



## LowCVP's Andy Eastlake Green fleets – it's about great people as well as the right policies

I'm writing this as we resurface after another excellent GreenFleet Awards night at Edgbaston.

This year the LowCVP was shortlisted for an award in the innovation category. While we didn't take the crown for that – Perpetual V2G were the worthy winners for their excellent refrigeration system power supply solution – what struck me most about the evening was what an important function events like this perform in allowing us to take time out to celebrate the people that drive the shift to lower carbon transport out there in the real world.

It's very easy to be dazzled by the array of exciting technologies that emerge almost every week, with ever more capable electrified vehicles and creative hybrid solutions, technology for monitoring and advising fleet operations, or phone based apps for the user, driver or manager. It's easy from where we sit too, to get bogged down or side-tracked by the intricacies of policies designed to encourage low carbon vehicle adoption.

But great technologies and sensible policies on their own don't deliver the emissions reductions (and cost savings) needed. It takes great people behind these products and initiatives to make the difference at each link in the chain. It's about dogged people often taking a risk, not just accepting the easy answer or being put off by the first difficulty. From the inventors all the way through to the people financing the products and vehicles, to the marketers searching for the key messages, what ultimately makes the difference are a few forward-looking and determined individuals.

People, of course, can play a less constructive role. From the user, to the fleet manager through to the finance director or CEO, there is the potential to scupper the best prepared green strategy much more easily than it can be made a roaring success.

So, looking round the room at the GreenFleet Awards ceremony among the friends and familiar faces, it seems to me that what linked them was the personal desire to make a difference, not just to accept the status quo or the easiest course but to make and implement a personal commitment to drive positive change.

Many of the awards winners last night – as of LowCVP's own Low Carbon Champions Awards – provided inspirational stories. It's incumbent upon us at the LowCVP, and colleagues working in the policy space, to live up to their inspiring examples; not to 'follow the crowd' but to forge ahead and implement the most innovative and creative policies needed to make the UK a clear leader in the adoption of low emission vehicles. But every now and then we should also make time to celebrate and toast the "great people making greener fleets."

### FURTHER INFORMATION

For more information on the Low Carbon Vehicle Partnership, visit: [www.lowcvp.org.uk](http://www.lowcvp.org.uk)