

Five Fast Ways to Become a Greener Organization

SOME SIMPLE WAYS TO CUT GREENHOUSE GAS EMISSIONS AND REDUCE FUEL COSTS

We all want to do the right thing by the environment, but it's often either too complicated or too expensive. This is the case for many Canadian businesses that want to adopt a green program, but find these initiatives hard to implement and even harder to account for.

So, for businesses and governments, here are Five Fast Ways to go Green, including ways for organizations to account for their green good deeds as well as reduce the cost of labour, overhead and fuel.

1. Increase fuel efficiently – use simple fuel-saving driving strategies

Trucks travelling at 120 km/h instead of 100 km/h use 50% more fuel – and that really adds up on the fuel bill. But they also emit 100% more carbon monoxide, 50% more hydrocarbons and 31% more nitrogen oxides – so if drivers aren't endangered enough by speeding, there are all the toxic emissions, too.

Fleet and equipment managers can improve their fuel efficiency by training their operators to use a few simple fuel saving strategies:

- **Lose weight** – off-loading excess weight improves fuel mileage; a significant difference can be realised by removing as little as 50 kilos.
- **Tune it up** – regular tune-ups actually save you money – they improve performance, increase fuel efficiency and reduce maintenance costs.
- **Pump it up** – low tire inflation wastes fuel – proper inflation improves gas mileage, braking performance and tire life.

2. Switch to biodiesel – the clean air fuel

By far, the most visible way to Go Green is to add a percentage of biodiesel to your diesel fuel mix. As little as 5% biodiesel makes a disproportionate reduction in toxic emissions because the biodiesel removes impurities from the fuel tank and engine and makes for cleaner-burning fuel. Higher blends of up to B10 and B20 do not require engine modifications but manufacturers' guidelines should be followed.

3. Reward fleet operators who cut their idling and speeding

When companies increase fuel efficiency, they will save money on fuel costs. And those savings can be shared with equipment operators as incentives be even more efficient and rewards for helping cut emissions.

But there are even more savings. Letting an engine idle more than 3 minutes causes expensive damage which harms efficiency, shortens engine life and increases maintenance costs. But it also quickly consumes fuel allocated to servicing a delivery route. Excessive idling can add 50% to fuel costs and shorten the life of engine oil by 75%. Initiate a campaign to reduce idling and reward participants. For long-haul rigs, mandate the use of engine idling alternatives such as shore power, generators, and inverters.

4. Use eco-friendly refuelling practices – train or out-source

Fuel spills are devastating to the environment. They are also very damaging to a company's reputation and insurance rates. Fuel spills over five litres cost as much as \$20,000 to clean up and do extensive damage to ecosystems, water supply and community. If they aren't properly contained, Environment Canada and suspend business operations until satisfactory action is taken.

Companies that want to send a strong message of environmental concern should look for onsite refuelling services which use special training and technology systems to ensure environmental safety. One such company, Canadian based 4Refuel, follows ISO-conforming standards of safety and environment training which includes testing and certification of all its operations staff. And most surprising, the service actually reduces overall fuel costs, too.

5. Track your fuel consumption – and reduce it

Fuel is the highest operating cost behind labour for businesses in transport and construction. But unlike other significant costs of operation such as labour, capital and equipment, fuel is procured but hardly ever managed.

A variety of systems do exist to help organizations account for their fuel use and they range in sophistication. The trusty old clipboard and pencil is cheap and easy to use but is prone to human error and lost data. Slightly improved spreadsheet systems can manipulate fuelling data but still rely on manual entry. But fuel management technology has arrived.

At the top end are the sophisticated systems which use Radio Frequency Identification tags to capture and transfer detailed fuelling data. These systems allow managers to analyse fuel use across the fleet and down to each vehicle or unit. 4Refuel, a Canadian-based company has developed one of the most sophisticated fuel data collecting and reporting systems in the world. The system is called Fuel Management Online and enables clients to reduce their fuel consumption by accessing and analysing detailed fuelling inventory online, easily.

More about 4Refuel

4Refuel is recognized as the leader in fuel management specializing in on site diesel fuel delivery and fuel consumption information. Since 1995 the company has served clients

in the transportation, construction, road building, marine and rail industries. This year 4Refuel will manage over 250 million litres of fuel for its 6,000+ clients across Canada.

“As demand grew, our clients wanted more services, like regular reports documenting fuel consumption,” says Jack Lee, 4Refuel Inc.’s President/CEO. “We quickly realized that when we manage fuel better there is a tremendous positive impact on the environment as an added bonus. Our clients “get greener” instantly. Unlike many environmental solutions that require additional expense and effort, 4Refuel delivers “four shades of green” free of charge.”

Lee explains, “We manage all aspects of refuelling for our clients. First we eliminate the need for unnecessary trips to the fuel depot or card lock. That’s one green advantage for the environment - less traffic equals less emissions. Second, all of our drivers are Certified Refuelling Professionals, who are highly trained. They adhere to strict standards which eliminates the risk of toxic spills and costly clean ups. Third, we help cut fuel consumption by showing clients how to maximize fuel efficiencies with our Fuel Management Online (FMO) Service. Fuel is a non-renewable resource, so we must be stingy. And the fourth shade of green is an overall reduction in toxic emissions because we help reduce fuel consumption. Less pollutants means cleaner air. When you add it up, It’s a win-win-win-win situation for our clients.”

For many companies next to labor, fuel is the second largest expense. 4Refuel cuts costs associated with refueling, because company tankers travel directly to job sites and refuel each piece of equipment quickly and safely. In many cases refuelling takes place during off-hours without interrupting client’s work. Lee points out, “As mentioned, the added bonus is we are a green company -environmentally friendly. Our clients have told us our services reduce the over all cost of refueling *plus* they get the environmental benefits, free”.

“Our affiliate company, U-CON Systems Corporation offers a total fuel management solution which helps maximize the return on fuel. U-CON captures key operating data using radio frequency technology which delivers the information to our data warehouse. That data is merged with fuel consumption to produce specified reports including fuel economy, equipment productivity, idling, excessive speeding etc.” Lee concludes, “If you can measure it, you can manage it and control costs.”

4Refuel is Canada’s largest onsite distributor of blended biodiesel. Currently the company delivers over one million litres of biodiesel each month.

More information:

Nelson Hudes
Hudes Communications
(905) 660-9155