

## Ambition 2025: Britvic

**As part of its goal of helping to create a healthier planet, Britvic is committed to building a green fleet of vehicles for its business travel. As a result of this work, Britvic has been recognised for its efforts in growing a green fleet through infrastructure investment, employee behaviour change, and leading from the top.**

As part of its commitment, the company set a target to increase its use of electric and alternative fuel vehicles to 10% of its total fleet by 2020. In 2016, Britvic was awarded 'Go Ultra Low Company' status; an initiative backed by the government and automotive industry, recognising companies committed to increasing their fleet of electric vehicles.

Initiatives have included installing charging points across Britvic sites in Great Britain and actively engaging with employees to demonstrate the total cost/benefit of hybrid vehicles, as well as the Executive Team championing the use of alternative fuels.

With the total representation of electric and alternative fuel vehicles currently at 18% of its total car fleet, Britvic has exceeded its 2020 target and over 30% of new orders are now for hybrid vehicles. This means the current average CO<sup>2</sup>/km for Britvic's car fleet is 103g/km.

In 2017, Britvic was very proud to have been shortlisted for the Green Fleet Awards in the

'Private Sector Fleet of the Year' category in recognition of its achievements.

*"Ambition 2025 is an important initiative and closely aligns with our commitment to reducing the environmental impact of our transport operations. We are passionate about reducing the emissions associated with fleet vehicles and were proud to have our approach recognised in the recent Green Fleet Awards shortlisting."*

**Alison Rothnie**, Senior Sustainability Manager, Britvic

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