

Think tank! Disfrimur donates fuel savings to good causes



Donate Your Energy is an excellent platform for our employees to contribute to donations made to charities such as En Ruta Solidaria. Those who contributed to fuel energy savings are very proud of helping to donate €3 000 to the most needy population in Mauritania and are delighted to have participated in the scheme.

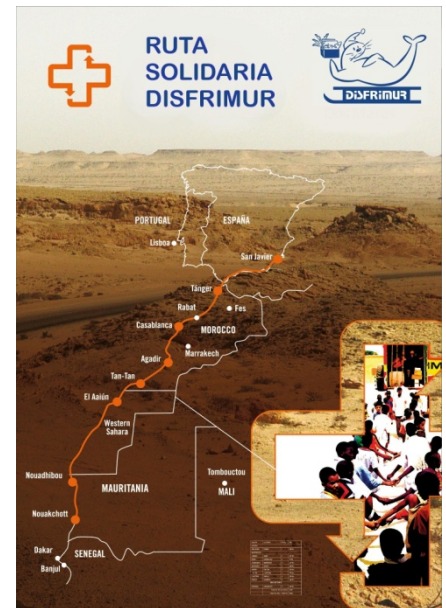
Miguel A. Sánchez, Director of Maintenance and Energy, Disfrimur

HIGHLIGHTS

- Donation of € 3 000 to En Ruta Solidaria.
- 30 tons of aid material sent to Mauritania.
- Efficient driving campaign for all the employees of Disfrimur.
- Devices for the monitoring of fuel consumption installed in company vehicles.

SUMMARY

The company “Grupo Disfrimur” participated in Donate your Energy with the implementation of an efficient driving campaign for employees, and the installation of devices in vehicles to monitor fuel consumption and provide feedback on driving performance. They have donated a part of the estimated fuel savings to “En Ruta Solidaria”, a charity dedicated to improving nutrition, health and education conditions in Mauritania with special focus on children.



About Donate Your Energy

Donate Your Energy is a scheme to help companies cut their energy bill by providing incentives to staff to save energy. The incentive provided is that the company agrees to donate a proportion of the energy cost savings to a charity/ies selected by the staff. In this way staff feel that they are contributing something to the greater good instead of just saving energy to save the company money.

Background

Disfrimur is an international transport company based in Murcia, Spain, with 840 employees and 507 vehicles. The company has already invested €2.8 million in sustainable transport and environment measures.

Disfrimur is committed to environmental improvement, social responsibility and staff development, so the Donate Your Energy scheme provided the ideal vehicle for combining this triple bottom line corporate objective. The company already worked with En Ruta Solidaria, and this offered a ready-made destination for the fuel energy savings.

En Ruta Solidaria helps improve nutrition, health and education conditions in Mauritania with special focus on

children. The charity delivers supplies to child nutrition centres, along with provisions for hospitals, schools and sports facilities, donated by individuals and companies. En Ruta Solidaria continues to reach the most impoverished areas of Mauritania and deliver child nutrition aid, medical supplies and educational material, to improve living conditions.

Getting started

Disfrimur was enthusiastic about participating in Donate Your Energy and believed it would contribute to their corporate social responsibility goals. The scheme is managed by the regional energy agency, ARGEM, who approached Disfrimur’s general manager, and Donate Your Energy proved to be an excellent fit to corporate goals.

Saving in action

The company ran an efficient driving campaign for employees called Ecofuel, in conjunction with Donate Your Energy, and installed devices in vehicles to provide feedback to drivers and fleet managers on energy efficient driving that helped achieve significant fuel savings. The regional energy agency, ARGEM, delivered driver training which contributed to staff development, instilling environmental best practice into every day activity.

Ecofuel made use of the digital taco-graph and the “CAN Bus” protocol (which facilitates communication between multiple points) to address fuel management. Aspects of the initiative included:

- Management and control of fuel consumption.
- Consumption comparisons on routes, vehicle models, drivers etc.
- Establishment of fuel saving potential and targets.
- Monitoring and control of the implementation of the efficient driver training.



Disfrimur participated in the transport of aid

Results

The fuel savings from the implementation of the efficient driving campaign, the installation of the devices and the Donate Your Energy scheme, are estimated to be 2-3% of total fuel consumption.

A proportion of the savings were donated to En Ruta Solidaria, amounting to € 3 000, which was used to send much needed food and health aid to needy children in Mauritania.



En Ruta Solidaria provides valuable aid to children in Mauritania

Lessons learned

Donate Your Energy provided an additional motivation to drivers to conserve fuel. Due to Disfrimur's long-standing commitment to environmental issues, including fuel conservation, the goal of further improvement was ambitious. Despite this, the 2-3% improvement was a considerable achievement and enabled employees to contribute to the donation made to En Ruta Solidaria.

Because Disfrimur already worked with the charity, this provided a ready-made destination for donations. The company participated in the delivery of aid on previous occasions and drivers and support staff were already familiar with the work of the charity in Mauritania. This familiarity contributed to the success of the initiative.



Aid is delivered to where it's needed



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