Freight Logistics Case Study

NightingaleHQ

Digitalisation is the key to Decarbonisation

It's widespread practice for freight carriers to provide a vehicle that is just 'available' and not consider its proximity to the collection point, or if there is a load available to fill its return journey leading to a waste of energy resources. Freight Logistics Solutions (FLS) have developed a Green Mile Carbon Saver Calculator using a transport matching algorithm that selects the closest carrier vehicle to the freight collection point (rather than the closest haulier depot) saving customers on cost and reducing carbon emissions.

APPROACH

Our technology and data-driven strategy aims to significantly reduce transport emissions. This innovative tool serves as a practical solution to advance FLS' sustainability objectives, lower operational costs, and influence commercial behaviours positively.

By leveraging data and analytics, it empowers customers to gain clear insights into their environmental impact, fostering more informed and responsible decision-making.

OBJECTIVES

- Integrate emission data with precise vehicle location and route information to accurately calculate carbon savings for each journey.

- Strategically plan return trips to minimise empty mileage, thereby cutting costs and further reducing carbon emissions for the end customer.

- Create an intuitive Carbon Dashboard that enables customers to monitor and track their carbon savings in real time, promoting transparency and accountability.

- Utilise comprehensive data analytics to deliver actionable insights aimed at reducing Scope 3 emissions across the supply chain, supporting broader environmental goals.

ACHIEVEMENTS

- ✓ Provides customers with clear visibility of the carbon footprint associated with their booked journeys, alongside the potential carbon savings achievable through optimised planning.

- ✓ Developed a sophisticated transport matching algorithm that prioritises selecting the carrier vehicle nearest to the freight collection point instead of defaulting to the closest haulier depot, enhancing efficiency and reducing unnecessary travel.

- ✓ The Carbon Dashboard offers detailed management reports, enabling stakeholders to stay informed, monitor progress effectively, and make data-driven decisions that support sustainability targets.

KEY RESULTS

- ✓ Reduction in carbon footprint due to route optimisation
- ✓ Carbon Dashboard for data insights
- ✓ More engaged customers.

"Working with Nightingale HQ we have developed a data-driven approach to source and control vehicles more efficiently. We want our customers to benefit from getting the right size vehicle from the best location possible, optimising the route. Also return journeys get considered, planned further and reduce empty mileage, costs, and carbon emissions" **Paul Cleverley, Marketing & Communications Director, FLS Group**

FLS

FREIGHT LOGISTICS SOLUTIONS

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