

CASE STUDY: GREEN CARS

Problem

The Department for Environment, Food and Rural Affairs (Defra) wanted to lead by example with its business taxi policy.

Government departments have come under increasing pressure to account for and manage business mileage and reduce carbon emissions. As a result Defra required a radio controlled taxi company that could provide a reliable car service for its employees based at its London offices, and one that mirrored its own sustainable development aspirations.

Solution

Defra chose Green Cars for a number of reasons: The Green Cars fleet is made up entirely of Toyota Prius 'hybrid' cars which emit up to 63% less carbon emissions than black cabs*. The drivers are security cleared government employees, providing a 24-hour service to government and the wider public sector. Also, because both Defra and the Government Car and Despatch Agency – which runs Green Cars – are part of the Crown Estate, Defra did not have to go through a lengthy tender process.

“Green cars are reliable, efficient and match our customers' high expectations.”

**Martin How –
Defra Travel Branch**

* source: VCA New Car Fuel Consumption and Emissions.

The Outcome

Defra are currently one of Green Cars' biggest clients and the service has proved very popular with users. Using Green Cars has resulted in significant savings in carbon emissions. As black cabs hailed on the street are discouraged, a greater understanding and control of business miles travelled and their environmental impact is being achieved.

“CO₂ emissions from taxis contribute to Defra's Carbon Footprint – a footprint Defra, along with the rest of Government, must reduce. To achieve this aim, Defra required a radio controlled taxi service that provided the vehicles, staff, service and management information to meet our business need. Defra works in partnership with GCDA, and we are seeking to leverage further efficiencies – both in terms of cost and CO₂”

**Jonathan Green – Defra,
Civil Service Travel Group**

Call us now on **020 7217 3849**
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visit our website www.gcda.gov.uk



GOVERNMENT  **CARS**