

2016 Sustainability Summit: Ctrack on intelligent telematics for sustainable fleet management

Ctrack will discuss how telematics can help fleet operators maximise their sustainability efforts in an increasingly competitive economic, political and ecological environment, at the [2016 Sustainability Summit](#).



[Image Source: Ctrack](#)

According to Pierre Bruwer, MD of Ctrack SA, vehicle telematics has become a core technology for vehicle and fleet owners who want to combat rising fuel costs and reduce their carbon footprint to support sustainability initiatives. As such, intelligent fleet management solutions are key in keeping organisations competitive.

Bruwer will be one of the speakers at the conference, held at the Johannesburg Stock Exchange in Sandton on 27 and 28 September. The conference brings together leaders from areas that are vital to environmental progress. Over two days of high-level, candid debate, delegates will learn more about what smarter green policies can achieve, why they matter and how to implement them. They will also benefit from the opportunity to network with international thought leaders who are leading the way in the global sustainability effort.

“Voluntary sustainability standards, such as the Global Reporting Initiative (GRI) framework, are increasingly being adopted by companies to address related issues. CO2 emissions are a major part of these standards, and companies ignoring climate change impacts could see themselves lose business as a direct result,” Bruwer said.

“Ctrack adheres to the GRI framework, and we understand the impact of business on these critical sustainability issues. We don’t only strive towards sustainability for ourselves, but also aim to directly contribute to our clients’ sustainability through our products and services.”

“Through our global footprint, we contribute in some measure towards global sustainable development,” concluded Bruwer.

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