



About The Co-operators

With assets of \$7 billion, Co-operators Group Ltd. is the leading Canadian-owned, multi-product insurance company. The Co-operators is a national group of companies owned by 37 Canadian co-operatives, credit unions and like-minded organizations, which provide insurance, investment products and property development. The co-operative organization is well known for its community involvement and is listed among the 50 Best Employers in Canada.

The group of companies operates a fleet of about 400 vehicles driven by claims adjusters, fraud investigators, and business development personnel.

About PHH Arval

PHH Arval is a leading fleet management services provider in the U.S. and Canada. PHH provides outsourced fleet management solutions to corporate clients, including nearly one-third of the *Fortune 500* companies. Through consultative expertise, flexible customer service, and award-winning technology, PHH helps clients reduce costs and increase productivity.

About Environmental Defense

Environmental Defense is a leading national nonprofit organization representing more than 500,000 members. Since 1967, Environmental Defense has linked science, economics, law and innovative private-sector partnerships to create breakthrough solutions to the most serious environmental problems.

The Co-Operators Group: First Canadian company to adopt PHH GreenFleetSM

The Challenge

The Co-operators recently embarked on a “sustainability journey,” led by its president, Kathy Bardswick, and supported by the corporation’s Board of Directors. Their near-term areas of focus include measuring the organization’s environmental footprint; developing a climate change strategy; incorporating sustainability principles into insurance products; and creating educational initiatives. At the same time, they need to maintain their fleet of over 400 vehicles to effectively provide service to their clients.

The Solution

Understanding The Co-operators’ corporate commitment to the environment, PHH and Environmental Defense introduced them to PHH GreenFleet. The company was impressed with how well the program fit with its goals and initiatives. They were particularly please to learn cost-effective steps they could take right away.

The Co-operators wanted to maximize greenhouse gas reductions without negatively impacting the fleet budget. After extensive analysis, the organization decided to set a fuel economy standard for all of its sales and executive fleet vehicles.

Sales representatives continue to have a choice of several vehicles, all of which meet their daily needs, including a new hybrid option. Executives had previously been allowed to select any vehicle they wanted below a specified cap cost; under the new program, they can still select any vehicle – as long as it meets the fuel economy standard. Though this was a tougher challenge, it was met, since executives enthusiastically support the company’s environmental goals.

The Success

Through PHH GreenFleet, The Co-operators is on a path to improve fuel economy and cut emissions. Once rolled out to the entire fleet, the company anticipates increasing fuel economy by over 20 per cent without increasing fleet costs. All fleet vehicles The Co-operators group of companies acquires will now meet its new fuel economy requirements and help achieve their goal of significantly reducing greenhouse gas emissions.

“We are committed to protecting the health and welfare of our communities and our planet – this includes recognizing and reducing the impact of our vehicle emissions on the climate,” said Kathy Bardswick, The Co-operators president and CEO. “As an organization that insures more than a million vehicles in Canada, we felt it was important that we assess our own fleet and do what we can to minimize the impact our vehicles have on the environment. Implementing PHH GreenFleet will help us do just that.”