Green, Smart and Inclusive

A Deep Dive on Key Drivers for Corporate Fleets

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Foreword

Managing corporate fleets is one of the most complex transformations facing modern businesses. Companies must rapidly transition to more sustainable vehicles, deploy digital solutions, and tackle labour shortages by attracting, retaining and upskilling talent. Fortunately, solutions like electric vehicles, telematics, Artificial Intelligence (AI) or electronic tolling are now mature and scalable. However, challenges within and outside businesses often impede effective and rapid implementation.

This white paper combines publicly available data with Edenred's unique insights to chart a practical path forward for both Europe and Latin America. It views sustainable mobility as an integrated journey that combines environmental goals, digital innovation, operational efficiency and social progress. Our research highlights the necessary policy changes and corporate strategies critical for a smooth transition.

As one of the world's largest players in simplifying and greening B2B mobility, Edenred is committed to doing its part. We help companies that operate both light and heavy vehicle fleets embrace these opportunities to create a green, efficient, and people-centered mobility sector. We also ensure that appealing tools are in place to avoid the temptation of the informal economy.

We look forward to working with you to shape the corporate mobility of the future.

Diane Coliche
Chief Operating Officer,
Edenred Mobility

Executive summary

This white paper takes stock of **three of the most pressing mobility challenges** that companies in Europe and Latin America face: the need to shift to sustainable solutions, the impact of rapid digitalisation and automation, as well as the challenge of addressing labour shortage in the road transport sector.

Companies are key drivers of **sustainable mobility** due to their significant share in vehicle sales and the high mileage of their fleets. Exclusive survey data from Edenred reveals that **while many of the required solutions are now mature, scalable and cost-effective, financial and technology barriers hold back faster progress for electrification.** Edenred therefore recommends that policy makers set a predictable policy framework for net-zero mobility and adopt pragmatic rules for corporate electrification (e.g. smart charging and the reimbursement of home charging). **Financial incentives** to greener corporate fleets should be maintained and, where possible, extended. In any case, alternative fuels shall continue to play a critical role for specific types of fleets or markets (e.g. bioethanol in Brazil), where there cannot be a one-size-fits-all solution.

The transport ecosystem is also **rapidly digitalising and automating**, driven by technologies like AI and telematics. This has great potential to improve operational efficiency and reduce costs, which frees up budget for investments in the green digital transition. However, the limited availability of in-vehicle data and the increasing amount of red tape often limit the impact these investments can have. Edenred therefore considers it essential that vehicle owners **get full access to their in-vehicle data and are enabled to share it with third parties.** Measures should also be taken to support the creation of digital **tolling** systems with stable rules and conditions.

Eventually, the transport sector has a tremendous opportunity to address staff shortages by **enhancing workforce diversity**. This implies attracting more young workers, women and workers from various continents. Edenred recommends addressing these issues by moving away from the informal economy, providing secure wages and health coverage and by enhancing rest areas so they become safe harbours. Equally, **providing targeted support** for the training of employees is of critical importance.

Addressing these challenges will help future-proof corporate mobility.

Chapter 1

Hidden green champions?

The changes that can turn companies into drivers of sustainable transport

In a nutshell

Companies may be the most underestimated potential driver of the urgently needed shift to sustainable transport. Their large share in vehicle sales as well as the high mileage of their vehicles provide strong leverage for change. Many companies have developed plans to adopt sustainable solutions, yet they are often lagging behind on electrification of vehicles compared to private users. Exclusive survey data commissioned by Edenred helps resolve this paradox: Although many of the required solutions – especially electric mobility and, in certain cases, low-carbon fuels – are now mature, available at scale and cost effective, important price and technology hurdles still need to be removed to create the conditions for companies to fully step into their role as green leaders.

Edenred's main recommendations are:

- Provide a predictable, phased policy framework for electrification
- Make electrification easy by setting pragmatic rules
- Maintain and expand financial incentives for corporate fleets to go green.

Trends & challenges

Transport: setting course towards sustainability

Transport is a vital part of any society, but the current trajectory of the global transport sector is unsustainable. Moving people and goods is not only responsible for about one-fifth of all global CO_2 emissions but has also seen a staggering 78% increase since 1990.[1] Road vehicles are the primary source of transport emissions, contributing to more than 70% of the sector's emissions.[2] Additionally, they are a significant source of air pollution, which adversely affect human health and the environment.[3]

The consequences of this trend have been clearly recognised and the necessary actions identified. According to the International Energy Agency (IEA) "getting on track with the NZE [Net Zero Emissions] Scenario would require transport emissions to fall by about 25% […] by 2030 […]. Achieving this drop will depend on the rapid electrification of road vehicles, operational and technical energy efficiency measures, the commercialisation and scale-up of low-emissions fuels […], and policies."[4]

Transport
=1/5
of all global CO_2 emissions

+78%
Greenhouse gas emissions from transport since 1990

95%
of transport energy still comes from fossil fuels[5]

> "Getting on track with the NZE [Net Zero Emissions] Scenario would require transport emissions to fall by about 25% [...] by 2030 [...]. Achieving this drop will depend on the rapid electrification of road vehicles, operational and technical energy efficiency measures, the commercialisation and scale-up of low emissions fuels [...] and policies."
>
> — International Energy Agency

1 European Commission: EDGAR - Emissions Database for Global Atmospheric Research; International Energy Agency (IEA): Transport
2 European Commission: EDGAR - Emissions Database for Global Atmospheric Research; International Energy Agency (IEA): Transport
3 World Health Organisation (undated): Environment, Climate Change and Health
4 International Energy Agency (IEA) (not dated): Transport
5 UN Environment Programme (undated): Global transition from fossil fuels to electric mobility

Companies: untapped potential as green champions

Companies are at the heart of the transition towards sustainable transport. Corporate fleets have an outsized impact on this green transition for several reasons: in Europe, 60% of new cars are registered by companies, with the majority owned by large corporations.[6] In Latin American countries, their share is smaller yet still significant (e.g. ca. 28% in Mexico[7]). Most new vans and trucks are purchased by companies. Furthermore, corporate fleets typically have a higher average mileage compared to privately owned vehicles. Corporate cars, for instance, have been found to drive twice as much as privately owned ones.[8] Finally, corporate vehicles also play a significant role in supplying second-hand vehicle markets.

Despite this crucial role of corporate vehicles, many companies are lagging behind on electrifying their fleets compared to private vehicle owners in many markets. In 2023, 15.6% of all new private cars in the European Union were zero-emission vehicles[9], but only 14.1% of all corporate cars.[10]

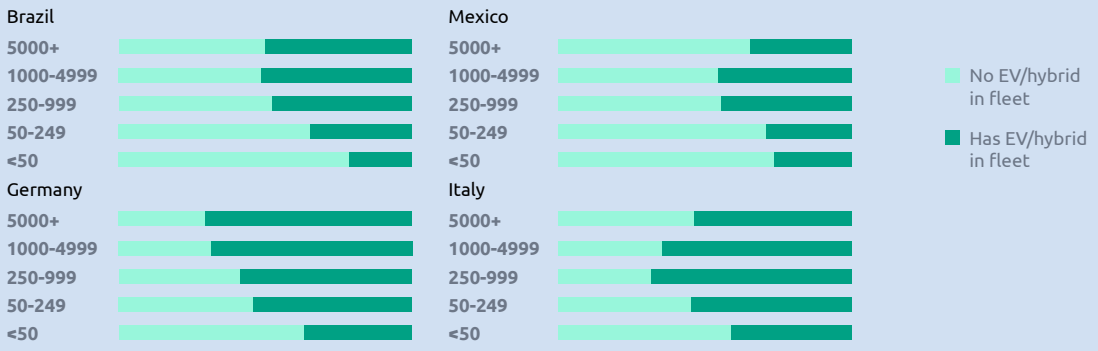
This slower adoption rate hinders the overall transition to sustainable transport, but also indicates a strong potential for leveraging the role of companies.

Case Study

Size matters in electrification – to some extent

A survey of Edenred customers in four key markets, Brazil, Germany, Italy and Mexico, provides interesting insights into electrification progress among companies of different sizes. Up to 1000+ employees, the share of companies that has started to electrify increases with size. Above this threshold, no further increase can be found.

PRESENCE OF EV/HYBRID VEHICLES WITHIN FLEETS: INCREASE WITH COMPANY SIZE UP TO 1000+



* May include large % of HEV

B10a. Do you currently have any electric or hybrid vehicles in your fleet? Please only consider company-owned or leased vehicles in your answer. (Base=1949, Brazil=536, Mexico=364, Germany=505, Italy=544) **Low base for 5000+ for all countries

6 Transport & Environment (2024): Greening corporate fleets: an industrial and social policy for Europe
7 Based on own analysis of market data by Edenred.
8 Transport & Environment (2024): Greening corporate fleets: an industrial and social policy for Europe
9 This estimate only takes into account the CO_2 emitted during usage
10 Transport & Environment (2024): Greening corporate fleets: an industrial and social policy for Europe

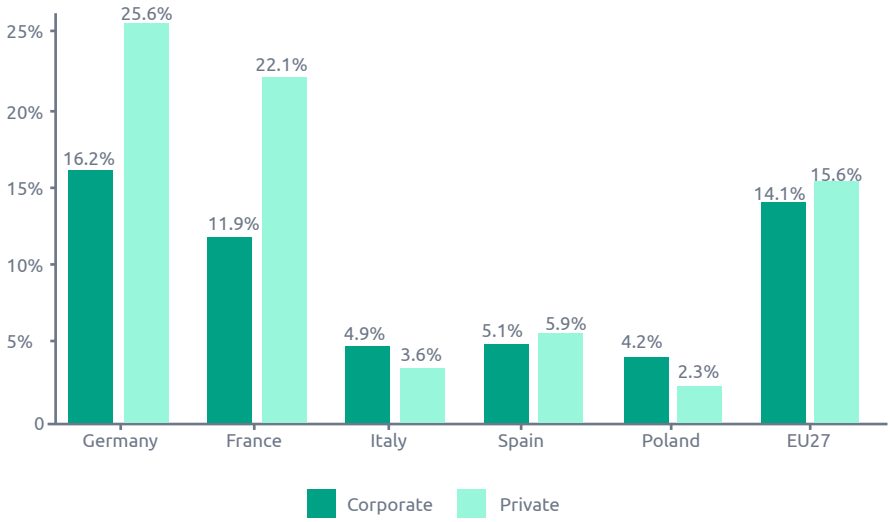


Figure 1. Zero-emission vehicles[11] uptake as share in new registrations in 2023 (%)
Source: Transport & Environment (2024): Greening corporate fleets: an industrial and social policy for Europe

Regulations send a clear signal to go greener

In response to these challenges, a wide range of regulations have been adopted in Europe and Latin American countries, defining both new requirements and enabling policies. The European Union adopted a 2035 phase-out date for sales of new cars and vans with internal combustion engines as part of its European Green Deal.[12] The United Kingdom adopted the same phase-out date.[13] Brazil's "Mover" programme[14] is a leading policy in Latin America, setting financial incentives and infrastructure requirements to promote sustainable transport and especially electrification. An overview of the main regulations on sustainable road transport in Europe and major Latin American countries can be found in the table below. In Edenred's view, it is essential that a stable policy framework for electrification is defined in all geographies, wherever possible in close collaboration with representative bodies such as electric mobility associations.

Table 1: Overview of key regulations for road transport decarbonisation

Geography	Key regulations & goals
European Union	▬ **CO_2 emission standards for light-duty vehicles:** gradual emissions reductions with a fleet-wide target of 0 g CO_2/km, requiring a phase-out of sales of new cars and vans with internal combustion engines by 2035 ▬ **CO_2 emission standards for heavy-duty vehicles:** fleet average reductions of 45% by 2030, 65% by 2035 and 90% by 2040 ▬ **Alternative Fuels Infrastructure Regulation:** mandatory targets for the publicly available charging infrastructure, incl. fleet-based as well as distance-based targets ▬ **Differentiated road charging based on CO_2 emissions:** infrastructure and user charges for heavy-duty vehicles can be differentiated based on CO_2 emissions of vehicles, e.g. under the EU's Eurovignette directive and national law
France	▬ **Network of charging stations:** by 2035, 7,000,000 public and private charge points, backed with financial incentives ▬ **Greening corporate fleets:** greening targets for corporate fleets by 2030 set by law and call to action set by parliamentary task force (incl. 21 recommendations to accelerate the electrification of fleets) ▬ **Low-emission zones:** establishment of low-emission zones restricting the circulation of the most polluting vehicles in large metropolitan areas

11 This estimate only takes into account the CO_2 emitted during usage
12 Regulation (EU) 2023/851
13 Government of the United Kingdom (2024). Pathway for zero emission vehicle transition by 2035 becomes law
14 Government of Brazil (2023): Mover: Programa de Mobilidade Verde é lançado

Geography	Key regulations & goals
United Kingdom	▬ **Zero-emission vehicle mandate:** 80% of new cars and 70% of new vans will be zero emission by 2030, increasing to 100% by 2035 ▬ **Electric vehicle infrastructure strategy:** by 2030, at least 300,000 public charge points will be available ▬ **Pledge:** phase-out non-zero emission heavy goods vehicles weighing 26 tonnes and under by 2035, with all new heavy-duty vehicles sold in the UK to be zero emission by 2040
Brazil	▬ **Mover:** tax incentives and emissions requirements for vehicles to reduce carbon emissions from the country's automotive fleet ▬ **RenovaBio:** decarbonisation targets for fuel distributors, certification and sustainability criteria for biofuels ▬ Proposed Senate Bill No. 392/2023 obliges fuelling stations to have EV chargers
Mexico	▬ Mexico's new president, Claudia Sheinbaum, pledged in her inaugural speech that the country would **generate 45% of its electricity from renewable sources by 2030.** Total investments of 40 billion USD are foreseen for the next 6 years ▬ **New regulations for electric vehicle charging:** in September 2024, new rules for the deployment and use of charge points were published by the Energy Regulatory Commission ▬ **National Strategy for Electric Mobility:** a new strategy is being developed to increase the uptake of electric mobility

"Speed is key, and achieving a seamless, interconnected ecosystem is the challenge we must collectively address. Collaboration is crucial as we work towards a sustainable, electrified future."

— Lucie Mattera,
Secretary General, ChargeUp Europe

No science fiction needed

The solutions to meet these regulatory goals are now mature, available at scale, and often cost competitive.

Electrification stands out as a prime solution, offering significant reductions in lifecycle emissions. Replacing a typical medium-sized petrol car with an equivalent battery electric vehicle reduces lifecycle emissions by about 54% on a global average (ca. 50% in Latin America, ca. 60% in the European Union and the UK).[15]

Electrification also pays off: An analysis for European countries by mobility provider Ayvens has shown that on average the total cost of ownership of a battery electric car "consistently outperforms" that of a comparable model with an internal combustion engine.[16] The availability of charging infrastructure remains a critical precondition, and the number of charging points has seen a rapid increase over the past years. Yet, electrification is not fully applicable to all geographies and use cases. Companies operating heavy-duty vehicles face a particularly challenging context. Most of them operate small fleets at tight profit margins[17],

15 International Energy Agency (IEA) (2024): EV Life Cycle Assessment Calculator; T&E (2022): Are electric cars cleaner? Compare the lifetime CO_2 emissions of an electric car with a petrol car, a diesel car or another electric car
16 Ayvens (2024): Examining total cost of ownership: battery electric vs. internal combustion engine vehicles,
17 ChargeUp Europe (2024): Charging Up Europe's Corporate Fleets

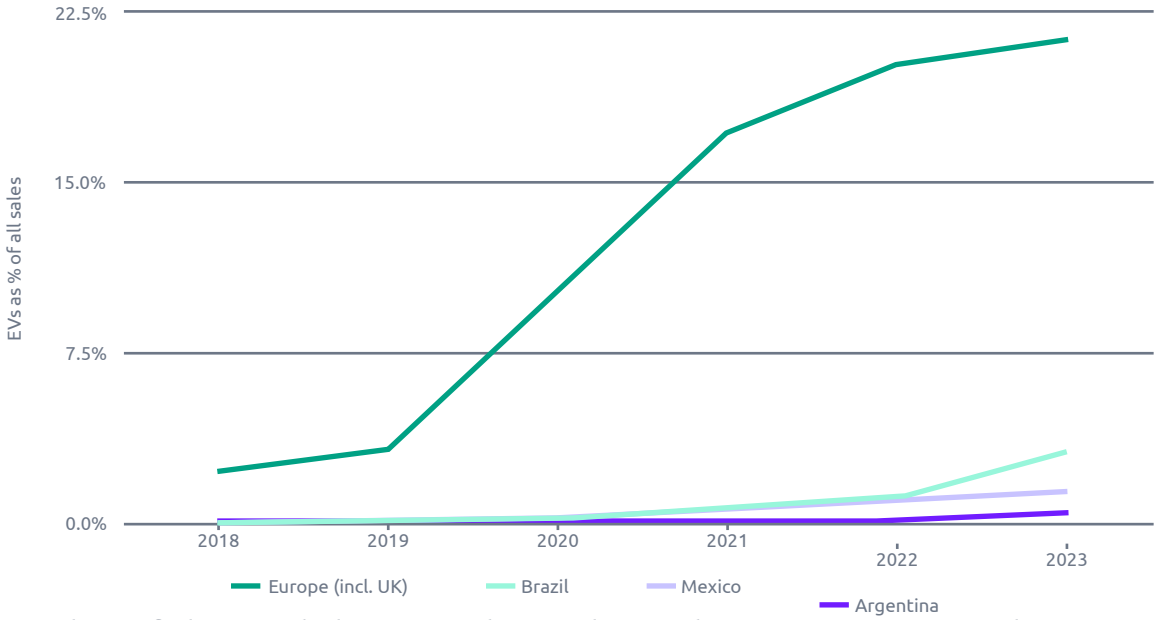


Figure 2: Share of electric vehicles in car sales in select markets. Source: International Energy Agency, SIOMAA, OICA

with small and medium enterprises (SMEs) accounting for 80% of commercial road transport companies in the EU.[18] Companies also encounter significant uncertainty due to the impact of economic and contractual cycles, while trucks remain on the road for an average life time of 10-12 years.[19] This mismatch creates challenges in planning and investment.

Additionally, both a lack of suitable, cost-competitive vehicles and adequate charging infrastructure have meant that roll-out has only been picking up recently in certain geographies such as Europe. In Latin American countries, these challenges are even more pronounced as both the number of electric vehicles and charge points is significantly lower.

One major challenge is the need to define the right mix of charging use cases: For short-haul and, to some extent, medium-haul trucks depot charging is expected to play a dominant role. Projections show that in Europe, 240,000 depot charge points will be required by 2030 (out of a total of 319,000 truck charge points)[20]. Long-haul vehicles, in turn, will namely require public fast and overnight charging with higher power outputs.[21] A survey among German fleet managers, commissioned by UTA Edenred, confirms the relative importance of these use cases. It shows that most vans and trucks are expected to be charged primarily on company premises (56%), compared to 32% at public charge points.[22]

Despite facing significant challenges, electric trucks are expected to experience a substantial surge towards the end of the decade due to advancements in technology and regulatory support. Electric truck sales in Europe are expected to grow sixfold between 2025 and 2030, and to account for 37% of new truck sales and 7% of the total truck fleet in Europe by then.[23]

In addition to electrification, low carbon fuels can play a complementary role in certain markets. Brazil, for instance, has widely built on certain types of domestically produced low carbon fuels such as bioethanol which can help cut emissions of heavy-duty vehicles by ca. 60% compared to fossil fuels (see case study). Yet, it should also be noted that due to the high share of renewable energy and therefore low emissions of the Brazilian power grid, the use of electricity in trucks can lead to an even bigger emissions reduction of 86% (2025) and more than 90% (from 2030 onward) compared to the use of fossil fuels.[24,25] In Mexico, based on a Cintelink study, 65% of customers are seeking or need to explore alternative energy sources for their fleets, maintaining their existing vehicles by converting them to bi-fuel systems or using biomass.[26]

18 International Road Transport Union (2021): The European Commission proposal on the deployment of alternative fuels infrastructure in the EU
19 ChargeUp Europe (2024): Charging Up Europe's Corporate Fleets
20 Arthur D. Little (2024): HDV research for ChargeUp Europe - Update on Truck Electrification
21 Arthur D. Little (2023): HDV research for ChargeUp Europe
22 UTA Edenred (2023): Studienreport - Alternative Antriebe und Transformation in Fuhrparks
23 Arthur D. Little (2024): HDV research for Charge Up Europe - Update on Truck Electrification
24 Own calculations based on ICCT (2023): Comparison of the Life-Cycle Greenhouse Gas Emissions of Combustion Engine and Electric Passenger Cars in Brazil
25 Own calculations based on ICCT (2023): A comparison of the life-cycle greenhouse gas emissions of European heavy-duty vehicles and fuels
26 Based on own analysis of market data by Cintelink

In Europe, Hydrotreated Vegetable Oil (HVO) has recently been introduced in certain markets and extends the range of fuel alternatives. Lower-carbon fuels provide an alternative for regions where electrification may not yet be fully viable, ensuring that the move towards greener transport can be adaptable to various conditions.

Case Study

Bioethanol in Brazil

Brazil is a frontrunner in the clean energy transition and among the world's largest economies. The development of sugar cane waste-based ethanol in Brazil is one of the most successful examples of the rapid replacement of fossil fuels in transport in Latin America. Powerful government mandates and a preference for flex-fuel vehicles sustain the prominence of biofuels. The use of Brazilian ethanol produced from sugar cane can reduce emissions of heavy-duty vehicles by approximately 60 % compared to fossil fuels.

Yes, we can (go green)

Many companies have recognised and embraced the need to change. Exclusive data from Edenred shows that a majority of mobility managers in Europe plan to step up the roll-out of electric vehicles.

Help! Financial and technology barriers holding back faster progress

Important barriers are however hampering a more rapid switch to sustainable transport. Companies have a clear understanding of these barriers. When asked "what could help you speed up your decision to electrify your fleet", companies that are not yet engaged in electrification listed the following in a survey commissioned by Edenred[27]:

- Reduced costs of electric vehicles (25%)
- Reduced costs of electricity (16%)
- Improvement of street charging infrastructure & density (14%)
- Improvement of EV technology (12%)
- Financial incentives (9%)

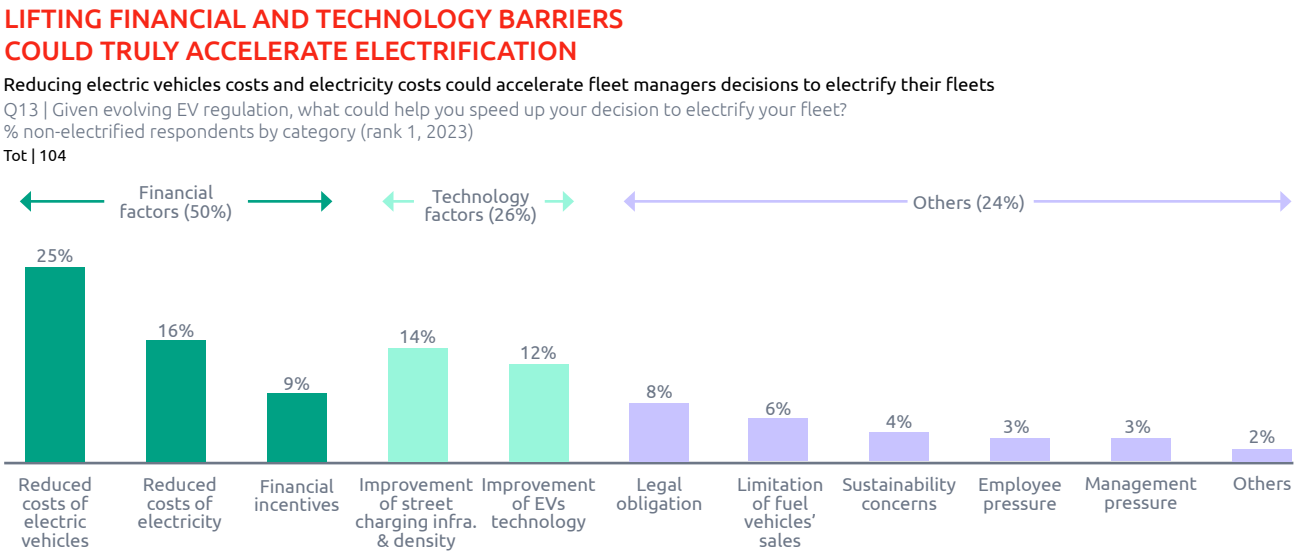


Figure 3: Factors that could accelerate the electrification of corporate fleets in Europe. Source: Quantitative survey among 750 respondents, 2023, commissioned by Edenred to Publicis Sapient

27 Source: Quantitative survey among 750 respondents, 2023, commissioned by Edenred to Publicis Sapient

If these roadblocks were to be removed, companies could be turned into leaders of the transition to sustainable road transport.

Unlocking the potential of companies for the transition to sustainable mobility can be facilitated by a wide range of changes in policies and market practices. There are a few key changes that stand out due to their crucial role and high effectiveness. These recommendations aim to address the most significant barriers and leverage the strengths of companies to accelerate the shift towards a more sustainable transport sector.

Case Study

Companies plan to step up electrification

According to an exclusive survey conducted among more than 750 fleet managers in Europe, commissioned by Edenred to Publicis Sapient in 2023, the majority of companies are keen to increase the share of electric and plug-in hybrid vehicles in their fleets by 2026:

- 90% of companies that have already started to electrify their fleets and
- 58% of companies that have not yet begun the process

Edenred's recommendations

Recommendation 1.

(Europe & Latin America): Provide a predictable, phased policy framework for electrification

Switching to electric vehicles requires vast private investments, which can only be made if there is a sufficient degree of certainty. Policy makers should adopt phased, long-term strategies for electrification, with a particular focus on the roll-out of electric vehicle charging infrastructure.

Recommendation 2.

(Europe & Latin America): Make electrification easy by setting pragmatic rules

The transition to greener vehicles presents significant complexities for companies. To mitigate these challenges, pragmatic rules are essential. These rules should simplify dynamic energy management and home charging reimbursement (e.g. through excluding any qualification of payment services). In Mexico, it is crucial to establish a clear framework for the deployment of charging infrastructure, including specifications for the types of connectors to be used.

Recommendation 3.

(Europe & Latin America): Maintain and expand financial incentives for corporate fleets to go greener

Supporting subsidies and tax incentives are needed for Business-To-Business fleets as shown by the survey data above. Helping fleet managers and drivers skill up for the transition to electric vehicles will be critical and should be financially supported. The benefits of such policies would be particularly strong for heavy-duty vehicles as they have a high mileage and remain on the road for an average of 10 to 12 years.[28]

28 ChargeUp Europe (2024): Charging Up Europe's Corporate Fleets

What is Edenred doing?

When shifting to sustainable mobility, companies frequently face very similar challenges: In a survey commissioned by Edenred, complexity has been identified as a key barrier. During the inception and orientation phase, the main issues are new constraints linked to electric vehicles, the absence of something like a "user manual" for electrification and the need for new types of expertise. At the planning and implementation phase, the variety of available methods to define the path to electrification and the lack of appropriate decision-making tools is cited. Edenred is supporting companies in reducing this complexity through tied and tested tools, while advocating for simpler and more predictable regulatory frameworks in the different geographies.

COMPLEXITY IS A 3-FACTOR EQUATION

Complexity to estimate **electrification feasibility** & to prioritise **use case deployment**

+

Complexity to estimate **total cost of ownership** & to **arbitrate on infrastructure choices**

+

Complexity to estimate **impact on business continuity** & to estimate **use case implications** besides infrastructure

Edenred provides solutions for each stage of the transition to sustainable mobility, adapted to the shifting pain points that companies encounter in their transformation. Three Edenred solutions worth highlighting, out of a broad range of solutions, include:

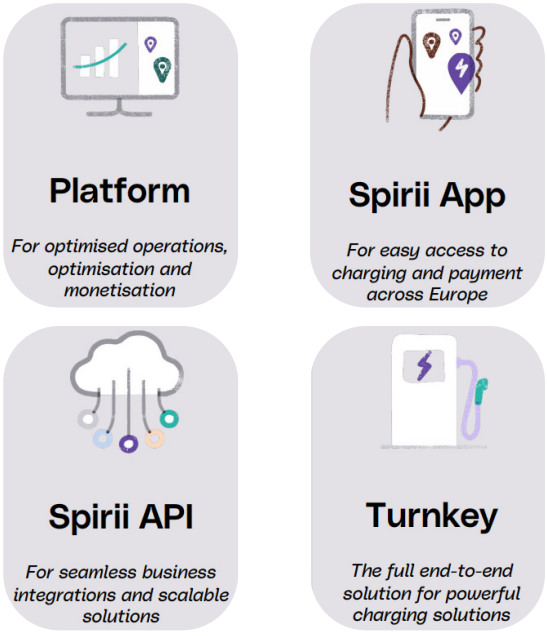
Spirii: your ecosystem for the whole electrification journey

In 2024, Edenred reinforced its commitment to spearheading innovative eMobility solutions by acquiring Spirii, a fast-growing Denmark-based global Software-as-a-Service (SaaS) platform offering a broad range of electric vehicle charging solutions in Europe. Through proprietary technology and a strong partner network, Spirii covers the whole EV charging value chain by offering a cutting-edge EV charging management platform and an intuitive end-user charging and roaming app in addition to turnkey charging solutions.

Spirii is currently present in 19 markets and will enter select Latin American markets by 2025. More than 1,500 companies are already present on the platform, coming from diverse sectors including fleets and logistics, retail, real estate, hardware and energy and utility as well as gas and service stations.

The main tools of Spirii are:

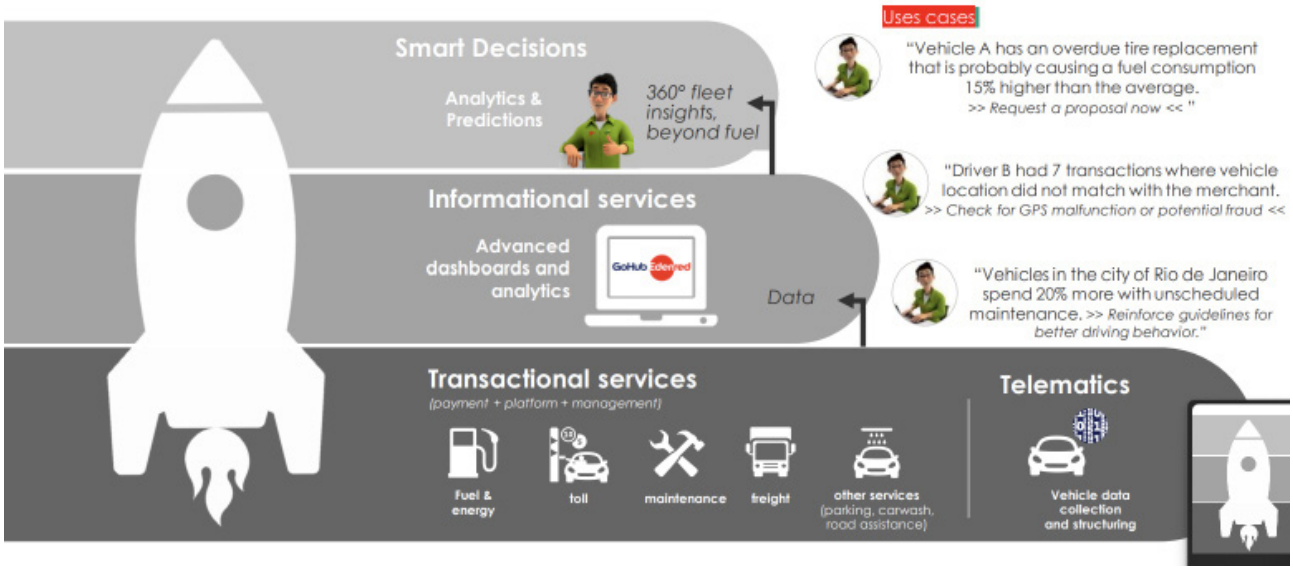
- Platform: For optimised operations, optimisation and monetisation
- Spirii App: For easy access to charging and payment
- Spirii API: For seamless business integrations and scalable solutions
- Turnkey: The full end-to-end solution for powerful charging solutions



GoHub: a one-stop-shop data-powered platform

GoHub by Edenred is a data-powered platform designed to help fleet managers gain a comprehensive view of their fleet data:[29]

- It leverages AI and machine learning to integrate and analyse data, providing key management indicators in a consolidated manner.
- The platform aims to help users understand, track, and reduce their greenhouse gas emissions, contributing to more sustainable and efficient fleet management.
- In addition, the insights allow fleet managers to identify opportunities for cost savings, leading to reduced operational costs.



Move for Good: curbing emissions, from A to Z

Move for Good is a global sustainability programme promoting a more virtuous mobility. Launched in 2022, the programme is live in Europe and Latin America. It enables mobility clients to mitigate their environmental impact. It is structured around 3 key pillars:

- Measure and reduce: Measure and reduce emissions through the switch to less carbon-intensive mobility options (such as electric or bioethanol vehicles).
- Compensate and preserve: Offset remaining emissions through third-party certified projects, such as avoided deforestation or methane recovery.
- Raise awareness: Raise awareness among our community with access to the best knowledge and resources.

The central tools that Edenred offers to its customers in some key geographies such as Brazil are:

- Emissions inventory: Measuring current greenhouse gas emissions based on the GHG Protocol Methodology.
- Analytics: Simulation of different decarbonisation scenarios to switch to more sustainable energy.
- Certification: Annual emissions certificates for certified climate projects offsetting remaining emissions.

29 See https://gohubedenred.com.br/

Edenred Move for Good is an Edenred Mobility sustainability programme, which supports companies in the transition to low-carbon mobility.

"Globo is ramping up its investments in innovative, eco-friendly solutions that reduce carbon dependency. Our partnership with Edenred's mobility entity and its 'Move for Good' program has helped us measure emissions and transition from gasoline to ethanol."

— Maurício Gonzalez,
Executive Director, Shared Services Center
GLOBO, Brazil

"At EMA we are excited to work with Edenred, a leading company in fuel control, tolling and maintenance for fleets, which is now developing innovations for the adoption of electric mobility among its partners and companies. Working with the entire electric mobility ecosystem, ensuring that users and companies can enjoy a barrier-free experience, powered by intelligence solutions is a key step to consolidate the future of electromobility in Mexico."

— Eugenio Grandio,
President of Mexican Electromobility Association

Chapter 2

The power of digitalisation in mobility

In a nutshell

The transport ecosystem is undergoing rapid digitalisation and automation, driven by new technologies like AI and telematics. This development has great potential to improve operational efficiency, productivity and can help optimise fleet costs.

Cost reduction is key to ensure that operators can continue to invest in the green and digital transition. However, limited availability of in-vehicle data and the increasing amount of red tape hinder these investments. By reducing these, regulators will enable mobility operators and create a strong and resilient transport sector.

Key recommendations are:

- To ensure that vehicle owners get full access to the data from their vehicles, and enable them to share this data with third parties
- To support the creation of digital tolling systems with strong legislative frameworks.

Edenred already provides a multitude of solutions that help mobility practitioners enhance their efficiency and that enable informed decisions.

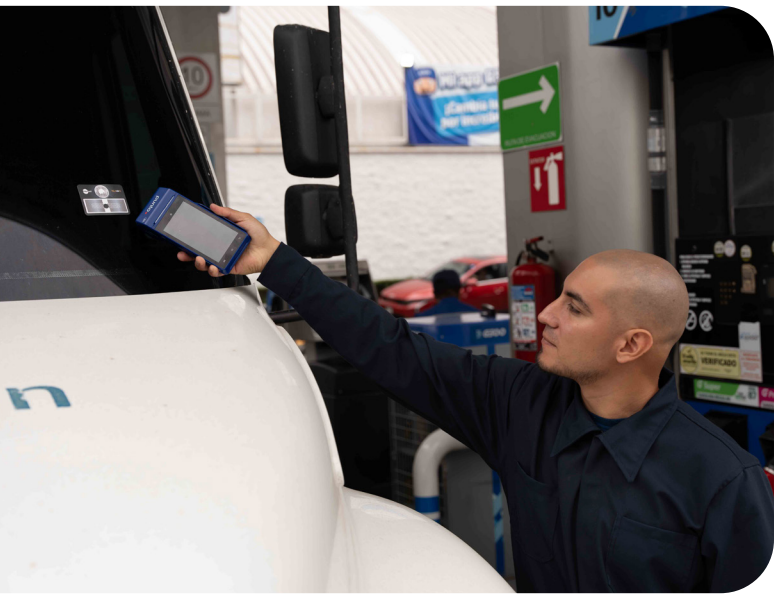
Trends and challenges
Digitalisation as a business enabler

Case Study

Smart decisions in predictive maintenance

Compared to maintenance being traditionally reactive by nature, predictive maintenance based on data analytics can lead to 15% reduction in fleet maintenance expenses (avoiding costs of downtime and towing) and increases fleet availability by 10-15%. (Source: Operational Data from Edenred's Predictive Maintenance solution in Brazil).

The transport ecosystem is undergoing rapid digitalisation and automation, driven by technologies like AI, cloud and telematics.[30] Digitalisation and transparency are critical enablers for companies to understand their carbon footprint, to take informed decisions and to increase efficiency.[31] This trend is expected to continue, with the potential to unlock $9 trillion in value across the G7 countries by 2025 due to the ongoing digitalisation of the trade ecosystem.[32]



Need for digitalisation and automation confirmed

While mobility players see digitalisation as the way forward, most of their systems have only low to medium maturity.[33] It is therefore not surprising that a recent survey carried out by Edenred showed that digitalisation and automation remain high priorities for mobility customers, whether they are SMEs or large corporations.[34]

Digitalisation and automation help improve operational efficiency and productivity, and can optimise fleet costs: Optimisation is "a key part of the transition of the […] sector".[35] There is a great potential for digitalisation to positively influence driving behaviour, leading to safer roads and cost savings for fleet managers.[36] It can also address the most prominent frustrations of companies such as unexpected vehicle breakdowns or unplanned maintenance, which lead to high costs.[37]

In times where the cost of doing business is rising in most regions in the world[38] – e.g. due to rising energy costs, pressures on global trade, wars, staff shortages and the need to reduce emissions – greater efficiency and cost savings are essential to ensure that transport remains affordable.

30 World Economic Forum, 20 June 2024,Why transport and supply chain ecosystems need to be cyber secured
31 Smart Freight Center, 16 January 2023, Overcoming barriers in digitalisation with the use of Smart Freight Center's Data Access guidance
32 World Economic Forum, 20 June 2024,Why transport and supply chain ecosystems need to be cyber secure
33 Source: Q2 2024 Company Survey of 1949 companies (EDR customers and non-customers) in BR, MX, IT, DE; Edenred 2023 behavioural data & financials
34 Source: 2023 Edenred Customer Behavioral data across Brazil, Mexico, Italy and Germany; 2024 Q2 Survey of 1949 fleet managers in Brazil, Mexico, Germany and Italy
35 Transforming Freight Transport coalition, Manifesto for intermodal, low-carbon, efficient and resilient freight transport and logistics, 2024
36 Sources: 2024 Q2 Survey of 1949 fleet managers in Brazil, Mexico, Germany and Italy; 2023 DER behavioural data & financials
37 Sources: 2024 Q2 Survey of 1949 fleet managers in Brazil, Mexico, Germany and Italy; 2023 DER behavioural data & financials
38 Bill Conerly, Business Cost Inflation: Labor expenses will drive 2024-2025 budgets, 19 July 2024

Limited accessibility of data hinders decision-making and reduces efficiency gains

Mobility customers clearly indicate that they will need better access to data in the future, to facilitate their decision-making.[39] Edenred's telematics solutions provide customers with a wealth of data and insights, including tracking the position and routes of a fleet of vehicles in real time.

However, without full access to in-vehicle data, operators will not be able to capture the full benefits of data-based decision-making and innovation. It also has implications for the development of new services such as EV smart charging: without access to in-vehicle data, smart charging services cannot be provided to customers in a seamless way. This is a known challenge: in January 2024 several European Member States asked the European Commission to publish legislation on access to vehicle data.[40] This challenge urgently needs to be addressed, to ensure that the sector can capture the benefits of the digital transition.

Case Study

Making data-driven decisions to improve business practices

On average, 65% of Edenred's customers indicate that they need more and better data in the future, to improve their decision-making. Among their key needs are cost optimisation, operational and management efficiency, regulatory compliance, employee well-being and fraud reduction.

(Source: 2023 Edenred Customer Behavioral data across Brazil, Mexico, Italy and Germany; 2024 Q2 Survey of 1949 fleet managers in Brazil, Mexico, Germany and Italy)

Reducing red tape for a more resilient sector

The mobility sector will need to invest significantly in the following years, to achieve emissions reduction targets and to benefit from the digital transition. Rising prices and the increasing red tape, resulting from regulations, create a challenging climate for operators to invest.

Multi-energy cards are a way of keeping track of energy costs and to maintain a level of control of expenses, through smart reports and tools. Digitalisation improves management efficiency of fleets and costs, leading to a gradual shift from "red tape" to "smart tape"[41]. By reducing the administrative burden, businesses can use their resources more effectively, focus on their core activities, and pursue growth and opportunities to innovate.

Electronic tolling is another great example of solutions that help reduce red tape and increase the efficiency of mobility. In Latam in particular, electronic tolling solutions are developing rapidly: The Free Flow Law, which was introduced in 2021 in Brazil, has provided a real boost to electronic tolling, which is expected to continue in the following years. With new parties integrating in Free Flow on a regular basis (such as Edenred Taggy in 2023) the continued success of free flow tolling is ensured. The system enhances traffic efficiency, lowers CO_2 emissions and allows for a smoother customer journey. In addition to that, Argentina is expected to privatise its tolling system in the near future, which will further drive innovation in the sector.

In Europe, digitalisation also enables customers to easily comply with new CO_2 truck-tolling systems imposed by several countries (as Germany or Austria). By having access to smart tools as CO_2 emission class calculators, customers gain access to smarter toll management in line with sustainable mobility objectives.

39 Sources: 2024 Q2 Survey of 1949 fleet managers in Brazil, Mexico, Germany and Italy; 2023 DER behavioural data & financials
40 The Netherlands Permanent Representation, Joint call of Member States to the European Commission to timely publish the sectoral legislation on access to vehicle data, functions and resources, 19 January 2024
41 https://www.oecd.org/en/publications/from-red-tape-to-smart-tape_9789264100688-en.html

Tax refund as a way to simplify mobility management

One important element which has proven useful in reducing costs, and which has grown in market value, is the use of tax refund capabilities. Applications for VAT and excise duty refunds from abroad are complicated and lengthy (this includes checking whether the invoiced amounts are refundable and applying for reimbursement with the tax authorities of the respective countries). These days, dedicated solutions automate the whole process, through online reporting tools and portals. These solutions offer streamlined VAT and excise duty refunds on certain expenses, such as energy and tolls. This simplifies management and improves business efficiency, most notably for road transport operators that operate across borders.

In this context, the use of summary invoices is key, as transport companies that operate cross-border, typically generate hundreds (if not thousands, for large fleets) of transactions per month. An in-house analysis of client transaction data reveals that on average a client generates 280 transactions per month. The average in Brazil is a bit lower: on average, a Brazilian client generates 133 transactions per month. Bundling these transactions in one invoice every two weeks or every month, simplifies the life of fleet managers. In addition, summary invoices help tax authorities process the data faster, for example during audits.

Uncertainty in tolling solutions

However, challenges remain in tolling: toll tariffs or acceptance of payment methods change regularly and lead to uncertainty about costs amongst mobility operators. In the European market pricing is mainly dependent on national decisions, the underlying decision-making process of which is unclear. The European Commission is currently conducting a remuneration study, which looks into these practices. The results are expected in early 2025.

In Brazil, regulators intend to restrict the use of bank card payments for freight and toll payment activities. While the modernisation of the toll system is a positive development, the industry will need sufficient time to adjust its operational strategies to a new regulatory dimension.

Edenred's recommendations

Recommendation 4.
(Europe & Latin America): Enable access to in-vehicle data

Access to in-vehicle data is essential for the development of innovative, data-driven mobility services. Even though newer vehicles generate large amounts of data, access to this data is often limited. Furthermore, shared data is not always standardised. To ensure that the mobility sector can benefit from the efficiency gains that the digital transition can bring, it is essential that a level playing field is created which allows third party service providers to access the data generated in the vehicles (incl. to EV-generated data).

Recommendation 5.
(Europe & Latin America): Create clear digital tolling systems

Digital tolling systems lead to increased efficiency (no or shorter waiting times) and have the potential to achieve a CO_2 emission reduction (less energy consumption by minimising stops, inclusion of CO_2 charges). Limited certainty on prices and on decision-making processes related to use of payment methods have a negative impact on the uptake of digital tolling and on the mobility sector. To mitigate these negative effects, we recommend policymakers to:

- Ensure that legislative frameworks support the creation of digital tolling systems and pave the way to sustainable transport
- Ensure that decision-making processes related to digital tolling systems (means of payment, toll tariffs etc.) are clear
- Avoid regular tariff fluctuations or unexpected changes in payment means, without sufficient time to prepare, to reduce uncertainty in the market.

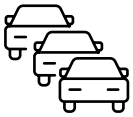
What is Edenred doing?

Saving costs through predictive maintenance

Edenred is the market leader in mobility and fleet management in Brazil, with the predictive maintenance platform as its cornerstone. Real-time information from fleet telematics is fed into the platform, which alerts the fleet manager as soon as a potential issue is observed. Through the platform, maintenance services can immediately be scheduled. Yearly, this:

- Covers 95% of Brazil's territory
- Services over 450.000 vehicles (from light to heavy fleets).

SUCCESS STORY:
Predictive / Preventive maintenance



6k+
vehicles[42]

Results
comparing 1st quarter of 2023 and 2024

14% Reduction
in maintenance billing costs

12% Reduction
on average expenditure per maintenance service per license plate

16% Reduction
on average parts expenditure

28% Reduction
of cost per processed vehicle

Simplifying energy contract management and fuel traceability

Cintelink/Homebase is Mexico and Argentina's trusted platform for digital energy and asset management and traceability of fuel use. It allows operators with their own fuel installations ("own-yard") to control all inflow, outflow and inventory processes with ease. The platform empowers operators to visualise their entire asset supply chain in real-time, leading to reconciliation accuracy of 99+%. APIs enable seamless interaction between multiple systems, ensuring data is validated and centralised for optimal efficiency. In short, Cintelink ensures that resources (energy) are used optimally, while driving operational efficiency.

Smart contracts and blockchain technology also enable carbon tracking. This ensures full compliance with international standards, such as ISO14064 (GHG Accounting) or ISO50001 (Energy Management). Real-time monitoring promotes energy efficiency and emissions reduction, leading to reduced environmental impact ranging from 3% to 8%.

Cintelink facilitates the management of:

2,535
storage tanks

1,847
controlled dispensers

634
million
liters of fuel every year

42 Car rental segment

Reducing red tape for micro and small enterprises

Edenred Hits is an accessible, one-stop-shop solution which allows micro and small enterprises in Brazil to manage their expenses and invoices. The digital platform provides micro and small enterprises with access to bundled products (e.g. energy and maintenance) and a comprehensive overview of their expenses and invoices.

Controlling fleet costs made easy

MAN SimplePay assists fleet managers in simplifying cost control, reducing efforts, and identifying potential savings through the integration of fuel and charging cards within the digital platform. Contactless transactions enhance security and help prevent fraud. The integrated solution also enables truck drivers to reserve parking spaces and, in the future, will also allow for vehicle tank cleaning within the network of Edenred's partner TRAVIS Road Service.

- Available at filling stations of various brands throughout Europe that are part of UTA Edenred's continuously expanding digital acceptance network.

Chapter 3
Social chapter

Making drivers' life more appealing

In a nutshell

- Making mobility cleaner and smarter (and more efficient) leads to immediate social benefits at the global level.
- Looking at the current size of the population active in professional transport, the social dimension is also important within the road haulage sector itself.
- The workforce of transport sector is not sufficiently diverse. In fact, it remains one of the most male-dominated sectors. It is ageing fast while shortage of staff is already the biggest threat for most haulage companies.
- There is room for improvement:
  - In working conditions. These include moving away from the informal economy for instance by providing secured wages or decent health coverage.
  - In how young people, women and nationals from foreign countries are being trained to become drivers.

Benefits will be more local but are a pre-condition to keep trucking. Edenred will continue working to alleviate these glocal challenges.

Trends and challenges

The human factor is currently the biggest challenge for the mobility sector

This is an SME's (big) world with remaining temptations to operate informally

- In the EU, road freight accounts for 1.05% of the total GDP[43].
- 600,000 road freight companies are active in Europe, 86% of which have less than ten employees. Only 0.1% of companies have more than 250 employees[44].
- In Brazil, road transport will represent more than 4% of the GDP by 2030 (2024 forecasts)[45]. Besides, Brazil is the only continental country where goods transportation is at +50% based on road[46].
- In Mexico, road transport represents more than 6.3% of GDP (2022 data)[47].
- In Argentina, 82.4% of road freight operators have less than five trucks, 94.8% have less than ten trucks (2020 data)[48].

Road transport is mostly about humans behind the steering wheel. They are the ones bearing the risk of the development of a informal economy in relation to social security but also in relation to wages or expense coverage.

The scale of the issue is far from negligible with:

- Over 1 million independent truck drivers in Brazil only. Independent drivers are the most exposed to infringements of labour law and to falling into the informal economy. Local businesses have been used to a conventional "paper bill" system with dozens of fragmented documents to showcase at the multiple data checkpoints along the journey (approx. 800 data collection points[49] on highways, cargo transfer stations, port entrances, terminals, waterways, railways and airports pursuant to the Brazilian Ministry of Transport).
- The obligation of volumetric controls of petroleum products in Mexico[50] to facilitate compliance with tax regulations. As a result, taxpayers who receive, store or use hydrocarbons or petroleum products in fixed facilities for their reception are obliged to carry volumetric controls. This would be the case for a number of haulage companies which would be tempted to evade this administrative burden and the related fiscal impacts.

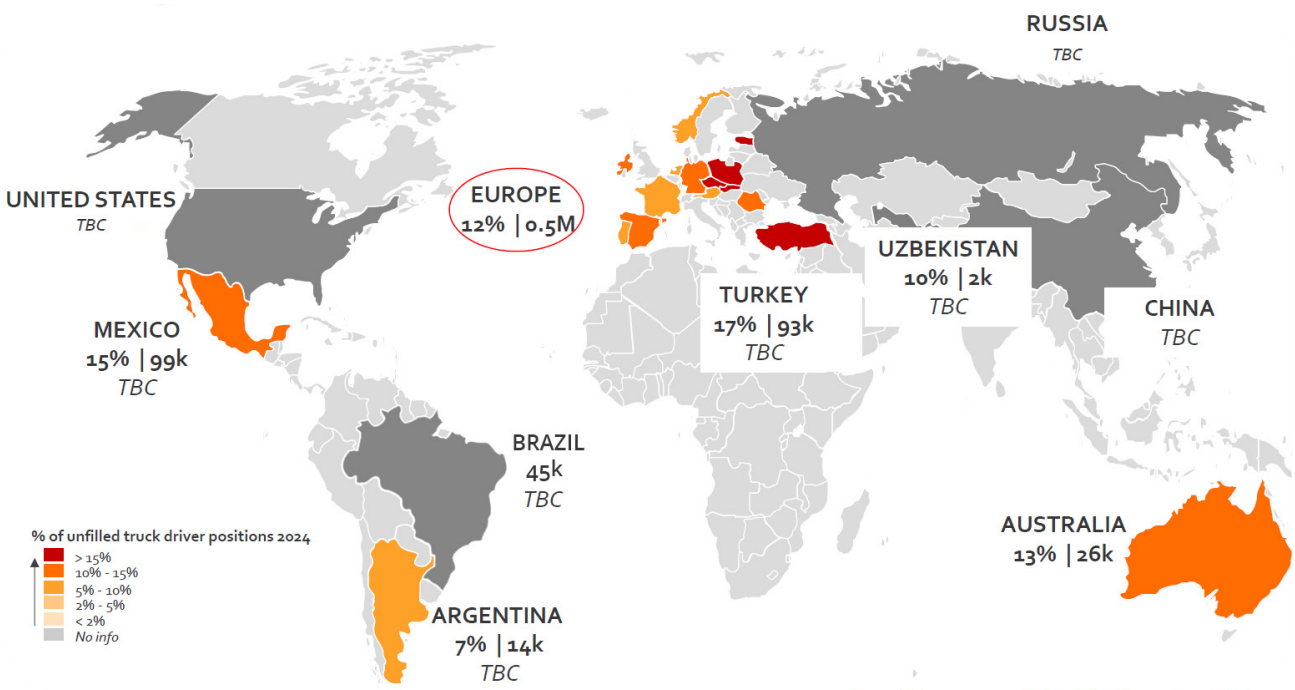
Driver shortage: A perfect storm

The road transport industry is undergoing profound changes at the backdrop of an increasing driver shortage. If this problem is not addressed, the very survival of many road transport businesses will be at risk.

43 Eurostat 2021
44 Eurostat 2021
45 Mordor Intelligence, Forecasts 2024, Brazil road freight market size
46 Study by Fondation Dom Cabral covering the year 2022 and quoted in ValorGlobo.com of 10th May 2024
47 Mordor Intelligence 2023, Mexico Road Freight Transport Market Size - Industry Report on Share, Growth Trends & Forecasts Analysis Up to 2030
48 Inter-American Development Bank 2020, El transporte automotor de cargas en América Latina
49 See information from the Brazilian Transport Ministry
50 EY Energy Alert Mexico April 2023

"Mexico's trucking sector is thriving, benefiting from recent supply chain trends such as nearshoring. But the sector is dealing with a shortage of drivers: currently 9% of all driver positions are unfilled in Mexico, forecast to grow to 14% by 2028 due to an ageing population. In Argentina, the numbers are even more alarming: 11% now, forecast to jump to 17% by 2028 without action. Both countries also have a low share of female drivers and young drivers."

— Umberto de Pretto,
Secretary General of the International Road Transport Union

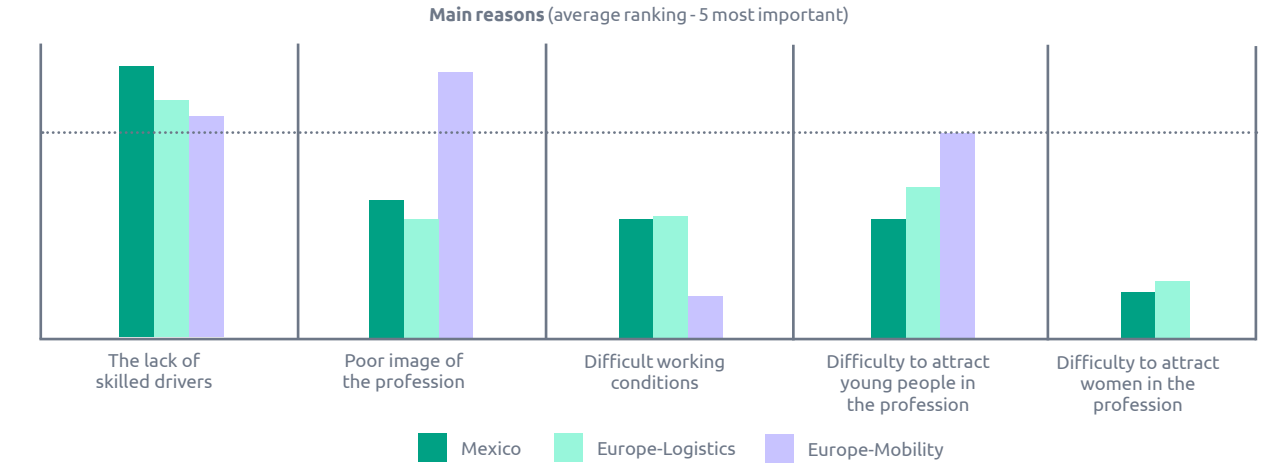


Truck driver shortage remains a significant challenge. Driver shortage 2024 preliminary results.
Source: IRU survey 2024 and National Road transport associations

Road transport is mostly about small companies. However, pulled together, they have a major contribution to GDP and to the job market. Edenred is accompanying these small road haulage companies in several geographies. For a vast majority of them, two trends emerge clearly for Fleet managers pursuant to a survey commissionned by Edenred:

- Top 1 need is the wellbeing and satisfaction of driver & employees
- Top 1 frustration is vehicle breakdowns or unplanned maintenance[51].

Multiple causes of the vocational crisis



Driver shortage survey 2021
Source: International Road Transport Union (IRU)

When asking both employers and employees, it is clear that the poor image of the profession leads to the difficulty to recruit young driver and women… and the other way around. The causes for the vocational crisis are feeding each other. The means to break this vicious circle is to simultaneously act on several fronts.

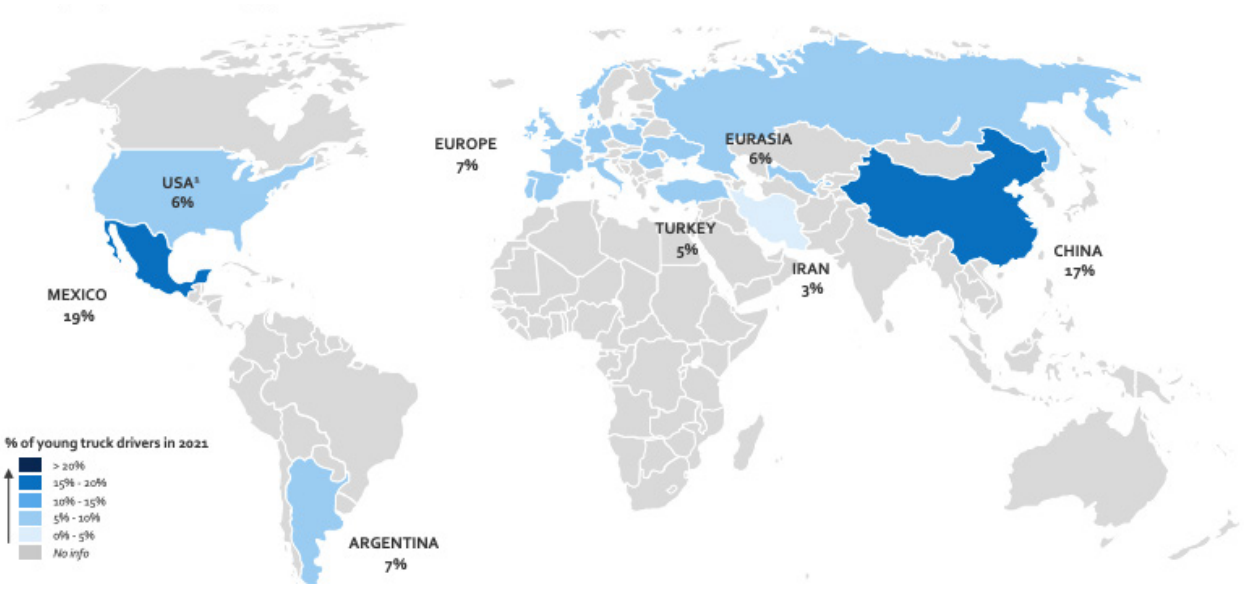
"Our fleet and our drivers are a visible part of our company... We have already converted a large part of our fleet to EV, driven by female drivers."

— Brazil transport company, >1000 employees, >500 vehicles

51 Sources : Q2 2024 Company Survey of 1949 companies (EDR customers and non-customers) in BR, MX, IT, DE; Edenred 2023 behavioural data & financials.

Would you encourage your kids to become drivers?

Attracting more young people remains a challenge despite high levels of youth unemployment. All geographies confirm an ageing trend of their workforce.



Attracting young drivers remains a challenge despite high youth unemployment. % of young truck drivers (<25 years old) in 2021 Source: International Road Transport Union

However, many young people are available on the employment market. In most EU countries, the age bracket between 17 and 23 has the biggest unemployment rate[52]. In Brazil and in Argentina, youth unemployment rate reaches 18%.

Most of the young people from the age of 17 would be fit for the profession both physically and in terms of skills. However, they are reluctant to start training in the first place.

This is a man's world

The road transport industry struggles to attract and retain women, especially in technical roles like driving where representation remains low. At global level, women make up 6% or less of the truck driver population. This is well below the overall transport industry employment rate of women, which varies between 6% and 29% (Source: International Road Transport Union, 2023).

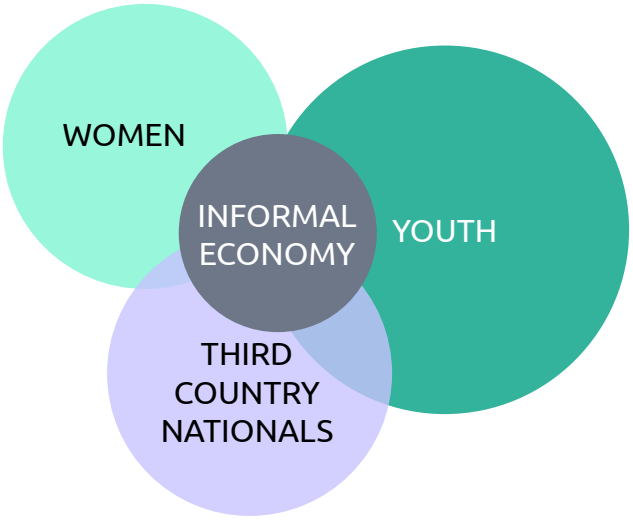
In Europe and the UK, women account for 3.9% of truck drivers. This figure is down to 1.9% in Mexico and even 0.7% in Argentina. Working conditions, especially the lack of secure infrastructure and long periods away from home, are key reasons explaining the low representation of women.

64% of female drivers have experienced unsafe situations at overnight parking areas in the EU.

52 Eurostat 2023, Young people (aged 15-29) neither in employment, nor in education and training

Edenred's recommendations

It is for the good of the industry to make sure that its workforce is not putting itself in the dangerous trap of the informal economy. The sector also needs to increase the quality of training and jobs to attract a younger and more diverse workforce.



Recommendation 6.

(Brazil & Mexico): Moving away from the informal economy

To protect drivers and safeguard decent working conditions, several prerequisites shall be prioritised:

- Acceleration of digitalisation, by favouring one-stop shops digital platforms (thus eliminating paperwork and bureaucratisation of transport)
- Effective implementation by public authorities of streamlined processes to monitor compliance
- Support of education and training to leave no one behind and grasp the full potential of regulations promoting a more formalised market.

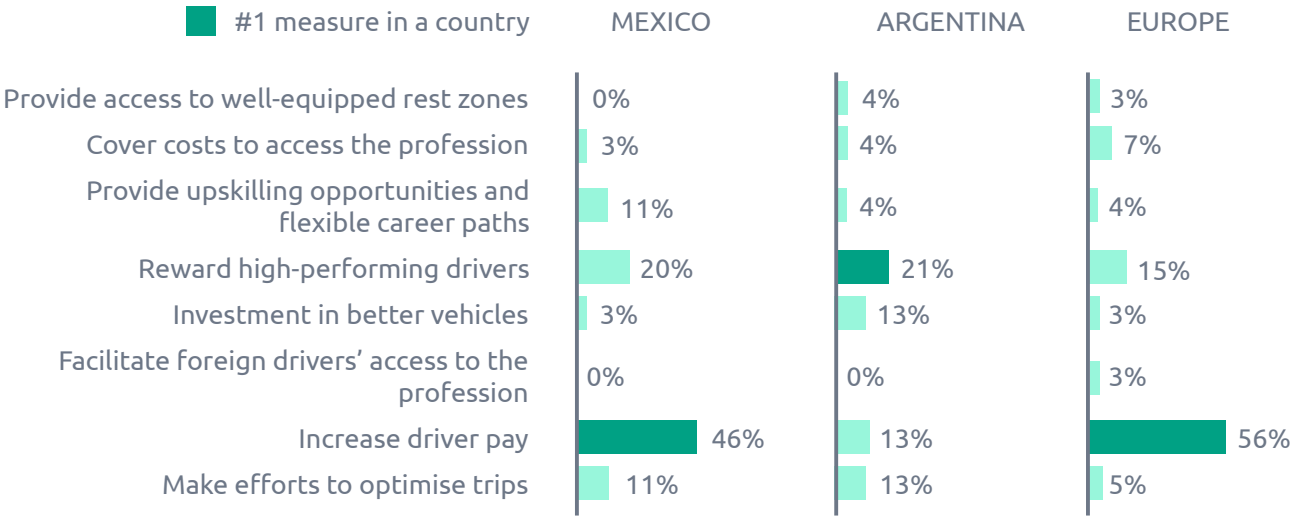


Figure 3. Operators' current strategies to attract and retain drivers.
Source: Extract from International Road Transport Union, Global Truck Driver Shortage Report 2023, page 58

Case Study

Brazil Informal Economy

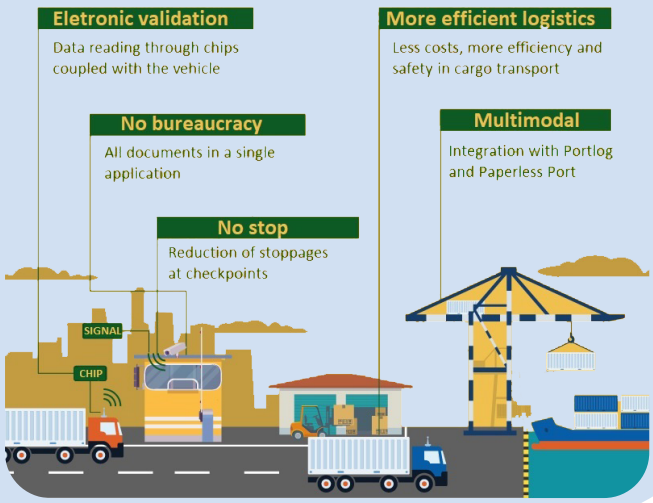
Brazilian Law 11.442/2007 regulates the Electronic Payment of Freight. It is seeking to ensure compliance with contractual obligations between shippers, carriers and subcontractors. Despite the legislation in force, it is estimated that 60 to 70% of transport operations remain informal. This represents approximately R$ 210 million.[53]

More administrative support is necessary to fight against this informal economy. For example, Law 14026/21 establishing the Electronic Transport Document (DT-e) is aiming at creating a single, digital document to be generated and issued prior to the transport operation. With this modernisation, the Transport Operation Identification Code (CIOT – a Service contract including all the members of the transport operation) and the Cargo Tax Document (issued by the authorities) will have to be issued simultaneously, so the owner of the cargo will have to carry out the transport operation under the terms of the law.

However, a major problem still has to be addressed: the access to tax data in order to improve the management of the documents and the effective enforcement and full implementation of the regulation.

DT-e MINISTÉRIO DA INFRAESTRUTURA

ELETRONIC TRANSPORT DOCUMENT (DT-e)



Recommendation 7.

(Europe & Latin America): Push and pull a more diverse workforce

It is more vital than ever for the road transport sector to foster its attractiveness towards the youth. It is also key to retain older drivers by proposing access to other benefits/incentives such as health insurance. The public sector can also do its bit by subsidising training programmes for young women and men to become drivers.

In the short term, the ever-increasing shortage of drivers cannot be filled by local talent pools alone. In Europe, a facilitation mechanism for the legal employment of third country drivers could be put in place, for example match-making systems between transport companies and applicants.[54]

53 Edenred estimation based on the volume of the freight market in general versus the volume of business generated by companies in the sector.

54 See for instance the European Commission proposal on an EU Talent Pool regulation: proposed EU regulation on a Talent Pool

Case Studies

Training

- Example of Financial Support to Training Scheme for passenger HDV in Ile de France: https://www.iledefrance.fr/aides-et-appels-a-projets/aide-la-formation-vers-les-metiers-en-tension-operateurs-idfm

  A €2.000 incentive is provided to trainees enrolled in a driver's training scheme of more than 300 hours. The biggest part of the incentive (€1600) will only be granted to trainees providing a training certificate and work contract with a public transport company.

- Ease access to training
  a. In Brazil, the government launched an accelerated training program for new drivers, which includes tax incentives for companies that hire newly trained drivers.
  b. In Mexico, CANACAR, the national road haulage association, is promoting the implementation of dual training programs, where young people can learn the profession while working. In fact, CANACAR and the State Institute for Labour Training (ICAT), signed a collaboration agreement to promote professional driver training as a guarantee of the economic development of the country.

Recommendation 8.

(Europe & Latin America): Invest in the quantity and quality of resting areas

There is a need for higher quality services and separate facilities (e.g. sanitary facilities) to be offered at parking areas[55].

One possible way to achieve this is to densify the network of Safe and Secured Truck Parking Areas (SSTPAs) and make them easy to book at short notice. The European Union aims for SSTPAs to be available every 150 km on the Trans-European Network by December 2040[56]. This date should be brought forward as driver shortage is a burning issue already. EU funding should therefore remain available to invest in these rest areas.

Case Study

CANACAR in Mexico

To fight and prevent truck robberies and assaults, Mexico's CANACAR (the national road haulage association) has promoted the implementation of the "Early Warning Centers" (CAI) initiative, in collaboration with the government and Geckotech. It allows to quickly and effectively deploy a response protocol in case of truck theft. The CAI receives an alert either through the truck's GPS system or a call from the driver or the company transport manager (in case the alert was not generated by means of a panic button) and coordinates communication and immediate actions between security forces. There are currently four operational CAIs in Mexico, with a vehicle recovery rate of 85% in 2022. In the short term, CANACAR plans to increase the number of CAIs to 12.

55 European Commission 2019, Study on Safe and Secure Parking Places for Trucks, page 9
56 EU Regulation on the Trans-European Transport Network, 2024, Article 31

What is Edenred doing?

Fighting the informal economy

Edenred is an active member of the Brazilian Association of Electronic Freight Payment Method Administrators (AMPEF). It has contributed to the regulatory framework on payment of road services and is still advocating access to a streamlined management of transport documents.

On a more sectoral level, Edenred Repom covers the services outsourced and expenses paid by large carriers and shippers to independent truck drivers for the delivery of goods. Through a digital platform, Edenred Repom provides freight, toll and expense payment management solutions integrating all parties, from shippers and carriers to independent truckers. By allowing carriers and shippers to easily outsource and control goods deliveries, the platform provides greater efficiency, security and control. In 2023, Edenred Repom announced joining forces with PagBem to strenghten its presence on the Brazilian freight payment market.

In Mexico, Ticket Car vouchers are made available to employees to cover their fuel costs during business trips. They allow companies to manage expenses related to their vehicle fleets more efficiently. The solution was gradually broadened to include repair and maintenance expenses and also offers the ability to view the CO_2 emissions of vehicle fleets.

Benefits and specific tools to ease drivers' life and keep it healthy

In Brazil, Edenred has entered a partnership with VidaClass to take care of drivers' health in a practical way. The health services platform offers in particular:

- Consultations and exams at low prices with more than 35,000 accredited networks + 25,000 health professionals + 1,600 laboratories
- Daily hospitalisation fees
- Truck insurance
- Towing.

This contributes to meeting the basic needs of a community of 6 million drivers and their families having no other access to healthcare.

A comparable scheme supported by Edenred is in place in Germany since 2007. DocStop is a network of doctors and contact points where professional drivers can get medical help quickly and easily. Today, the network includes more than 1200 contact points and doctors. DocStop contact points with medical care in the vicinity already exist in Germany, Austria, France and Denmark.

In addition to providing medical care on the road, DocStop strives to improve the working and living conditions of truck drivers. To this end, DocStop has, for example, launched the SaniStop initiative to provide drivers with easy access to showers, washrooms and toilets on the road.

"Road safety and training of drivers are key to avoid demonising the truck driving profession and bringing more skilled drivers, up to the high-performing and sophisticated vehicles of today. "

— Vinicius Fernandes,
Edenred Repom Director M&S Brazil

Soft measures for strong women

Edenred has its own objectives when it comes to retention plan & career pad to women for leadership positions: The key objective by 2030 at Group level is to have 40% women among executive positions.

In addition, Edenred is already taking part in the following soft measures:

- Policies&Practices[57], is a series of lively exchanges between speakers and the audience on European societal needs, where a more inclusive mobility is regularly tackled.
- Femmes en mouvement[58] gave itself the challenging mission of promoting women in mobility and women's mobility.
- In Argentina, Edenred staff are actively contributing to Red de Innovación Local, a non-profit network led by women that works with local governments to improve their management capacity. It offers trainings on fleet management including road safety or maintenance.
- Another Argentinian best practice is the initiative on women in mechanical workshops. In March 2023, 7 collaborators from Edenred Argentina visited mechanical workshops that support diversity employing women. This initiative is being promoted by the local CSR committee in Edenred Argentina called "Movimiento Edenred".

Edenred will continue to advocate for the importance of attracting and retaining more women in the road transport industry.

Edenred Argentina
3848 seguidores
9 meses

En #MovimientoEdenred seguimos visitando a todos nuestros talleres de Mantenimiento que apoyan la diversidad.

Muchas gracias al taller Samurai Automotive por recibirnos
#DreamTeam #MovimientoEdenred

(Safer) parking and free flow made easy

UTA Edenred is partnering with several truck parking managers in Europe (including Travis) to settle transactions in 1500 parking lots in Europe out of the 2500 existing ones. The capillarity of UTA's network is the finest in Europe. Alongside Spirii, mapping of EV charging at rest areas is supported.

In Brazil, the government is moving from physical toll booths on traditional toll plazas to an All-Electronic Tolling model. This development is poised to enhance safety on the road. Edenred Taggy (formerly Greenpass) offers linked automatic payment services thereby:

- Simplify the use or tolled roads and speed up the flows.
- Reducing the risk of default. It is important to note that the feeling of impunity is often the trigger to dangerous behaviour on the road.

Right Protect

A number of legal changes were made in 2022 in the UK which increased the penalties both a driver and their employer could face in the event that another person was injured or killed in an accident. In the UK, road traffic accidents are the only time an officer can question you without legal representation present. In most instances, legal cover added to insurance premiums does NOT provide immediate advice when an incident occurs.

A driver can be left vulnerable at the scene when initially questioned at the roadside and, in most cases, are only eligible for Legal Aid representation during the initial interview at a police station.

Right Protect provides immediate advice giving peace of mind to drivers until their insurance legal service becomes available: Together with law firm LMP Legal[59], Edenred provides a 24/7 hotline to its customers should they be involved in an accident[60].

57 Policies & Practices
58 Femmes en mouvement
59 LMP Legal
60 Right Protect powered by LMP Legal

Key policy recommendations

Recommendation 1.
(Europe & Latin America): Provide a predictable, phased policy framework for electrification

Switching to electric vehicles requires vast private investments, which can only be made if there is a sufficient degree of certainty. Policy makers should adopt phased, long-term strategies for electrification, with a particular focus on the roll-out of electric vehicle charging infrastructure.

Recommendation 2.
(Europe & Latin America): Make electrification easy by setting pragmatic rules

The transition to greener vehicles presents significant complexities for companies. To mitigate these challenges, pragmatic rules are essential. These rules should simplify dynamic energy management and home charging reimbursement (e.g. through excluding any qualification of payment services). In Mexico, it is crucial to establish a clear framework for the deployment of charging infrastructure, including specifications for the types of connectors to be used.

Recommendation 3.
(Europe & Latin America): Maintain and expand financial incentives for corporate fleets to go greener

Supporting subsidies and tax incentives are needed for Business-To-Business fleets as shown by the survey data above. Helping fleet managers and drivers skill up for the transition to electric vehicles will be critical and should be financially supported. The benefits of such policies would be particularly strong for heavy-duty vehicles as they have a high mileage and remain on the road for an average of 10 to 12 years.

Recommendation 4.
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About Edenred

Edenred is a leading digital platform for services and payments and the everyday companion for people at work, connecting more than 60 million users and more than 2 million partner merchants in 45 countries via close to 1 million corporate clients.

Edenred offers specific-purpose payment solutions for food (such as meal benefits), engagement (such as gift cards and engagement platforms), mobility (such as multi-energy solutions, including EV charging, maintenance, toll and parking) and corporate payments (such as virtual cards).

True to the Group's purpose, "Enrich connections. For good.", these solutions enhance users' well-being and purchasing power. They improve companies' attractiveness and efficiency, and vitalise the employment market and the local economy. They also foster access to healthier food, more environmentally friendly products and sustainable mobility.

Edenred's 12,000 employees are committed to making the world of work a connected ecosystem that is safer, more efficient and more responsible every day.

In 2023, thanks to its global technology assets, the Group managed €41 billion in business volume, primarily carried out via mobile applications, online platforms and cards.

February 2025