CASE STUDY: Dstl

How Enterprise Mobility enabled Dstl to save 100 tonnes of CO2e emissions

Global mobility provider Enterprise Mobility has partnered with the Defence Science and Technology Laboratory (Dstl), an Executive Agency of the Ministry of Defence, to enhance the sustainability of its business travel. Through this strategic partnership, Dstl has implemented a customised package using Enterprise Car Club and Enterprise Rent-A-Car. This collaboration has transformed Dstl's business travel, significantly reducing its environmental impact and achieving remarkable results.

Enterprise Mobility™

Reduced vehicle deliveries & collections, resulting in an estimated reduction of

372,000 miles

and an impressive saving of more than

100 tonnes

of carbon dioxide equivalent (C02e)

"We are incredibly proud of the collective effort and collaboration that has led to this remarkable outcome. The emission savings resulting from the expansion of our dedicated Enterprise Car Club programme exemplify the immense potential of business car clubs in driving positive environmental change.

One of the key advantages to having the vehicles on site is that there is a lesser need to transport vehicles to and from the rental branches. This reduction in miles travelled not only contributes to the improvement of local air quality but also helps to ease traffic congestion, particularly during peak travel times, within the areas where we operate. These benefits extend beyond our own operations, positively impacting our local communities and fostering a more sustainable transportation system."

John Barber
Principal Estates Contract Manager, Dstl

With the deployment of nearly 100 Enterprise Car Club vehicles on-site at three locations in Wiltshire and Hampshire, Dstl now boasts one of the largest business car club fleets in the UK. This has drastically reduced the need for vehicle deliveries and collections, resulting in an estimated reduction of 372,000 miles and an impressive saving of more than 100 tonnes of carbon dioxide equivalent (CO2e) supply chain emissions[1] within a 12-month period (February 2022 to January 2023). To put this into perspective, the emission saving is equivalent to flying from London Heathrow to Sydney, Australia more than 30 times[2].

Dstl's commitment to being a responsible member of the community and aligning its supply chain with its social value priorities is at the forefront of its business travel approach. It is one of the reasons why the on-site car club programme is a convenient solution: it means employees can opt for public transport for their daily commute and help to minimise traffic and noise pollution, while having access to vehicles at work for essential business travel.

Furthermore, the entire Dstl workforce can enrol in the virtual on-street network provided by Enterprise Car Club, granting them access to more than 1,500 vehicles across the UK.

Emphasising sustainability, Dstl's car club fleet comprises an increasing number of electric vehicles, allowing employees to opt for zero-emission transportation options that are better for the environment. Moreover, all Enterprise vehicles used by Dstl are newer than the average car, contributing to a cleaner and greener transportation solution[3].

In addition to the on-site fleet, Dstl employees can rent vehicles for business travel through Enterprise Rent-A-Car's extensive branch network. This flexibility is particularly beneficial during peak periods throughout the year. With branches conveniently located within 10 miles of 93% of the UK population, Enterprise Mobility ensures that Dstl's workforce has access to vehicles at the office or at home, even in rural locations.

> “In our collaborative partnership with Dstl, we have placed great emphasis on customising our package to deliver a range of benefits, including convenience, flexibility and more sustainable business travel solutions that provide value for money. Our consultative approach combined with state-of-the-art technology has been instrumental in ensuring that our offerings align with Dstl’s evolving needs. We have taken the time to understand their organisation, the impact on the broader community, and environmental considerations to create a partnership that truly supports Dstl’s journey towards more sustainable business travel.”
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> **Mark Dillon**
> National Strategic Account Manager, Enterprise Mobility

To facilitate seamless bookings, employees use the Enterprise Travel Direct (ETD) platform on their phones or desktops. ETD is a comprehensive journey assessment and booking system that combines daily rental, car club, and pool car services, enabling employees to select their preferred mode of business travel based on real-time availability.

The dedicated Enterprise Car Club vehicles are equipped with telematics technology to capture data on utilisation, mileage and emissions to help effectively tailor Dstl’s approach to business travel. For instance, by reviewing journey distances, Dstl can determine the number of vehicles that could transition to electric vehicles in the future, further enhancing their sustainability efforts.

As part of the bespoke package, Enterprise Mobility assigns a dedicated professional responsible for on-site vehicle servicing and maintenance, which includes cleaning and minor repairs. Additionally, Enterprise Mobility offers valuable business intelligence, reporting, and specialist consultancy services to support Dstl at every stage of their journey.

Dstl’s collaboration with Enterprise Mobility has yielded remarkable results in reducing carbon emissions, lowering mileage, and improving the sustainability of their business travel practices. By leveraging Enterprise Car Club and Enterprise Rent-A-Car’s innovative solutions, Dstl has set a commendable example for other organisations, showcasing how flexible and sustainable transportation options can be seamlessly integrated.

As a trusted partner, Enterprise Mobility continues to provide Dstl with tailored consultations and bespoke solutions to meet their evolving transport needs.

To learn more about Enterprise Car Club’s business rental programme, **click here**.

[1] Calculated using UK Government Greenhouse Gas Conversion Factors for Company Reporting 2022, business travel average diesel car

[2] Distance from London Heathrow to Sydney, Australia sourced from **flights.com by Expedia**. Greenhouse gas conversion factor as per the the UK Government Greenhouse Gas Conversion Factors for Company Reporting 2022 Business Travel – Air (excluding radiative forcing and ‘well to tank’ emissions) for an ‘average’ passenger traveling on a long haul to/from UK flight

[3] Society of Motor Manufacturers and Traders (2023) report states that the average age of cars and vans in the UK is nine years, compared to Enterprise’s vehicles used by Dstl which have an average age of just three years