions usually means zooming out from your daily operations to look at the 'big picture'. One useful first step can be to weigh the pros and cons of taking action, versus doing nothing.

See the example below:

### Key questions to ask:

- What is happening in our industry right now?
- What about in 2 to 5 years?
- What are our competitors doing?
- Is there a risk if we do nothing?
- Do we want to cut our emissions and/or boost our reputation?
- How much are we willing to spend on this?
- Who will be responsible for it?

	Taking action	Doing nothing
Cons	<ul style="list-style-type: none"> <li>• Disruptive changes</li> <li>• Up-front costs (equipment, processes)</li> <li>• Additional time burden (learning, planning, doing)</li> </ul>	<ul style="list-style-type: none"> <li>• Rising fuel costs; higher op-ex</li> <li>• Losing out to 'cleaner' competitors</li> <li>• Reputation risk – "stuck in the past"</li> </ul>
Pros	<ul style="list-style-type: none"> <li>• Fuel efficiency; lower op-ex</li> <li>• Attracting sustainability-minded customers</li> <li>• Future-proofing your business</li> </ul>	<ul style="list-style-type: none"> <li>• Familiar operations</li> <li>• Doubling down on existing customers</li> <li>• Consistency for staff and management</li> </ul>

Don't forget that fuel efficiency and emissions go hand-in-hand. For every litre of diesel saved, you lower your costs AND lower your emissions too.

Doing more with less makes good business sense.

If you decide reducing your emissions is a goal you want to pursue, then you'll need to figure out how far you want to go and fit this into your normal business planning. For managers, this might mean revising your medium-term and long-term strategies to include fuel efficiency and emissions reduction. For owner operators, it might mean finding time and resources to tackle the issue outside of day-to-day operations.



## No matter how big or small your business or what your vision is, setting goals means working out:

### 1. Your objectives

What do you want your business to achieve? Often, it can help to think of the ideal scenario and work back from there (e.g. "By 2025, we want to ..."). Coming up with clear, pre-determined measurements for what success looks like is crucial.

### 2. Your commitment

Out of all your priorities, how important are emissions going to be? Successful change usually needs to be driven from business owners so understanding how much support there is internally (management, staff, partners) should determine what goals you set. And don't forget to talk to your key customers as they may have strong views and be able to support your goals.

### 3. Your resources

Realistically, how much time and budget can you devote to cost-saving projects and reducing your emissions? Large operators might have a dedicated team but otherwise you will need someone to learn about emissions and efficiency. Most importantly, make someone responsible (an emissions champion).

For smaller operators, setting goals and strategies might seem like overkill. But not having a clear idea of where you're going is a recipe for failure.

When writing your goals think about the SMART principle and make them:  
**Specific, Measurable, Achievable**  
**Realistic and Timely.**

TIP

A little planning at the start can avoid problems down the track and help you unlock the opportunities of moving towards efficient operations. Once you have clear goals in mind, you can move on to figuring out how to track your progress (see Step 2).

### Find out more

**SME Climate Hub** offers resources and generic advice to small/medium enterprises worldwide:

[smeclimatehub.org](https://smeclimatehub.org)

**Climate Active** is a label backed by the Australian Government for businesses committed to reducing their emissions:

[climateactive.org.au/be-climate-active/why-be-climate-active](https://climateactive.org.au/be-climate-active/why-be-climate-active)

**Take the Pledge** is coordinated by ANC for light-duty operators switching to electric vehicles:

[takethepledge.au](https://takethepledge.au)

## Get Fleet Fit

The good news? There's lots you can do NOW to save on fuel, cut down on emissions and boost your bottom line at the same time.

NatRoad has developed a 5-step roadmap to help members along the journey:

