



In Honor of Canadian Environment Week, GoFleet Starts A Blog About Running A Greener Fleet

The first week of June is Canadian Environment Week, June 1st to June 7th. Protecting the environment enhances health and the quality of life.

MISSISSAUGA, ON, CANADA, June 3, 2014 /EINPresswire.com/ -- Protecting the environment offers a world of benefits, from enhancing health and the quality of life to strengthening the economy. Canadian Environment Week is a great opportunity to celebrate achievements in the environment work and continue towards reducing air pollution even further.

Clean Air Day, celebrated on June 4th this year, raises awareness and encourages action on clean air issues. It is a celebration of environmentally friendly activities that promote clean air across the country.

The transportation industry is one of the largest contributors of air pollutants and greenhouse gas emissions. For Clean Air Day why not begin or renew a commitment to greener transportation? Making the commitment to greener transportation will not only help the environment, but participants will also be saving money on fuel.

[Fleet management systems](#) offer extensive metrics available to help users effectively run a greener fleet and save on fuel. Driver behavior that leads to high fuel consumption can be monitored. In [My.Geotab](#) for example, the fleet management software by [GoFleet](#), information can be directly viewed and monitored which shows if any drivers are spending too much time idling.

Users may print off the Driver Score Card Report that comes with this particular software, and post it in the lunchroom or somewhere all employees can see it. It then often becomes a competition between employees to see who can get the lowest number of incidents, and sometimes the winner at the end of a certain time period will win a prize. This keeps it fun and helps encourage drivers to reduce fuel consumption without the employer having to tell them directly.

Implementing a Green Fleet Program targeting improvement of fuel economy with the use of innovative fleet management software allows business owners and fleet managers not only to help the environment but also reduce fuel expenses.

GoFleet is an industry leader in the area of GPS fleet tracking and management, trusted by some of the largest Fortune 500 companies to improve fleet management capabilities using innovative telematics and dispatch solutions.

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