



**Sustainable Fleet
Consultants**

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Company Profile Sustainable Fleet Consultants

Practical fleet and asset advisory focused on performance, governance, and sustainable operational improvement.

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1. Company Overview

1.1 About Sustainable Fleet Consultants

Sustainable Fleet Consultants (SFC) is a UAE-based specialist consultancy supporting organisations in improving fleet and asset performance through practical, structured, and sustainability-aware advisory services. Operating from the United Arab Emirates, SFC provides expert guidance to asset-intensive organisations across the Gulf region and beyond, helping them align day-to-day operational practices with recognised sustainability and performance frameworks.

The company's advisory scope encompasses fleet operations, asset management, energy consumption, emissions reduction, procurement strategy, maintenance performance, and operational governance. SFC's approach combines structured methodology with hands-on operational experience, ensuring that recommendations are both technically sound and practically deliverable within real-world organisational constraints.

SFC is not a generalist management consultancy. It is a focused, specialist firm with deep domain expertise in fleet and asset environments — including heavy equipment, transport, logistics, plant operations, and workshop management. This focus enables SFC to provide highly targeted, evidence-based support that drives measurable client outcomes.

1.2 Market Position and Advisory Focus

SFC provides specialist advisory support across fleet composition and lifecycle planning, transport and logistics operations, workshop and maintenance management, procurement and inventory control, utilisation and availability improvement, sustainability integration, and KPI development. The company's core value lies in translating strategic sustainability and performance objectives into operational reality — bridging the gap between policy intent and day-to-day execution within asset-intensive environments.

The company's focus is firmly on practical delivery rather than theoretical frameworks alone. Clients benefit from advisory services grounded in operational experience, resulting in improved asset availability, reduced lifecycle costs, stronger governance structures, and measurable alignment with sustainability objectives. SFC positions itself as an independent, trusted advisory partner — offering objectivity and rigour without commercial conflicts of interest from equipment suppliers or software vendors.

1.3 Geographic and Sector Relevance

Whilst headquartered in the UAE, SFC's advisory frameworks are designed to be applicable across the broader Gulf Cooperation Council (GCC) region, as well as in any operational environment subject to ESG reporting obligations, municipal fleet governance requirements, or sustainability-linked procurement mandates. SFC's sector relevance spans municipal and government fleet operations, construction and infrastructure, utilities, logistics, and industrial asset management.



UAE-Based Specialist

Fleet and asset consultancy grounded in GCC operational environments, sustainability frameworks, and municipal governance requirements.

Independent Advisory

SFC operates without commercial alignment to any equipment supplier, software vendor, or financial institution — ensuring objective, client-first advice.

2. Mission and Vision

2.1 Mission

To deliver tailored consulting services that optimise operational efficiency while reducing carbon impact and improving governance, performance, and sustainability across fleet and asset operations.

SFC's mission is rooted in the conviction that operational improvement and environmental responsibility are not competing objectives — they are complementary outcomes of well-governed, well-managed asset operations. Every engagement is designed to produce tangible, measurable improvements across performance, cost, and sustainability dimensions simultaneously.

2.2 Vision

To be a catalyst for sustainable transformation in heavy equipment, transport, logistics, and asset-intensive operations by delivering practical solutions that improve efficiency, control, and long-term operational value.

SFC's vision is to establish itself as the leading independent specialist advisory firm for fleet and asset performance improvement across the UAE and GCC region — recognised for the quality of its methodology, the independence of its advice, and the durability of its client outcomes. The company aspires to support organisations in building operational practices that are fit for the demands of modern sustainability reporting, regulatory compliance, and performance governance.

Sustainable Fleet Consultants brings operational rigour, sustainability awareness, and independent judgement to every engagement — ensuring clients achieve lasting improvement rather than short-term fixes.

3. Why Partner with Sustainable Fleet Consultants

Organisations operating asset-intensive fleets face a complex and evolving challenge: improving operational performance, managing cost, and meeting sustainability obligations simultaneously. SFC provides the specialist expertise, structured methodology, and independent judgement required to navigate these challenges with confidence. The following describes the core value propositions that distinguish SFC as an advisory partner.

3.1 Operational Value

SFC brings structured fleet readiness support through systematic skill assessment, resource allocation review, and right-sized fleet-to-headcount analysis. The company identifies where operational capacity is misaligned with actual requirements — whether through underutilised assets, overstretched maintenance teams, or inefficient deployment scheduling. The result is a leaner, more responsive fleet operation aligned with organisational objectives.

Transparent procurement and inventory control are central to SFC's operational advisory. The company supports clients in building procurement frameworks that reduce unnecessary expenditure, improve supplier accountability, and ensure that asset acquisition decisions are governed by lifecycle cost logic rather than short-term budget pressures.

3.2 Sustainability Integration

SFC supports clients in developing sustainability practices aligned with Scope 1, 2, and 3 emissions logic, ensuring that operational decisions — from asset procurement to maintenance scheduling — are assessed through an environmental performance lens. This includes baseline emissions assessment, fuel consumption analysis, transition pathway planning, and alignment with ESG reporting frameworks relevant to the UAE and GCC regulatory environment.

Sustainability integration is not treated as a separate workstream — it is embedded into the operational advisory methodology, ensuring that sustainability objectives are pursued alongside, not instead of, performance and cost improvement goals.

3.3 Independent Advisory

SFC operates without commercial alignment to any equipment supplier, technology vendor, or financial institution. This independence is a fundamental feature of the company's value proposition. Clients can be confident that recommendations are based entirely on operational evidence, lifecycle data, and performance analysis — not on supplier incentives or product bias. SFC's advice is objective, evidence-based, and focused entirely on client outcomes.

Driver and operator performance is treated as an integral component of asset management discipline — recognising that human factors significantly influence fuel consumption, maintenance demand, and asset longevity. SFC incorporates operator behaviour analysis into its broader fleet performance review.

3.4 Practical Performance Improvement

Strategic fleet replacement and procurement policy support ensures that clients make asset lifecycle decisions informed by total cost of ownership, utilisation data, and sustainability targets rather than habit or convention. SFC develops economical maintenance planning frameworks aligned with industry standards, reducing unplanned downtime and extending asset serviceable life. All recommendations are calibrated to the client's operational environment and resource constraints.

4. Leadership, Expertise and Strategic Advantage

4.1 Leadership Basis

SFC's advisory capability is founded on experienced, qualified leadership with direct operational backgrounds in fleet management, heavy equipment operations, transport logistics, maintenance management, and sustainability programme delivery. The leadership approach is characterised by alignment with client goals — working collaboratively within client teams to build internal capability alongside delivering advisory outcomes. SFC does not impose generic frameworks; it develops bespoke solutions grounded in the specific operational context and strategic objectives of each client organisation.

The company's leadership brings proven operational qualifications and practical industry experience across Gulf region environments, including exposure to municipal fleet operations, industrial asset management, and large-scale logistics infrastructure. This operational depth ensures that SFC's advisory engagements are credible, contextually relevant, and focused on outcomes that genuinely improve performance.

4.2 Technical and Operational Strengths

SFC's technical competencies span fleet composition and right-sizing analysis, maintenance strategy development and workshop performance improvement, procurement framework design and vendor assessment, utilisation modelling and lifecycle planning, sustainability baseline assessment and emissions reduction pathway development, operator performance analysis and capacity-building programme design, and KPI framework construction with supporting governance structures.

These competencies are deployed through innovative methodologies grounded in practical operations — ensuring that technical recommendations are tested against operational reality before being presented to the client. SFC's methodology integrates quantitative data analysis with qualitative operational assessment, producing advisory outputs that are both analytically robust and operationally actionable.

4.3 Data, Governance and Performance Focus

Data visibility, governance integrity, and structured performance reporting are central to SFC's advisory approach. The company supports clients in developing KPI frameworks that provide genuine operational insight rather than administrative reporting compliance. This includes identification of leading and lagging performance indicators, construction of performance dashboards aligned with management reporting cycles, and integration of sustainability metrics into operational governance frameworks.

SFC's governance support extends to compliance alignment, policy framework development, and standard operating procedure documentation — ensuring that performance improvements are embedded in institutional practice rather than dependent on individual knowledge or informal convention. This governance focus ensures that advisory outcomes endure beyond the engagement period, creating lasting organisational capability.

✔ Strategic Advantage

Independent expertise · Operational credibility · Sustainability-integrated methodology · Data-driven governance · GCC regional relevance

5. Typical Client Outcomes

The following categories represent the principal outcome areas that SFC's advisory engagements are structured to deliver. Specific outcomes are calibrated to the client's operational context, sector, and strategic objectives. The categories below reflect the consistent performance improvement dimensions observed across SFC engagements.

5.1 Operational Performance

- Increased asset utilisation and availability rates
- Reduced unplanned downtime and reactive maintenance
- Improved equipment allocation and resource deployment planning
- Optimised fleet composition aligned with operational demand
- Strengthened workshop throughput and maintenance scheduling

5.2 Cost Control and Financial Efficiency

- Reduced total lifecycle cost per asset
- Lower maintenance and repair expenditure through proactive planning
- Improved procurement strategy and contract governance
- Reduced inventory holding costs and parts obsolescence
- Evidence-based fleet replacement decision-making

5.3 Sustainability and Compliance

- Reduced fuel consumption and Scope 1 emissions
- Alignment with sustainability frameworks and ESG reporting obligations
- Improved environmental compliance and regulatory governance
- Structured emissions baseline and reduction pathway
- Integration of sustainability KPIs into operational management

5.4 KPI and Reporting Visibility

- Structured KPI frameworks aligned with operational priorities
- Management-ready performance reporting and dashboards
- Data-informed operational decisions replacing informal practices
- Audit-ready documentation and governance records
- Continuous improvement tracking and review structures

4

Outcome Dimensions

Operational · Financial · Sustainability · Governance

3

Emissions Scopes Addressed

Scope 1, 2 and 3 fleet emissions framework alignment

4

Advisory Phases

Discovery · Strategy · Implementation · Monitoring

6. Engagement Approach

SFC's engagement model is structured around a four-phase advisory framework that progresses from evidence gathering and analysis through to strategy development, operational implementation, and continuous improvement. This phased approach ensures that advisory outputs are grounded in the client's actual operational conditions, and that recommendations are calibrated to the client's capacity to implement and sustain change.



6.1 Discovery and Assessment

The initial phase establishes an evidence base through structured assessment of fleet composition, utilisation patterns, and lifecycle position. SFC conducts detailed review of maintenance strategy effectiveness, workshop operational performance, procurement practices, and governance structures. A sustainability baseline is established, capturing current emissions profile, fuel consumption, and alignment with applicable reporting frameworks. The Discovery phase produces a structured findings report that forms the analytical foundation for all subsequent advisory work.

6.2 Strategy and Framework Development

Building on the Discovery findings, SFC develops a tailored fleet and asset lifecycle strategy aligned with the client's operational objectives and sustainability commitments. This phase produces a comprehensive maintenance optimisation and workshop framework, a structured procurement strategy incorporating lifecycle cost principles and sustainability criteria, and a sustainability roadmap with defined improvement milestones. Strategy outputs are presented for client review and validation before implementation planning commences.

6.3 Implementation and Operational Alignment

The implementation phase translates agreed strategies into operational reality. SFC supports the establishment of KPI frameworks and performance monitoring systems, operational process redesign, governance structure alignment, and the integration of maintenance optimisation and compliance requirements into day-to-day operations. Change management considerations are addressed throughout, ensuring that operational teams are equipped and prepared to sustain new working practices. SFC works alongside client operational management during this phase rather than operating in isolation.

6.4 Monitoring and Continuous Improvement

The final phase establishes the structures required for sustained performance improvement beyond the active advisory engagement. SFC supports the development of performance dashboards and operational reporting tools, designs continuous improvement review processes and operational audit frameworks, and provides strategic guidance for longer-term transformation initiatives. Review mechanisms are calibrated to the client's management reporting cycle, ensuring that performance visibility is maintained and that improvement trajectories are actively monitored and adjusted as required.

7. Typical Deliverables

SFC's advisory engagements produce structured, documented deliverables that provide lasting organisational value beyond the active engagement period. All deliverables are prepared to a professional consultancy standard and are designed to be immediately usable within the client's operational and governance environment. The following describes the principal deliverable categories produced across a full engagement lifecycle.

1

7.1 Policy Frameworks

Comprehensive fleet and asset management policy frameworks aligned with the client's operational context, regulatory environment, and sustainability commitments. Policies are structured to meet audit and tender requirements and provide the governance foundation for all operational improvement programmes. Frameworks typically cover fleet procurement policy, maintenance governance, sustainability commitments, and operator conduct standards.

2

7.2 SOP Documentation

Standard Operating Procedure documentation covering key operational processes including maintenance scheduling, workshop management, asset inspection and condition reporting, fuel management, driver and operator conduct, and procurement procedure. SOPs are written in clear, operationally accessible language and are structured for integration into the client's existing management systems and training programmes.

3

7.3 Sustainability Assessments

Structured sustainability assessments covering emissions baseline analysis across Scope 1, 2, and 3 categories relevant to fleet and asset operations, fuel and energy consumption profiling, identification of reduction opportunities, and development of a prioritised sustainability improvement roadmap. Assessments are aligned with applicable ESG reporting frameworks and are structured to support both internal management use and external stakeholder reporting.

4

7.4 KPI and Performance Metrics

Custom KPI frameworks designed to provide genuine operational insight across asset utilisation, availability, maintenance effectiveness, cost per unit, fuel efficiency, emissions intensity, and procurement performance. KPI frameworks are developed with supporting data collection guidance, reporting templates, and management review structures. All frameworks are calibrated to the client's existing data sources and reporting capabilities to ensure practical implementability from day one.

- 📄 **Deliverable Standards** — All SFC deliverables are produced to a professional consultancy standard, formatted for executive review, and structured to support tender submissions, internal governance processes, and external audit requirements. Document control and version management are applied consistently across all deliverables.

8. Strategic Roadmap and Next Steps

8.1 Strategic Roadmap

SFC structures client engagements around a clear, phased roadmap that begins with evidence-based assessment and progresses through strategy, implementation, and sustained monitoring. The roadmap is designed to be adaptable to the client's organisational priorities, existing capability, and available resources — ensuring that the pace and scope of advisory activity is calibrated to what the client can effectively absorb and implement.

The assessment phase establishes the factual baseline from which all strategic recommendations are developed. Implementation preparation ensures that the client's operational and management teams are equipped to execute agreed improvements with confidence. The monitoring phase provides the structured visibility required to track progress, identify course corrections, and demonstrate performance improvement to internal and external stakeholders.

8.2 Engagement Process

Initial engagement typically commences with a structured introductory discussion to establish the client's operational context, key challenges, and priority objectives. SFC then proposes a scoped engagement plan — outlining the phases to be undertaken, the deliverables to be produced, the timeline for delivery, and the commercial terms. This proposal is reviewed and agreed with the client before work commences, ensuring clarity of scope and mutual commitment to outcomes.

SFC's engagement model is designed to be transparent, well-governed, and aligned with the client's internal procurement and contracting processes. All engagements are supported by a formal services agreement, a defined deliverables schedule, and agreed performance milestones.

8.3 Future Phases and Client Support

Following the completion of an initial engagement, SFC is available to provide continuing advisory support across a range of supplementary service areas, subject to client requirements. These include implementation support during operational change programmes, ongoing governance support and compliance monitoring, training and capacity-building for operational and management teams, carbon reporting support aligned with applicable sustainability disclosure frameworks, and procurement and vendor selection advisory for fleet replacement and maintenance contracting.

Future phases are scoped and proposed on the basis of the client's evolving requirements and are not assumed or pre-committed within the initial engagement. SFC's objective is to provide the level and duration of advisory support that genuinely serves the client's interests — no more and no less.

Assessment

Evidence baseline established

Strategy

Frameworks developed and agreed

Implementation

Operational alignment delivered

Monitoring

Continuous improvement sustained

9. Contact Details



9.1 Contact Information

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Enquiries regarding advisory engagements, tender support, or initial consultations should be directed to the above contact. SFC welcomes the opportunity to discuss client requirements in confidence and without obligation.

9.2 Corporate Positioning Statement

Sustainable Fleet Consultants is a UAE-based specialist advisory firm focused exclusively on fleet and asset performance improvement. The company provides independent, evidence-based advisory services that help organisations improve operational efficiency, reduce lifecycle cost, strengthen governance, and meet sustainability obligations across fleet and asset-intensive operations.

SFC's advisory model is practical, results-oriented, and designed to deliver lasting operational value.

Engagements are structured, well-governed, and aligned with the professional expectations of municipal, industrial, and corporate clients operating in the UAE and GCC region.

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