



Why Maritime need an
expert energy provider
and not just a fuel supplier



bp Fleet Solutions





When you choose a fleet partner, you unlock a wealth of additional features and benefits

When you sidestep fuel suppliers and choose an energy expert, you unlock a range of extra solutions that will enable you to reach a multitude of goals faster and more effectively. From supporting you to achieve your fleet decarbonisation targets to having better visibility and control of your entire fleet, there is plenty to be gained from a strategic fleet partnership. **So, in this guide, we'll talk you through the factors and features you need to consider when moving from a fuel supplier to an energy expert.**



Support for your decarbonisation

Maritime likely has initiatives in place to drive down your carbon emissions, and potentially even a date by which you plan to reach net zero. This is an admirable endeavour and one which requires the understanding and support of your suppliers. So, when you enter discussions with energy providers (as opposed to traditional fuel suppliers), it's imperative they not only recognise your values, but are also actively looking for ways to help you achieve your goals.

With this in mind, it's important to identify your potential provider's decarbonisation objectives. What are their net zero ambitions and do they have a target date? How is this reflected in their business model, and how are they scaling up their sustainability and carbon reduction activities? When researching and speaking to industry-leading fuel and energy providers, be sure to delve deeper into how they are preparing for the future. Are they still focusing on the likes of diesel, or are they investing in the infrastructure and creation of

alternative fuels such as low carbon hydrogen? The answers to these questions will provide you with great insight into not only how the business currently operates, but also how seriously they are taking the importance of decarbonisation in the coming years.

A key differentiator to look for when choosing an energy provider is how they intend to support you in achieving your goals. For example, do they simply provide you with fuel usage data and expect you to manage your own environmental initiatives yourself? Remember that the correct provider will not only support you in your pursuits, but will also help you complete your objectives more efficiently.

Are they investing in the infrastructure and creation of alternative (greener) fuels such as hydrogen?



Additional control and convenience

Whilst a fuel card supplier may provide you with usage reports and perhaps even some kind of online dashboard to view your data, there is a world of features and benefits you are missing out on.

For example, when you choose an industry leading energy provider, you'll be able to experience an extensive range of online services such as fuel card management 24/7, additional security features including usage alerts, and complete visibility of your entire fleet operation. But that's not all. Given the digital world in which we live, innovative energy providers will be able to offer drivers and fleet managers access to user-friendly and intuitive mobile apps.

With a fleet app that connects to your fuel cards, your drivers can pay for fuel from the comfort of their vehicles, pay even when they've forgotten their fuel card, easily locate stations with an in-app fuel station finder, and generally experience a much more efficient and comfortable filling experience. What's more, you'll be able to see how and when each driver pays for fuel, view your business expenses clearly with integrated reporting and easy invoicing, and experience vigilant protection for your business thanks to built-in security measures (e.g., pin codes or fingerprint recognition).



Choose an industry-leading fleet partner and experience an extensive range of online services

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An understanding of future fuels

Energy providers with a wealth of knowledge and expertise will likely know that fleets are unlikely to move directly from diesel to electric vehicles. From limited vehicle range to the development of charging infrastructures, it's unlikely that HGV fleets will become 100% electric anytime soon.

The future of fleets is being redefined. It isn't going to be about moving from one fuel directly to an alternative, because fleets have a range of needs that must all be met – such as long-distance haulage and tight delivery times versus last-mile deliveries. The future of fleets is almost certainly going to require a mix of fuels – and your new energy provider should not only know this, but be actively involved in the development of alternative fuels.

Begin your research by identifying a provider who is moving away from being just a hydrocarbon company, as this is a good indicator of their sustainability objectives and goals. Next, prioritise the businesses who understand the need for multi-energy in fleets i.e., diesel, electric and alternative fuels such as hydrogen and biogas. Finally, choose an energy provider who is not only investing in sustainable solutions for their own business (such as electrification, wind, hydrogen and solar), but who is also able to provide your fleet with a range of sustainably sourced alternative fuels. By working with an organisation with a specialist level of knowledge, you can not only better understand the carbon emissions associated with your fleet, but also ensure that the transition doesn't impact or disrupt the efficacy of your operations.

A network to meet your needs

Fuel is the lifeblood of your fleet, and whilst some providers may offer you appealing fuel card programmes and payment options, this is quickly offset if your drivers have to navigate to infrequent and inconveniently placed filling stations.

The fact is, even established energy providers who can meet the majority of your various needs, could still let you down if their network of stations and hubs is not big enough to match the scale of your operation.

So, when you begin shortlisting energy providers, be sure to check not just the number of filling stations that they have to offer, but also the location of these stations. For example, how many sites do they currently operate? Do they have international coverage in countries you may need? Do they also have partner stations your drivers can use? Do they have stations in strategic locations such as motorways and A roads? What about high-speed pumps specifically for HGVs? As you can see, there is a lot to consider.

We know the future of fleets will be a mixture of fuels and energy, so it's important that your provider not only has a large-scale network of fuel service stations, but can also support you as you transition to lower carbon and more sustainable options. So, focus your attention on providers who will also be able to offer a vast array of EV charging stations as well as low carbon solutions such as biogas and hydrogen. And as always, make sure these service stations are located in close proximity to key geographical locations in the vicinity of logistics and industrial hubs.



Partners could still let you down if their network of stations is not big enough


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bp Fleet Solutions can help provide the expert support you need as you work to decarbonise your fleet. With our 3-step approach we can help you better understand your fleet's carbon footprint and energy usage, offer guidance on how to reduce carbon emissions, and provide a convenient and reliable offsetting service for the residual output.

Today we can offer you the bp Fuel & Charge Card that is an all-in-one mobility solution that gives you access to lower carbon fuels such as bp's Ultimate range, the bp Pulse charging infrastructure, and our UK-wide fuel & charge network. Your drivers can use it to pay for fuel at 3,500+ service stations and charge EVs at 9,500+ locations nationwide. In addition to the card, drivers can also download the Fuel & Charge free mobile app which they can use to quickly locate a charging point that matches their vehicle's needs. For even more payment convenience, bp InTruck Connect facilitates fuel payments from truck infotainment systems, making the process more efficient for fleet managers and drivers. Drivers will only need to confirm the fuelling site on their truck

infotainment system, unlock the pump and refuel. The truck logs the transaction and pays for the fuel itself – meaning drivers can refuel and be back on the road in three simple steps.

What's more, we are already working with strategic partners and our supply chain to give our fleet customers access to bio-CNG, bio-LNG and HVO alternative fuels which would help decarbonisation of fleets in the short to medium-term. For longer-term, bp is investing significantly in supply and infrastructure for battery electric vehicles (BEV) and hydrogen fuel cell vehicles. We have several world-class hydrogen projects in development, including HyGreen Teesside that aims to be one of the biggest 'green' hydrogen facilities in the UK, targeting 60MWe of 'green' hydrogen production by 2025.



Our experts are ready and waiting to review and work with you to develop tailor-made recommendations and solutions for your fleet.

So, to see what bp Fleet Solutions can do for your business, simply email David Purvis.

david.purvis@bp.com