

The Unavoidable Truth of Going Green: Carbon Neutrality

- presented by Andrew Herbert, Managing Director, Radio Taxis Group

Why carbon neutral?

Demutualisation of Radio Taxis in 2004

3,000 taxis - significant CO2 emissions

Kyoto Protocol, Mayor's Climate Change

Agency, EU Emissions Trading Scheme

USP to distinguish us from the competition

How did we do it?

External assessment of our emissions

15 individual goals

Communicate the message internally

Re-brand the company, launch externally

The benefits

Media coverage equivalent spend £500k

Annual outlay of £100k, gained £2m new business

Awards and recognition

The future

Carbon reduction to replace carbon offset

Communications – more coverage

Technological changes, e.g. engine improvements and alternative fuels