

GEOTAB.

# Trust. Transparency. Transformation.

2023 Sustainability and Impact Report



# The world can't wait

2023, now confirmed as the hottest year on record, reveals the need for action. Organizations and governments have stated big ambitions, however, is there real clarity on the progress made against the goals? Without transparency and measurement, it is virtually impossible to understand the full magnitude of our actions. Making the right data-driven decisions now is the way forward today and most importantly, for future generations.



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## About this report

This third edition of the Geotab Sustainability and Impact Report highlights our work to support the transition to low-carbon modes of transportation and make progress on our environmental, social and ethical goals. The data presented in this report covers the results for January 1, 2023 to December 31, 2023 with reference to the Global Reporting Initiative (GRI) Standards, as well as the UN Sustainable Development Goals (SDGs). All financial figures referenced are in U.S. dollars (USD) unless otherwise specified.

## A message on forward looking statements

This report is intended to provide an overview of Geotab's efforts and goals related to sustainability. The content of this report should not be interpreted as a binding commitment or guarantee of specific results. Our sustainability goals are subject to change and may evolve over time in response to new information, changing circumstances, or shifts in our strategic direction. As such, Geotab reserves the right to revise, modify, or update the goals and initiatives described in this report at any time. We do not accept any liability for any actions taken or not taken based on the information provided in this report. This report was initially prepared in English and subsequently translated into other languages. In the event that there is any inconsistency, the English version shall be the authoritative version.

MESSAGE FROM

# Geotab's Founder and CEO



In 2023, Geotab hit the 4 million subscription mark, with more than 70% of subscribers using at least one sustainable fleet feature. With this reach comes responsibility. We believe that accelerating a decarbonized transportation system is a moral obligation – particularly since transportation is one of the [largest sources](#) of global CO<sub>2</sub> emissions. With our data-driven insights and greater application of AI, Geotab is uniquely positioned to support and accelerate this transformation.

This year has been somewhat of a paradox for Geotab. Yes, I'm proud of the accomplishments that have been made, yet at the same time, I am concerned about the pace and difficulty we are experiencing in realizing our ambitions and the ambitions of many of our customers.

Our solutions have enabled fleets to reduce their carbon footprint and supported the adoption of electric vehicles (EVs). Customers are empowered with data so they can make better decisions and be more transparent and accountable on their sustainability journeys. This is about doing things to positively impact the planet, improving operational efficiency and becoming more resilient in a rapidly changing world. It's about being sustainable and smart.

In the past year, we expanded the Geotab Sustainability Alliance to include new partners, made improvements to our procurement programming, and reduced our Scope 1 and 2 emissions. While these achievements are important, the journey has uncovered significant challenges, including tackling our Scope 3 emissions. For Geotab, reconnecting with customers and partners post-pandemic has been critical given the importance of face-to-face communication. We know that going forward we must find more efficient ways to connect with each other while containing our emissions.

Another area where we are seeking greater efficiencies is in measuring and reducing emissions from purchased goods and services, despite having improved our procurement processes.

Working closely with suppliers and partners is essential to understanding the carbon footprint of our entire supply chain. We need to have reliable data to fully comprehend the decisions that have to be taken when identifying lower-carbon routes while balancing the cost trade offs, and this has proved to be difficult. In reality, closing the gap between our ambitions and actions is tough and it will require sustained effort and determination in the years ahead.

My takeaway from 2023 is that we need greater speed, transparency and collaboration if we are to achieve the goals we have set for a more sustainable future. From my conversations with others across the globe, it's clear to me that many of us are struggling with the same challenges – we have set ambitious goals, but how are we really doing on the journey – it's not easy.

I have no doubt we could go further and faster, together. By working with our supply chain partners, vehicle manufacturers, governments, and others – by pooling resources, expertise, influence, and investment – we can leverage each other's strengths, scale innovation and impact, and combine our efforts to build a more sustainable industry and planet.

The world can't wait; the climate crisis demands immediate action. I welcome your thoughts and ideas on how we can tackle the immediate challenges before us at [ceo@geotab.com](mailto:ceo@geotab.com).

Let's take some small steps together. I'm confident they will take us in the right direction.

**Neil Cawse**  
Founder and CEO

# About Geotab

As a global leader in connected transportation and telematics solutions, we're providing the data insights required to solve some of the transportation industry's greatest challenges. Our ground-breaking data research and innovation has enabled over 50,000 customers in 160 countries to transform their fleets and operations.



# Company overview

For more than 20 years, we've been a trusted partner of some of the largest fleet operators in the world, including Fortune 500 and public sector organizations, helping them make better decisions, increase productivity, safety, and achieve their sustainability goals. Backed by a team of industry-leading data scientists and AI experts, Geotab is unlocking the power of data to understand real-time and predictive analytics – solving for today's challenges and tomorrow's world. To learn more, visit [www.geotab.com](http://www.geotab.com), follow @GEOTAB on [X](#) and [LinkedIn](#) or visit the [Geotab News and Views](#).



Geotab is operational in **160 COUNTRIES**

**2K+**  
employees

**4M+**  
subscriptions

**75B+**  
data points  
processed daily

**200+**  
Marketplace and  
partner integrations

**50K+**  
companies  
use Geotab

**700+**  
partners  
around the world

**23+**  
years of  
experience

### DID YOU KNOW?

Geotab-connected vehicles have traveled more than 89 billion kilometers (55 billion miles) – about 594 trips to the Sun – in the past year.

### WHERE TO FIND US

- Canada
- U.S.A.
- International

# Sustainability at Geotab

Geotab aligns its efforts in sustainability with the United Nations Sustainable Development Goals (SDGs), the world’s shared plan to end extreme poverty, reduce inequality, and protect the planet by 2030. They are a set of goals with corresponding indicators agreed to by the international community to address global challenges in sustainable development, and are a useful tool for ensuring our efforts contribute to broader commitments. See the [Sustainability Performance Metrics](#) table for a detailed description of how we’re progressing.



# Geotab's impact agenda

Sustainability is core to our purpose, from minimizing our own environmental impact, to developing innovative technologies to reduce fleet emissions, to improving vehicle safety for our customers. As a global leader in telematics, with millions of subscriptions around the world, the biggest impact we have is in helping the transportation industry transition to a clean future. At the same time, we are improving the sustainability performance of our own company. There are three core areas where Geotab is making the biggest difference in the world, advancing performance, safety and sustainability, and helping to build a lower-carbon, more resilient transportation industry.

Learn more: [Sustainability at Geotab](#)

## 1 Accelerating decarbonization in the transportation industry

Providing data-driven tools and insights to support fleets at every stage along their sustainability journey, and help them make progress on their carbon reduction and electrification goals.

## 2 Powering driver and road safety

Connecting businesses and cities to intelligent vehicle and transportation insights to support driver safety on the road and reduce the risk of collisions.

## 3 Advancing progress to net zero through data, research and partnerships

Sharing knowledge and expertise, investing, and collaborating on projects to spark innovation and support efforts toward a low-carbon future.



“  
*It's exciting to witness the transition to sustainability in the industry. Decarbonizing transportation is not easy, but it is required as we need to make more progress on mitigating the impact of climate change. Data analytics and AI have an important role to play in making the business case for sustainability investments and without them we may not move forward fast enough.*

**Eric Mallia**  
 Vice President,  
 Sustainability Solutions

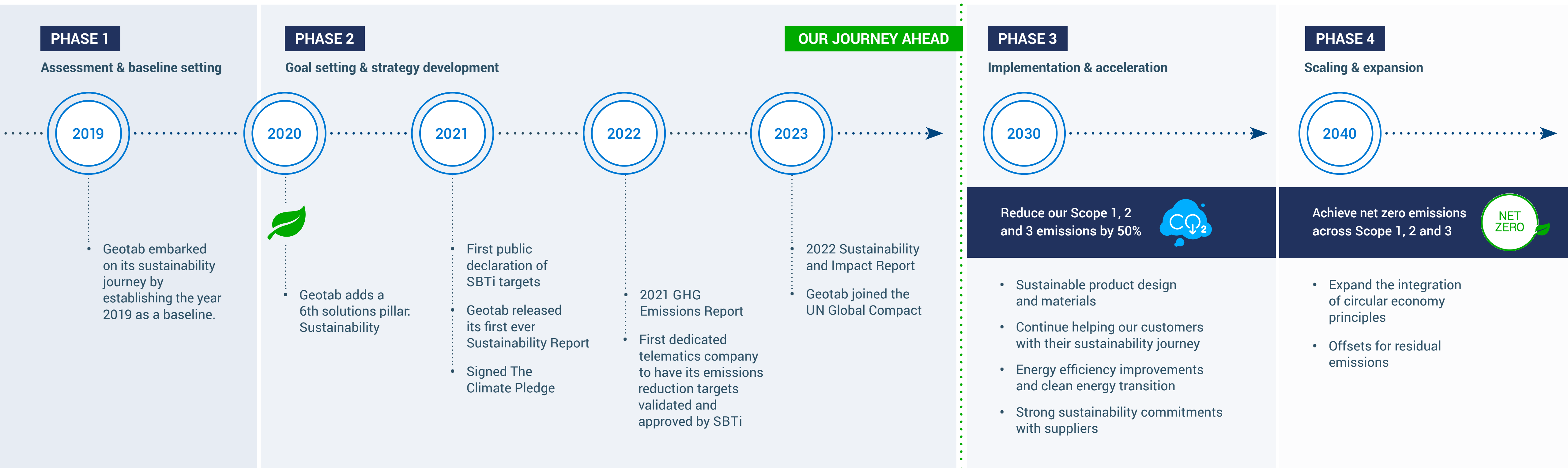
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# Our impact journey

Geotab is committed to reducing emissions, energy use and waste across our operations. We care about the impact we have on our employees and the communities in which we work. Our supply chain partners, customers and employees are central stakeholders, and working together is an important part of making progress on our journey.

## Geotab's sustainability timeline





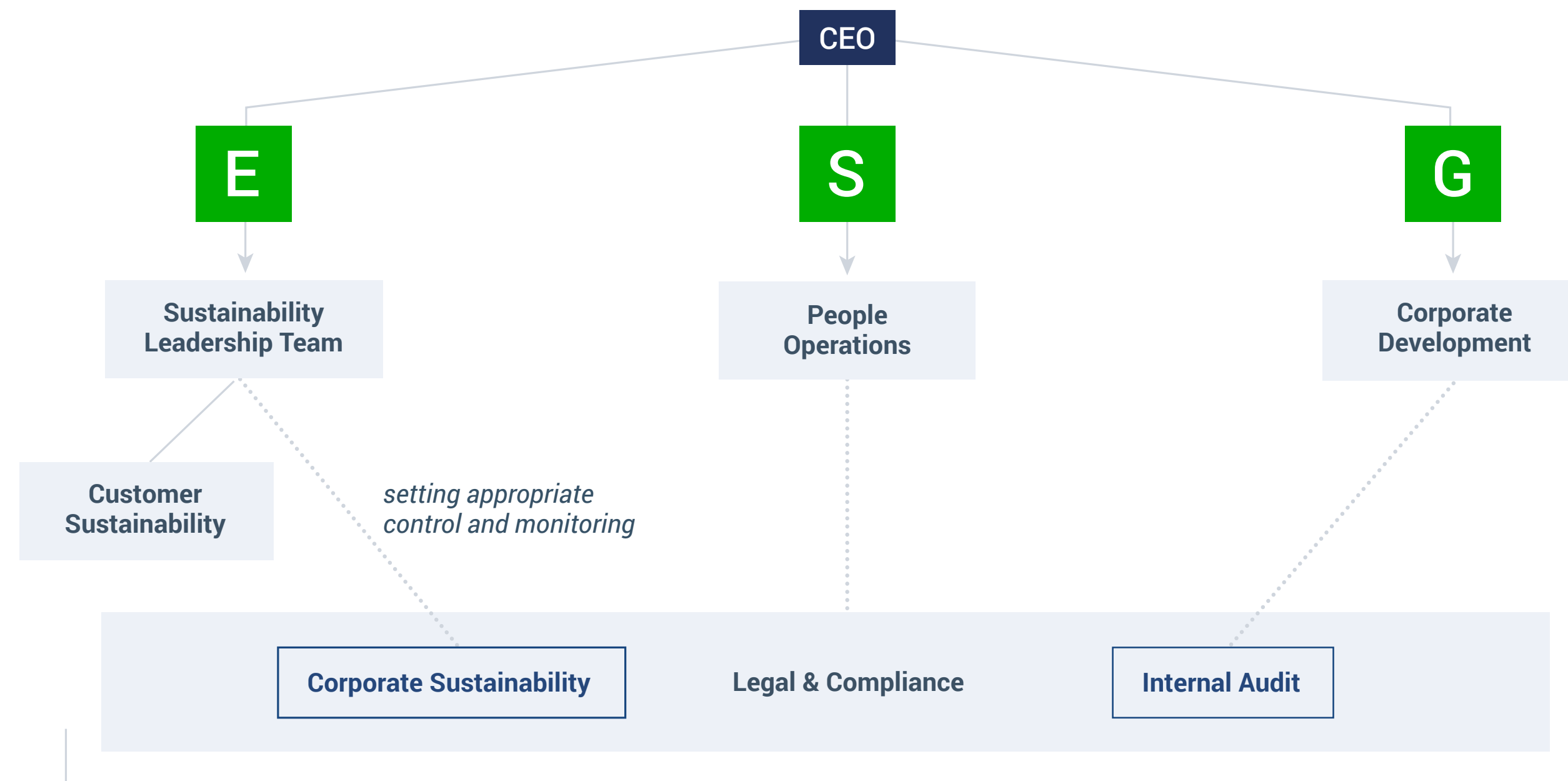
Sustainability requires continuous evolution and innovation to achieve year over year impact. This means improving an ability to measure outcomes by implementing improved tracking systems, as well as expanding the number of metrics tracked. It also includes stepping up efforts to collaborate with suppliers for greater transparency in Scope 3 emissions, which continues to be a challenge.



# ESG governance

We understand that for sustainability to be truly integrated into a company’s culture and operations, strategy and direction must come from the top, to ensure full integration across the organization. Geotab’s Founder and CEO oversees our sustainability efforts, establishing accountability throughout the company. This integrated approach helps align strategic decision-making and policy with environmental and ethical considerations, as well as responsible business practices.

## Sustainability governance at Geotab



Engagement with third-parties for alignment to regulation and standards: SBTi, EcoVadis, UN Global Compact

We also align ourselves with several internationally recognized bodies in sustainability, so we can ensure we’re meeting best practices in our industry and setting ambitious goals that will result in concrete global change.

[The Science Based Targets initiative \(SBTi\)](#) works to lead the way to a net zero economy by providing companies with a path to align their emissions reduction targets to the Paris Agreement goals. Geotab’s emissions reduction targets have been validated and approved by SBTi.



[EcoVadis](#) is a sustainability ratings agency trusted to assess how well companies have integrated sustainability into their business management system.



[The United Nations Global Compact](#) is a voluntary pact made by companies and CEOs across the private sector to implement universal sustainability principles in their operations and report on their progress. The ten principles cover commitments related to human rights, labor, environment and anti-corruption.



Geotab is also a signatory of [The Climate Pledge](#), committing to reach net zero carbon by 2040. The Climate Pledge brings together the world’s top organizations to accelerate joint action, cross-sector collaboration and responsible change to collectively reach net zero emissions by 2040.



# Awards and accreditations

[2023 EcoVadis Bronze Sustainability Rating](#)



[Canada's Greenest Employers \(2023\)](#)



[Google Cloud Cross Customer Award](#)  
2023 Communications and Service Providers [CSP]



[Gold Stevie® Award for Company of the Year](#)  
Transportation – Large

[Bronze Stevie® Award for Sustainability Leadership Award](#) in Canada and the U.S.A.

Bronze Stevie® Award for Sustainability Product of the Year – in Canada and the U.S.A.

Bronze Stevie® Award for Most Innovative Tech Company of the Year – Up to 2,500 Employees

Geotab was named [#1 Commercial Video Telematics Provider](#) by ABI Research



[Vision Mobility BEST OF mobility 2023](#)  
Connectivity: Fleet Management/ Telematics

[AutoTech Breakthrough Award](#)  
Fuel Efficiency Solution of the Year

[Brake Fleet Champions Award](#)

[Global Data](#)  
Best use of AI in Predictive Maintenance

**Sherry Calkins**  
Vice President, Connected Car and Platform Services inducted into the [Fleet Hall of Fame](#)

**François Denis**  
Geotab country manager, France, selected as one of the [20 most influential personalities in the fleet industry](#)



## Supporting California's climate requirements: CARB-compliant solutions

In an industry first, Geotab's GO Telematics Kit received an [Executive Order from the California Air Resources Board \(CARB\)](#) officially exempting Geotab's continuously connected harness installation method from CARB's emissions anti-tampering regulations in the California market, making it the only CARB-compliant continuously connected fleet management solution available at this time. This order means that we've passed CARB's rigorous testing, and that fleets can have the confidence in a compliant solution which will enable improvements in sustainability, productivity and safety goals, while supporting California's ambitious air and climate plans.

# Sustainable fleet solutions

We firmly believe that outside of managing our own footprint, Geotab’s greatest impact is through helping our customers and partners with their environmental footprint by improving efficiencies and reducing greenhouse gas emissions. We’ve made it our mission to accelerate emissions reduction in fleets through [Sustainable Fleet Solutions](#).

We provide data-driven insights that empower fleet managers to identify their sources of emissions and work to reduce them. Geotab’s platform data intelligence also allows for the seamless integration of EVs into fleets by generating insights such as battery state-of-charge, battery health, driving energy and charging energy for over [300 EV models](#).



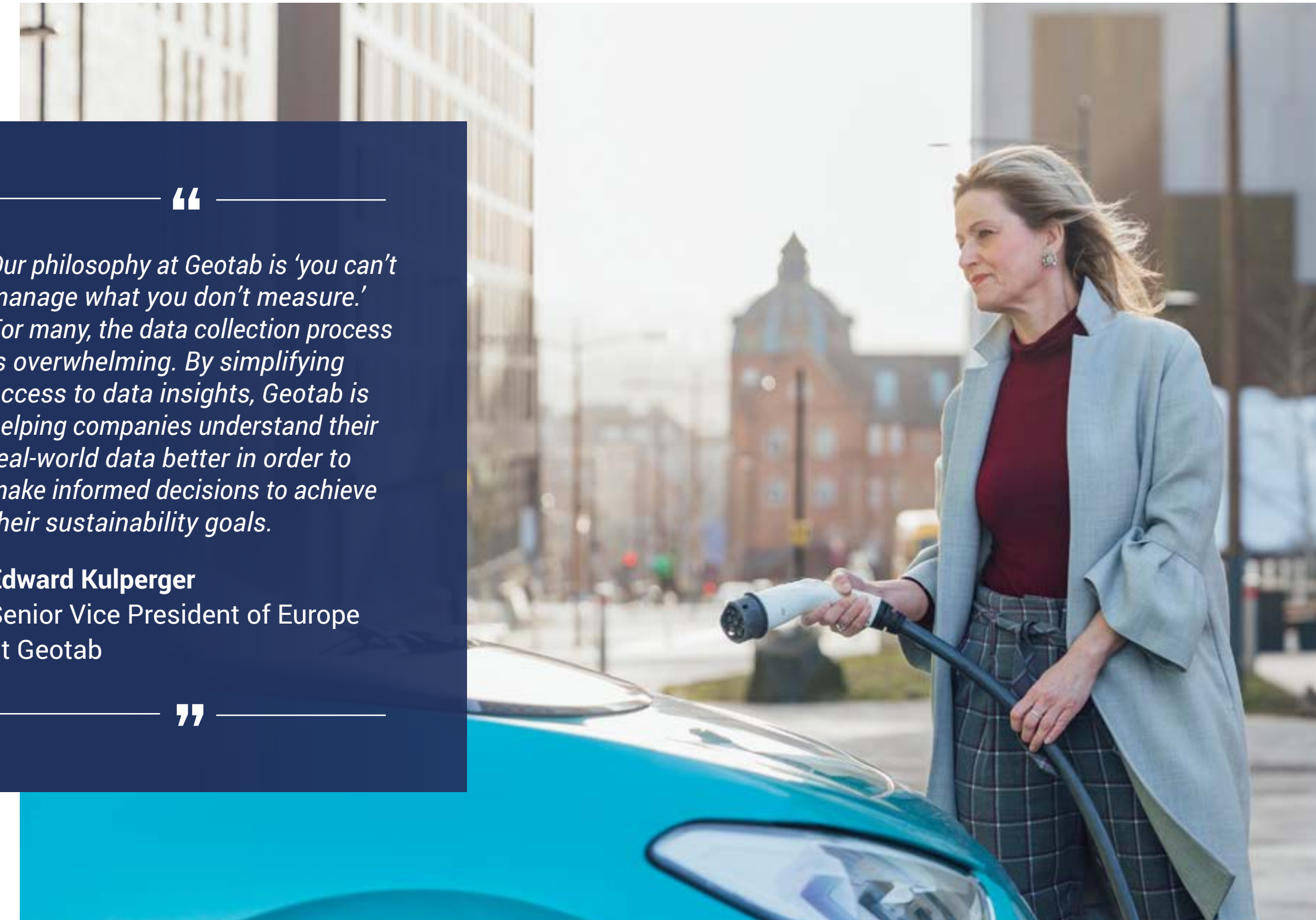
The [EV Suitability Assessment \(EVSA\)](#) offers a tailored roadmap to electrify customers’ fleets, driven by real-world data. Fleets can identify the perfect EV candidates, create solid financial forecasts, and effortlessly choose the right EVs from local markets. Provides highly tailored EV recommendations based on charger availability and charging preferences, factoring in the dwell duration and state-of-charge into EV range capability.



[Green Fleet Dashboard](#) provides fleet managers with an easy tool to monitor their efforts in reducing fuel cost and emissions, evaluate environmental performance over time, and identify opportunities for improvement.



[EV Charge Assurance](#) provides a comprehensive overview of the charging status of a fleet’s electric vehicles. Allows companies to quickly see at a glance which EVs are ready and charged while also setting up custom notifications to proactively resolve charging issues.

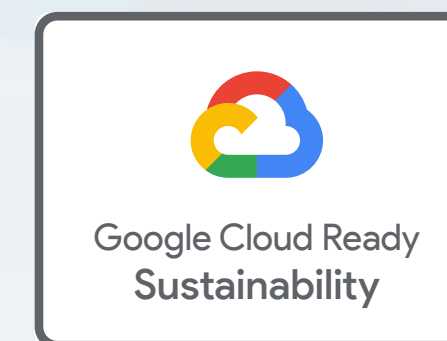


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*Our philosophy at Geotab is ‘you can’t manage what you don’t measure.’ For many, the data collection process is overwhelming. By simplifying access to data insights, Geotab is helping companies understand their real-world data better in order to make informed decisions to achieve their sustainability goals.*

**Edward Kulperger**  
Senior Vice President of Europe at Geotab

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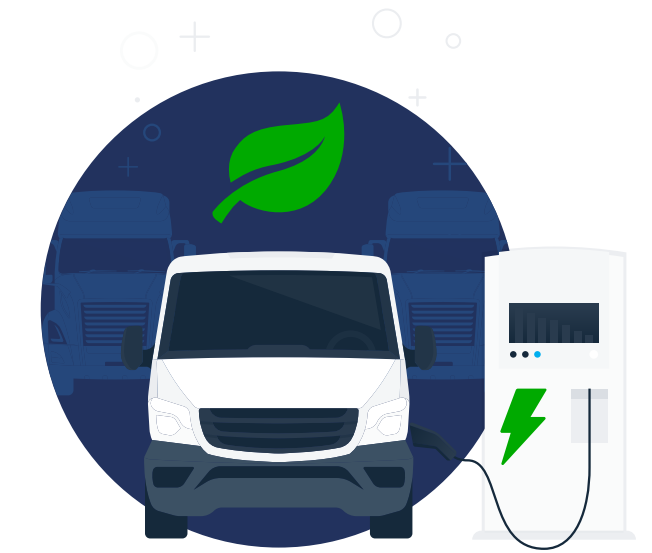
Geotab is a proud partner and designate of the [Google Cloud Ready – Sustainability Program](#) to help customers measure their sustainability initiatives, optimize their sustainability efforts, and adapt to climate risks.

Watch: [Sustainability On Board: The Power of Data Insights](#)

# The art of the possible

## CUSTOMER INSIGHTS

The early adopters of electric trucking and delivery are showing what's truly possible in transportation. Electrification requires industry-wide cooperation and strong partnerships to propel us forward.



### Vecttor: Aiming for carbon neutrality

[Vecttor](#), a subsidiary of the Cabify group, is the leading company in urban passenger transportation with over 3,400 drivers in Spain. Operating in Madrid, Barcelona, Seville, Valencia, and Malaga, Vecttor boasts an extensive fleet of high-end vehicles, allowing it to provide its customers with services for both days and specific routes, always adapting to their needs. Vecttor is firmly committed to establishing itself as a benchmark in creating quality employment in the mobility sector, offering attractive conditions and continuous training to its employees to support their development.

- 2-3% reduction in fuel consumption per vehicle
- Over 20 metric tons of CO<sub>2</sub> emissions saved per year
- An estimated 14,000 - 18,000 liters of fuel savings per month

### Telus: Sustainable fleets driven by data

[TELUS](#) provides award-winning networks and advanced technical solutions to millions of people. As a social capital organization, TELUS has set ambitious sustainability goals, including achieving net carbon-neutral operations and a 46% reduction of GHG emissions in the fleet by 2030. To support its sustainability agenda, TELUS uses Geotab data insights to evaluate the effectiveness of anti-engine idling programs in its fleet, in addition to delivering high-quality, uninterrupted service for customers:

- 50 under-used vehicles identified
- Over 10% improvement in fuel economy since 2019
- 10% reduction in costs per kilometer (excluding fuel) by replacing inefficient vehicles

### Dipesa Group: Eco-friendly growth and improved operations

With its fleet expanding, [Dipesa Group](#), offering services in Ibiza, needed to balance business success with its commitment to environmental conservation. The company was looking for support with tracking fuel consumption accurately, ensuring efficient driving practices, managing road incidents and handling insurance claims.

Dipesa Group integrated Geotab telematics technology with Surfsight™ AI-12 cameras into their fleet to manage real-time data and images and support regulatory compliance.

- 10% decrease in traffic collisions
- Immediate 20% decrease in fuel consumption, saving 50,000 liters/year
- Reduced carbon emissions by up to 132 metric tons annually

## Milk & More: Sustainable home delivery for the modern age

**Milk & More** is the UK's leading online grocery and milk delivery company, which is replacing its diesel fleet with Street Scooters, German-made electric vehicles (EVs). Driving 10 million miles per year, they needed a telematics solution that could show real-time electric vehicle information such as state-of-charge (SOC), charging status, and when recharging vehicles was required, to help the team actively manage its fleet of EVs.

MyGeotab's accurate carbon emissions data, plus the Green Fleet Dashboard, Driver Challenge app and fleet benchmarking – alongside support from LEVL Telematics, makes it an achievable goal to showcase the sustainability of the company and to explain the benefits to its customers.

- Over £2,000,000 (\$2,500,000) in fuel saved each year
- EVs resulted in annual savings of 1.8 million liters of diesel (476,000 gallons) and 4,920 metric tons of CO<sub>2</sub>, as well as a reduction in roadside emissions of fine particulates and other health-impacting gases



## JBS: Expanding No Carbon's electric fleet

**JBS**, one of the largest food companies in the world, has a No Carbon division specializing in the rental of 100% electric commercial vehicles. No Carbon's fleet rental services help to make electric trucks a reality for companies looking to reduce emissions. With more than 260 trucks and growing, No Carbon needed a tool to manage the operation and status of their vehicles' batteries, as well as tracking performance, location and distance traveled in real-time.

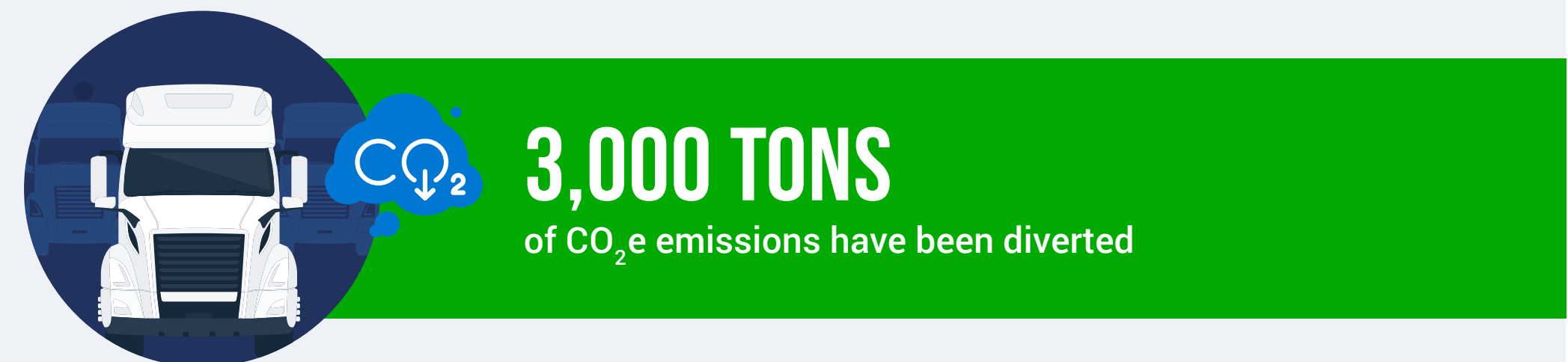
No Carbon enlisted the help of Geotab EV fleet management to track battery status and charging, giving them better view and control of their operations to support expansion. To date, 3,000 tons of CO<sub>2</sub> emissions have been diverted from the atmosphere.

“

*Geotab's telematics platform was essential to leveraging the No Carbon project. Through it, we were able to monitor all aspects of our fleet, proactively identifying and proactively acting on points of failure and improvement on a daily basis.*

**Carlos A. R. Lopes**  
Specialist at No Carbon

”



## euroloo: Measurable improvements across the board

euroloo, a national toilet hire provider in the UK, wanted an integrated fleet management and dashcam solution to gain greater control and oversight of their vehicles and drivers.

With Geotab and SureCam dash cameras, the operations team had access to the reports needed, including fuel efficiency (mpg), idling and driver performance, and video footage to support driver training programs and initiatives. Sharing idling feedback with drivers also improved overall fuel efficiency, reduced costs and improved the sustainability performance of the fleet.

**22%**  
reduction in idling fuel consumption in six months

**52%**  
reduction in harsh braking events

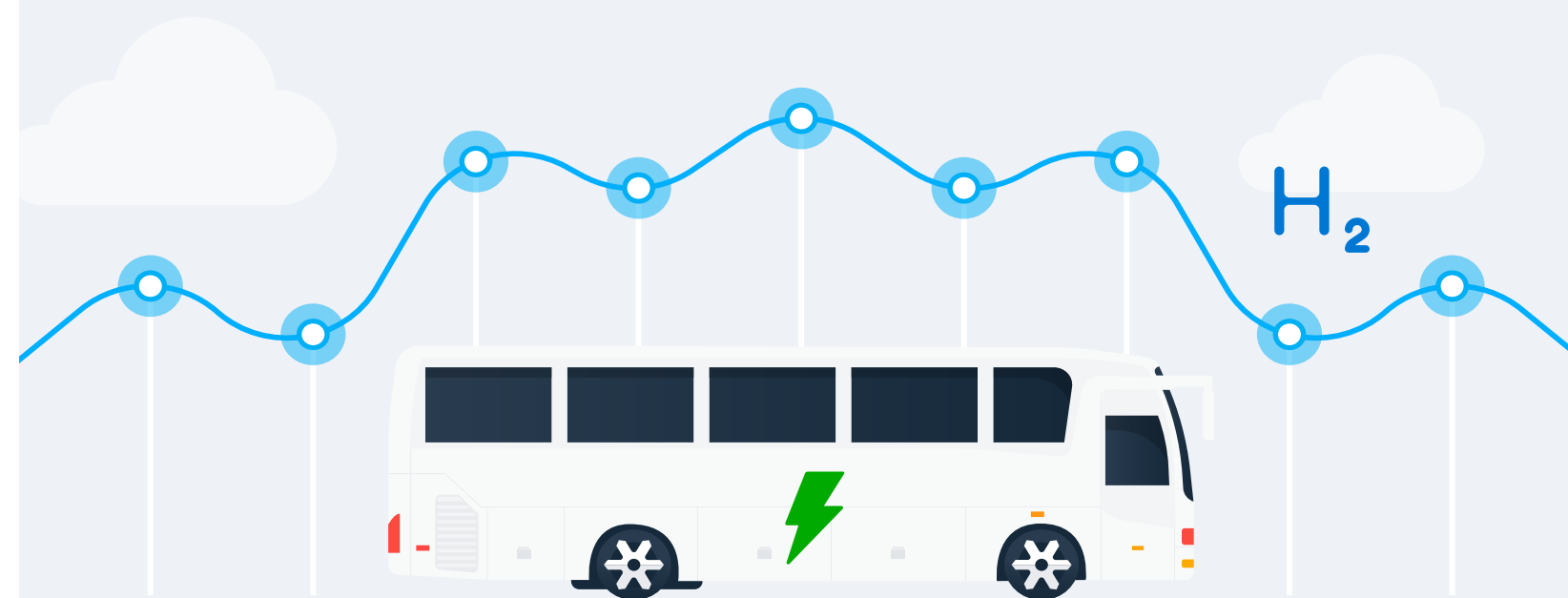
**41%**  
reduction in harsh acceleration events

**ZERO**  
successful false insurance claims

## Wuppertaler Stadtwerke (WSW mobil GmbH): Green public transport

Local public transport company Wuppertaler Stadtwerke, a member of the Rhine-Ruhr transport association, offers public transport to around 86 million passengers annually. To future-proof their operations and ensure continued compliance with environmental legislation, the company aims to operate 150 buses as battery-electric (BEV) or hydrogen (H<sub>2</sub>) by 2030. With 20 hydrogen bus vehicles, the fleet saved over 535,000 (metric) tons of CO<sub>2</sub>e in 2023 compared to classic diesel buses. They needed a fleet management platform that supported different makes and models of vehicles, as well as different drive trains, such as diesel, hydrogen and BEV.

Geotab partner Fairfleet created a third-party hardware gateway that translates non-standard hydrogen bus data points into the J1939 code protocol so that the MyGeotab fleet management platform can read and interpret it. In this way, the fleet can directly compare vehicle performance data between their diesel and hydrogen buses.



CONNECT WITH NEIL

## Driving change

For fleet operations, quality data has become essential for making decisions, setting sustainability goals and fulfilling ESG reporting requirements. Sometimes, data can seem overwhelming.

Are you able to garner the insights needed for better sustainability outcomes?

Share your perspective: [ceo@geotab.com](mailto:ceo@geotab.com)

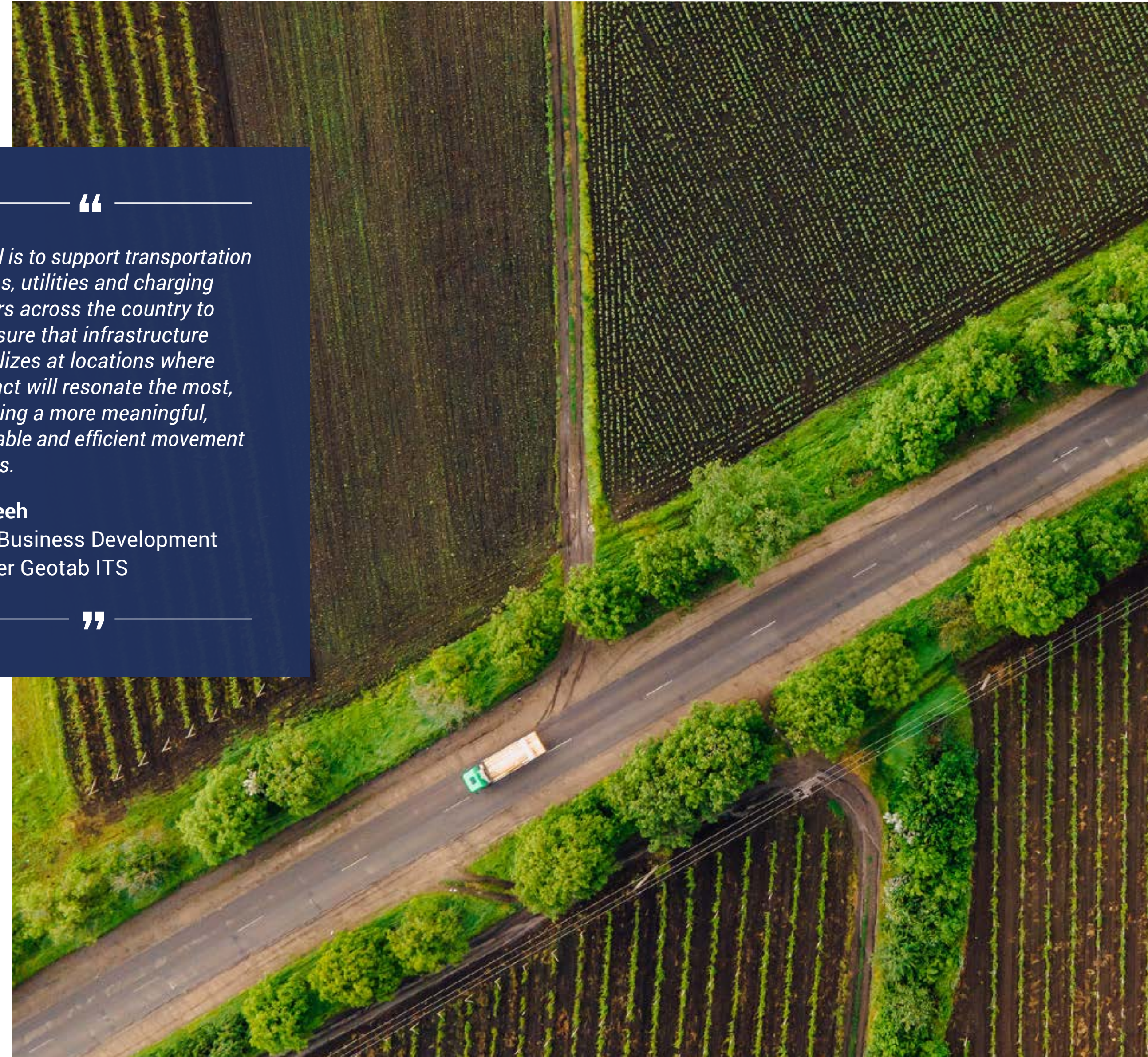




# Intelligent transportation analytics

## Transportation insights for cities, states and grid providers

Cities, states and grid providers are all working to upgrade infrastructure to prepare for major changes to how we interact with vehicles and roadways in the long-term. This includes accounting for macro trends such as sustainability, economic planning and growth, and the transition to alternative fuel vehicles. To make these improvements, reliable data is needed to indicate where vehicles are stopping, for how long, and how far they're driving. Enter [Geotab ITS](#): a Geotab brand specifically designed to support governments and grid providers in improving their transportation networks.



“  
*Our goal is to support transportation agencies, utilities and charging providers across the country to help ensure that infrastructure materializes at locations where its impact will resonate the most, facilitating a more meaningful, sustainable and efficient movement of goods.*  
”

**Nate Veeh**  
Senior Business Development  
Manager Geotab ITS



[Altitude](#), the aggregate transportation analytics platform from Geotab ITS, provides contextualized insights on fleet and freight vehicle movement in an aggregate micro and macro picture. These insights can be used to optimize EV charging infrastructure locations and understand energy demand for efficient operation. Analytics are also used to minimize the impact of traffic accidents by easing congestion and improving safe travel.

#### Geotab ITS + The Ray support transportation agencies with data and insights

[The Ray](#) is a leading non-profit organization dedicated to advancing net zero transportation infrastructure. Geotab ITS, an Advisory Council member, is partnering with The Ray to host [freight electrification clinics](#) for transportation agencies, showcasing how aggregate data insights can support strategic planning of low-carbon fueling station locations across the U.S.

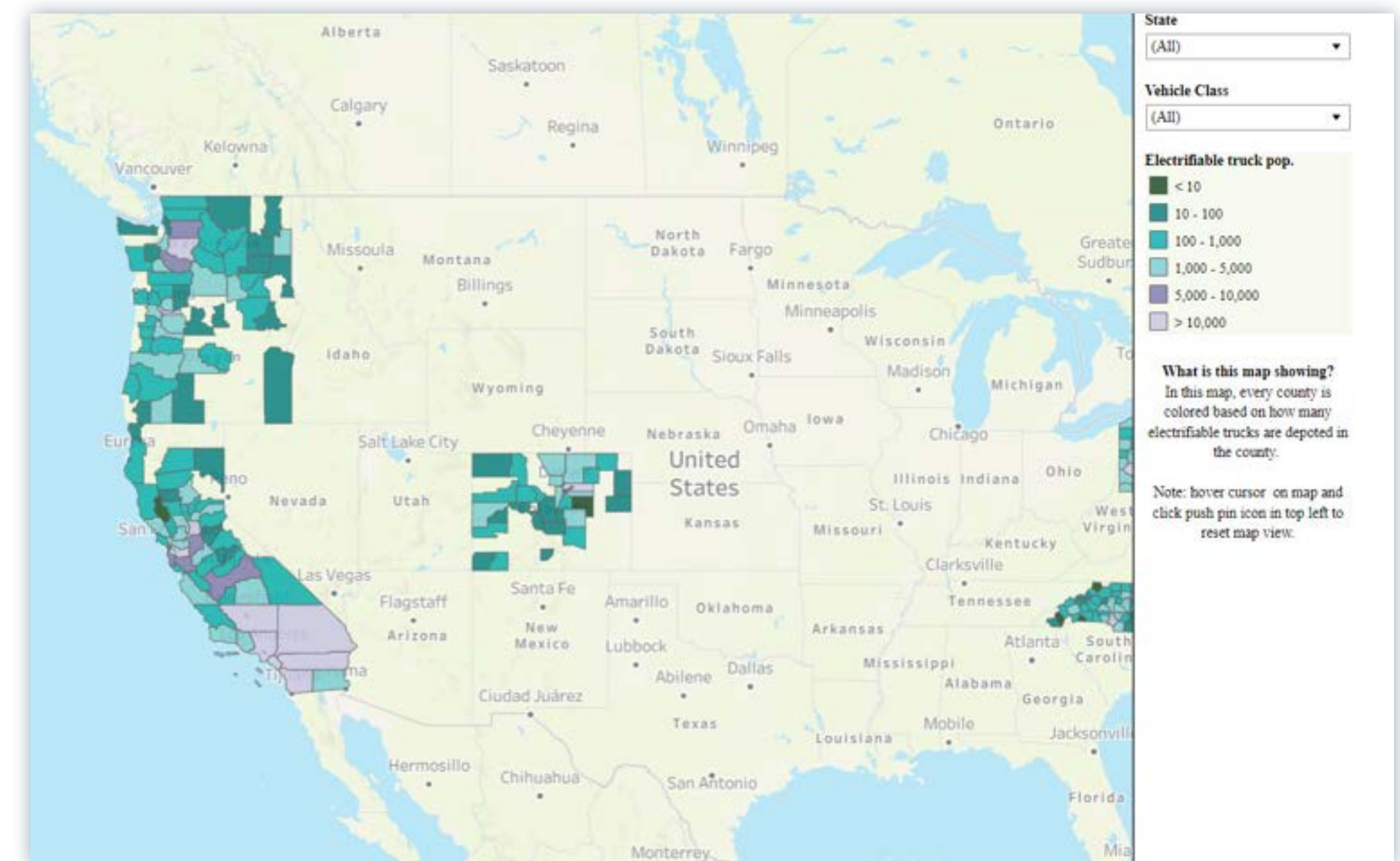
Geotab ITS also partnered with The Ray to release a joint [fleet electrification pilot study](#).

#### ASPIRE (Advancing Sustainability through Powered Infrastructure for Roadway Electrification)

The [ASPIRE National Science Foundation \(NSF\) Engineering Research Center \(ERC\)](#) at Utah State University is catalyzing sustainable and equitable electrification through research into electrified roadways and charging systems. Geotab ITS is a trucking analytics provider for ASPIRE's Wasatch Front Multi-Modal Corridor Electrification Plan project aimed at improving air quality in the greater Salt Lake City region.

#### Navigating the path to fleet electrification with the Rocky Mountain Institute (RMI)

RMI's [Electric Trucking Dashboard](#) shows the electrification potential for trucks in Advanced Clean Truck states in the U.S. Based in part on trucking telematics data from Geotab ITS, the map supports planners in making decisions where to place EV charging infrastructure and how much energy will be needed.



A breakdown by county of how many trucks are electrifiable. Analysis shows over 200,000 trucks in California including 60,000 in LA County could be electrifiable.

# Stronger together: Creating opportunities for partnerships in sustainability

Carbon neutrality can't be accomplished in isolation. To be successful, collaboration is required with suppliers and partners across industries and on a global scale. Geotab is supporting organizations through partnerships across the industry driving sustainable change and accelerating electrification and technological innovation.



[Geotab's Sustainability Alliance](#) is a group of partners offering integrated solutions to help fleets achieve their sustainability goals. By making these integrated solutions readily available for our clients and partners, we're able to offer more comprehensive services and streamline EV adoption across the industry. Alliance partners provide EV planning software, EV charge management, electricity and fuel management reporting, vehicle rightsizing and route optimization, as well as idle reduction and eco-driving.



“  
As more companies invest in fleet sustainability to reduce cost and emissions, there is a growing need for quality data to help optimize fuel efficiency, routing and EV charging. The Geotab Sustainability Alliance is at the forefront of decarbonization and EVs, and has the combined solutions and expertise to help fleets address their challenges and adapt in a rapidly evolving industry. We are excited to build an ecosystem of partners that are helping usher in a new era of clean mobility.

**Eric Mallia**  
Vice President,  
Sustainability Solutions

Charging and Energy Management Integration Partners



Electric Vehicle OEM Partners



Fuel Management and Route Optimization Partners



Sustainability and EV Fleet Consultants





All organizations share a common requirement for effective performance and improved sustainability: the need for quality data. The Geotab Marketplace offers fleet-focused solutions that extend the power of Geotab for companies looking to optimize their operations while lowering costs. With over 200 solutions and partner integrations, the Marketplace offers fleets endless possibilities to customize their telematics to fit their needs.

[Explore Fleet Sustainability on the Geotab Marketplace](#)

## Simplifying data integration for safety and sustainability

Geotab is a core member of [COVESA](#), the Connected Vehicle Systems Alliance. It is an open, collaborative, and impactful technology alliance dedicated to the creation of open standards and technologies in telematics and vehicle connectivity. As a member, Geotab takes part in collaborative projects to advance the mobility ecosystem and share information and resources with our peers. We also support COVESA in their efforts to create an industry standard for a simplified approach to data integration.

## Industry collaboration

Geotab representatives are actively engaged in industry associations, working groups and consortiums focused on overcoming barriers to zero emission commercial vehicle uptake, including:

- Electric Mobility Canada: active member, medium & heavy duty working group
- Electrification Coalition: [Electric Freight Consortium](#)
- [Clean Energy Canada](#): Roundtable contributor for the On the Road to Net Zero report
- CALSTART's [Global Commercial Vehicle Drive to Zero](#): endorser
- Electric Autonomy Canada's [EV Fleets Pro course](#): development partner
- North American Council for Freight Efficiency (NACFE): board member



# Research and advocacy

Research plays a crucial role in providing the foundational knowledge and innovative solutions necessary to address complex social and environmental challenges. Geotab works with leading organizations to develop research on clean energy and transportation. The company’s research spans electrification, transportation networks, and road safety.

## Geotab Automotive Innovation and Research Hub

Last year, we launched the [Geotab Innovation and Research Hub](#). Based in High Wycombe, England, the state-of-the-art facility brings together some of the brightest minds in the industry to develop cutting-edge technologies to support connected vehicles of all kinds.

### Hub research includes:

- Vehicle reverse engineering
- Optimal installation methods
- Testing and validation of Geotab’s new hardware and software
- Design, specification and testing of wiring harnesses and installation procedures
- Identification and coding of on-board diagnostics from new vehicles
- Updated or additional data points from vehicles previously worked on
- Product safety checks
- Employee training



*The state-of-the-art High Wycombe facility is Geotab’s first dedicated automotive facility in Europe, and is behind much of the success of the innovative technology used to achieve the support for 300 makes and models, in addition to providing telematics for the the British Antarctic Survey – the United Kingdom’s national polar research institute – as the first commercial telematics provider to go live in the Antarctic.*

**Edward Kulperger**  
Senior Vice President of Europe at Geotab



## Enhancing safety in delivery fleets: A 14-month dash cam study

A [detailed 14-month study](#) on a fleet of courier delivery vans highlighted the positive impact of the Lytx® Surfsight® AI-12 intelligent dash cam on safety performance, helping to reduce incidents and improve operational efficiency.

By leveraging the advanced capabilities of machine vision and artificial intelligence, the dash cam detects risky driving behavior, alerting drivers in near real-time to encourage immediate corrective action.

### KEY FINDINGS

- Surfsight dash cams led to a 66% decrease in incidents and a 73% reduction in driver distractions.
- Claims costs decreased by 86%, improving fleet safety and lowering insurance premiums.

## From vision to reality: Showing the possibility of an electric future with *Run on Less*

Geotab has sponsored and partnered on several EV pilot projects and test journeys to improve technology and advocate for electrifying the industry. Last year, we were the [official data partner](#) for a fleet electrification showcase by [Run on Less](#), an initiative of the North American Council for Freight Efficiency (NACFE). We supported NACFE on their fourth *Run on Less*, which profiled 10 fleets across North America scaling electric trucks at their depots and sharing valuable learnings from real-world deployments.

### KEY FINDINGS

- Small energy depots for smaller trucks and shorter routes are ready for use now, especially in urban areas.
- Large energy depots are gaining momentum, due to vehicle improvements, faster charging, and improved energy infrastructure. For example, one heavy-duty truck completed 410 miles on a single charge, and 1,076 over a 24-hour period.
- Energizing sites to charge trucks is currently taking from nine to 36 months, too long to keep up with demand, requiring portable or temporary charging.



## Visit some of our other innovative research and advocacy work from 2023

- Telematics sponsor for [IVI Flotte Rechargeable](#)
- Data partner on 4x4 electric's [solar electric vehicle trip around Africa](#)
- Sponsor of [La Chaîne EV](#) trans-European road trip
- Released the [Geotab Greening the Fleet Study](#) on fleet decarbonization
- Published findings of the [Journey to EV study on fleet electrification in Germany](#) (DE)
- Released the [2023 State of Commercial Transport Report](#)
- The Walrus Talks: Artificial Intelligence live event. Watch the recap of Mike Branch's talk on ["Decarbonizing commercial fleets with AI."](#)



The La Chaîne crew traveled more than 5,600 km across Europe in a 100% electric car with Geotab telematics.

# Environment and climate action

Climate change is one of the most critical challenges of our time. We recognize the scale of this challenge and understand that making meaningful reductions will take consistent, long-term effort. Through active engagement, education and reporting, we hope to minimize climate-related risks and contribute to a more sustainable future.





# Greenhouse gas emissions

We measure and analyze our carbon footprint at multiple levels, including facilities, global supply chain, use of sold products, business travel and staff commuting. These analyses help us build the vital framework we need to achieve carbon reduction goals.

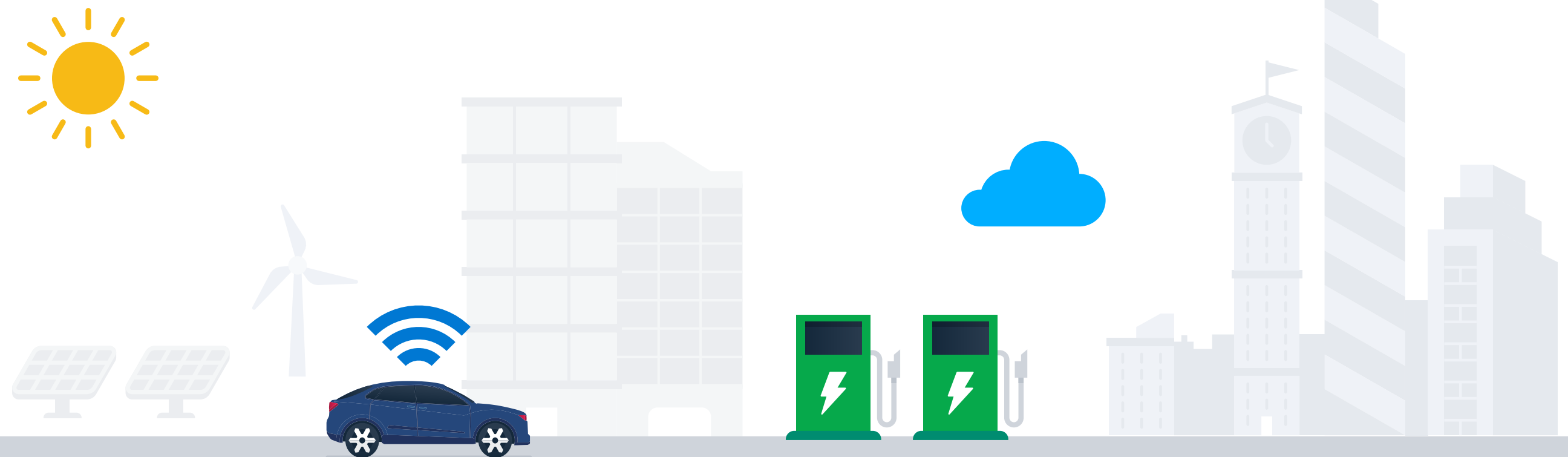
To ensure we're continuously improving, we aligned our climate goals with the Paris Agreement, and we joined initiatives including the [UN Global Compact](#), [CDP](#) and [Race to Zero](#) global campaign coalition.

## Science-based emissions targets

Geotab's goal to reduce our GHG emissions by 50% across all scopes by 2030 has been approved by the Science Based Targets initiative (SBTi).

**2040 GOAL**  
**NET ZERO EMISSIONS**

**2030 GOAL**  
**50% REDUCTION**  
in GHG emissions  
(Scope 1, Scope 2 and Scope 3)



To achieve this goal, we're targeting reducing the carbon intensity of our facilities, continuously reviewing our value chain, and collaborating with suppliers and stakeholders. This includes by 2030, confirming that 100% of our top 10 suppliers (by spend) make a public commitment to reducing GHG emissions. We also support the advancement of government legislation and regulations needed to drive rapid decarbonization and mitigate the worst impacts of climate change.

In 2023, we achieved the following GHG-related results compared to the 2019 baseline:

**41% REDUCTION**  
in Scope 1 GHG emissions

**35% REDUCTION**  
in Scope 2 GHG emissions

**11% INCREASE**  
in Scope 3 GHG emissions

In 2023, Geotab’s emissions rose by 10% compared to our 2019 baseline. This increase was primarily attributed to a rise in purchased goods and services, directly correlated to business growth. Scope 3 emissions increased by 11%, due to a resurgence in business travel and staff commuting.

At Geotab, we are acutely aware of these trends and are committed to implementing robust strategies to significantly reduce our Scope 3 emissions.

Geotab succeeded in reducing direct operational emissions, contributing to a 41% decrease in Scope 1 and a 35% reduction in Scope 2 emissions. In the years to come, Geotab will seek to proactively implement strategies aimed at reducing direct emissions from facilities.

GHG Emissions (metric tons CO <sub>2</sub> e)*	2019	2023	% change from baseline year
Total Scope 1	458	270	-41%
Total Scope 2 (location-based)	784	511	-35%
Total Scope 3	42,266	46,889	11%
<b>Total</b>	<b>43,509</b>	<b>47,671</b>	<b>10%</b>

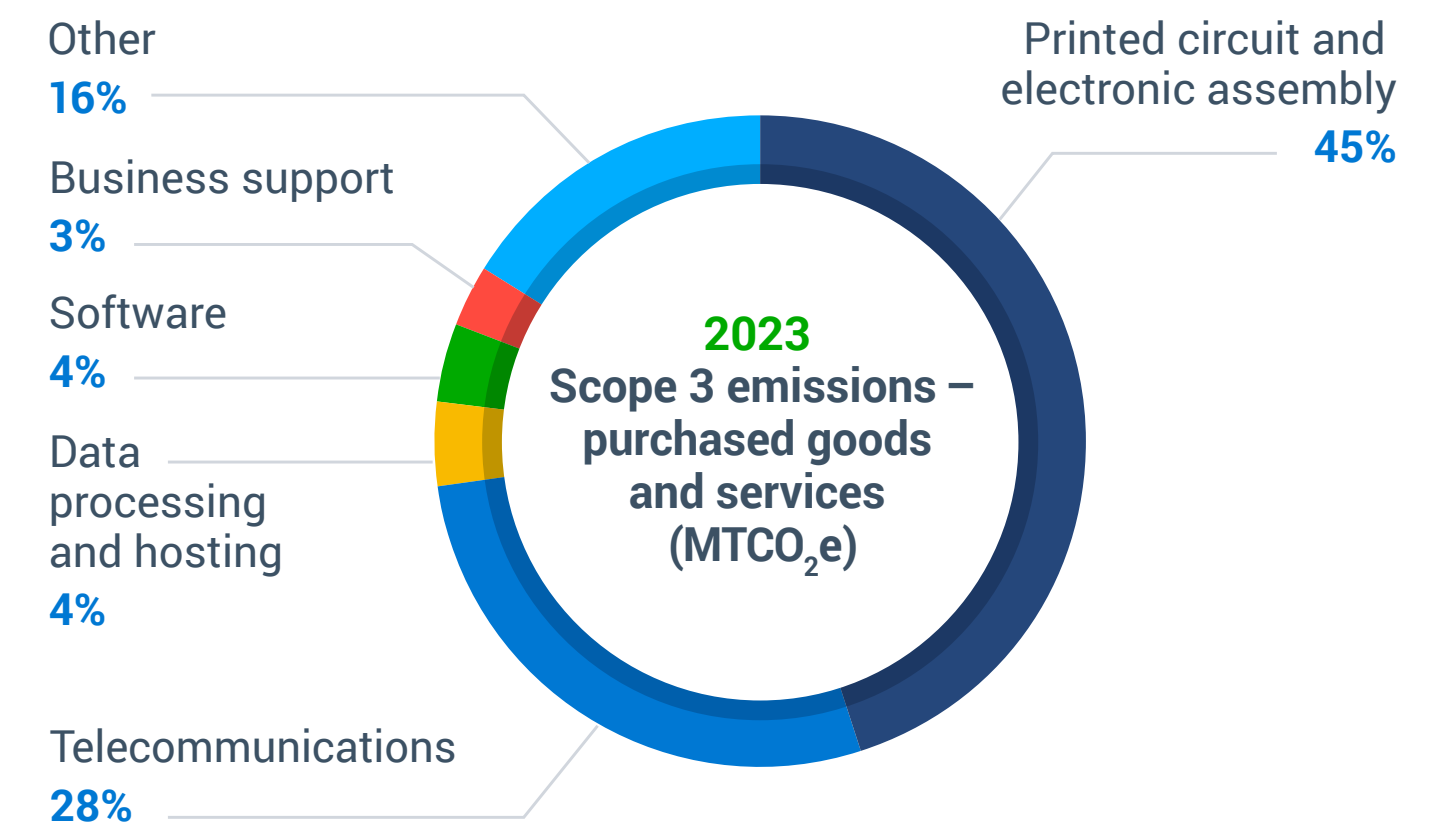
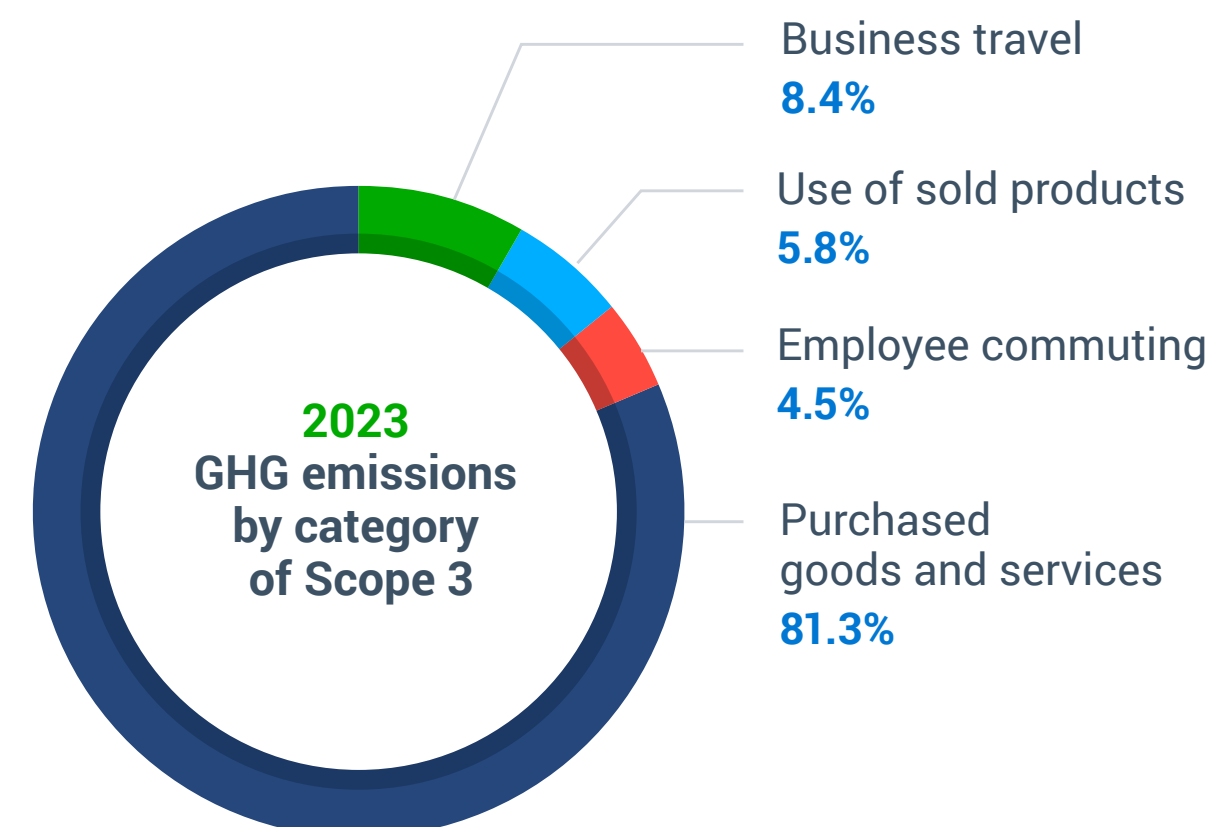
\* Geotab employs the Greenhouse Gas Protocol Corporate Accounting and Reporting Standards for emissions disclosure.

In 2023, Geotab’s Sustainability team initiated an internal review of our GHG emissions data from 2019 to 2022 upon the implementation of an advanced ESG platform. This new system

improved the precision of our emissions tracking and provided us with elevated accuracy, overcoming the challenges associated with previous manual calculation methods. The transition enabled us to identify and rectify calculation discrepancies, resulting in minor revisions in our reported emissions figures. Additionally, we leveraged this update to refine and simplify measurement methodologies, further strengthening the integrity and precisions of our GHG emissions data.

[See restatement of GHG emissions](#)

Approximately 84% of Geotab’s Scope 3 category 1 emissions originate from five key sectors within our purchased goods and services. This highlights a strategic opportunity for implementing emissions reduction strategies within our supply chain.



# Employee incentives for sustainable transport

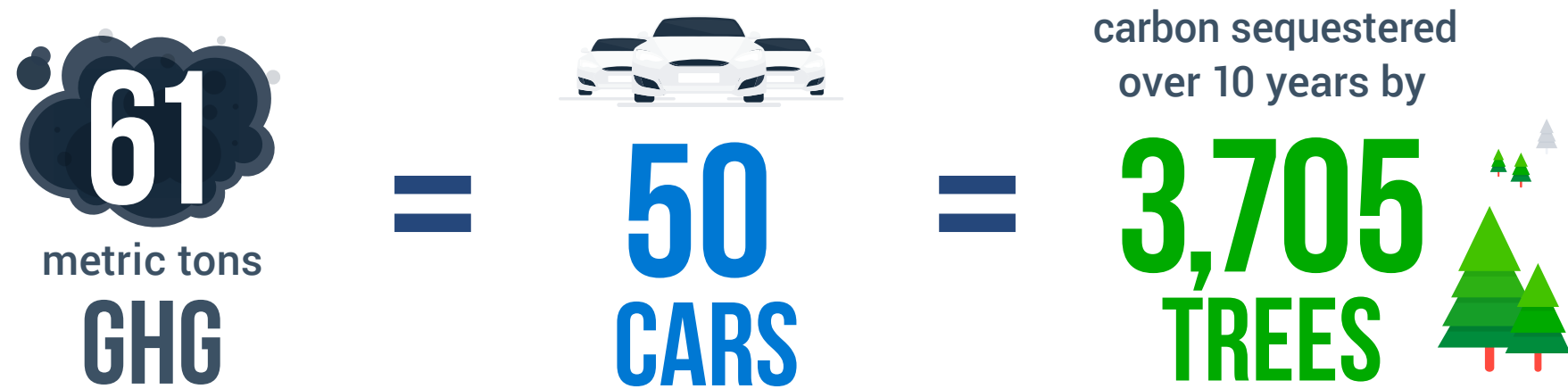
To reduce our Scope 3 emissions related to employee commuting, we have incentive programs to encourage team members to choose sustainable modes of transport.

## Electric vehicle incentive program

Geotab’s Electric Vehicle Incentive Program offers generous incentives for employees to purchase or lease qualifying EVs, including electric scooters, e-bikes and fuel cell electric vehicles. We also have 37 free EV charging stations at our Oakville and Waterloo offices for employee and public use. In 2023, Geotab hosted electric car shows for employees at our Aachen, High Wycombe and Oakville offices for World EV Day.

### Results at a glance:

- ~263 employees have taken advantage of the program since 2019
- 81 EV and plug-in hybrid incentives paid out in 2023
- Approx. 61 metric tons of GHG emissions saved through our EV charging stations



Learn more: [Bringing further EV perks to fruition](#)

## Public transport and carpooling

To reduce emissions further, our Canadian Public Transport Reimbursement Program covers 100% of Geotabbers’ public transport and bike rental costs between home and the office. In 2023, we paid approximately over \$40,000 in commuter incentives to employees globally, a 22% increase compared to the previous year. A carpooling program at Oakville HQ lets employees use an internal carpool matching tool to find fellow Geotabbers looking to combine trips or to plan their journey on public transport.

“

*Employees have flexibility in charging their vehicles, and we see the benefit through high usage. This is an awesome opportunity offered to Geotabbers, partners, clients and the public.*

**Krystine Hiew**  
Geotab Facilities Specialist

”



CONNECT WITH NEIL

## Growing your business sustainably

Balancing the pursuit of business growth with the imperative of sustainable action is a challenge for many leaders.

### What’s your experience in aligning these objectives?

Share your feedback: [ceo@geotab.com](mailto:ceo@geotab.com)

# Energy management

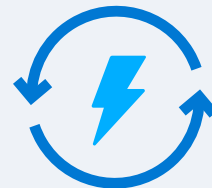
Reducing energy consumption is a critical component of minimizing emissions and operating costs. We collect, report and analyze energy data across Geotab to reduce consumption and find new ways to incorporate clean energy, in order to achieve a goal of powering all facilities with 100% renewable energy by 2030. We calculate the percentage of renewable energy we use, including grid electricity, total electricity, grid renewable energy percentage and site renewable energy percentage across all Geotab facilities.

In 2023, Geotab engaged energy management experts to conduct an energy audit at our Oakville Headquarters to identify opportunities for energy savings and reductions in greenhouse gas emissions. The Oakville Headquarters has a significant position in contributing to our Scope 1 emissions. The insights from the final report will serve to shape the company's strategic approach to prioritize energy efficiency enhancements based on their direct and immediate impact.



2030 GOAL

**100% RENEWABLE**  
electricity at all facilities



# Waste and circularity

Embracing a circular economy is a critical component to managing environmental impacts and creates a better way of doing business. It requires making the best use of resources, minimizing waste and raw materials, and reintroducing materials back into the production cycle. While we are making progress, we know there is more we can do to embrace circular economy principles at Geotab. The GO Recycle Program and facility-specific initiatives have been valuable first steps in minimizing waste, but we're determined to keep making tangible progress.



**1,042 KG**

of Geotab products and accessories were recycled in 2023



We plan to continue exploring new solutions, technologies and partnerships that enhance circularity and minimize our environmental impact so we can set new sustainability benchmarks that our peers, suppliers and customers aspire toward. We'll also continue providing training to upskill employees and support a company-wide emphasis on circularity.

## Waste diversion

Geotab’s waste management strategy follows an internationally recognized waste management hierarchy. We prioritize reducing our resource consumption first and foremost, followed by minimizing waste, reuse, recovery, and then recycling.

Geotab partnered with a third-party organization specialized in diversified environmental solutions. As part of this collaboration, we receive monthly reports detailing the waste streams generated at our headquarters office in Oakville, Canada. We are regularly reviewing our waste management practices, committed to continually seeking opportunities to optimize resource utilization and minimize waste generation.

Ahead of the targeted deadline set for 2030, in 2023 the Oakville office surpassed the target of diverting over 90% of waste from landfills.



### 2030 GOALS

## DIVERT 90% OF WASTE

at our headquarters from landfills (across all major waste categories)

## INCREASE OUR WASTE DIVERSION

rate at our head office by 10% each year compared to 2022 numbers

Throughout 2023, Geotab upheld the commitment to reduce its environmental impact by exclusively procuring IT equipment certified by [Electronic Product Environmental Assessment Tool \(EPEAT\)](#). As a result, we saved 12.32 metric tons of CO<sub>2</sub>e, 119,229 liters of water and reduced 2,228.81 kg of non-hazardous waste.

In addition, we continue the partnership with Quantum Electronics in 2023 to recycle unused and end-of-life equipment disposals resulting in 27.6 metric tons of CO<sub>2</sub>e. This program contributes to our circular economy initiatives by donating electronic equipment that are still operational to the affordable technology program. In the future, we want to address all recycling-related inquiries by emphasizing our compliance with key environmental standards across all Geotab locations. For example, in the European Union, we’re working on initiatives to meet the compliance requirements of the Waste from Electrical and Electronic Equipment (WEEE) program. This involves adapting our existing processes and structures while providing guidance to our customers and resellers.



### Waste diverted from landfills, by year

2020	2021	2022	2023
54.6%	84.2%	80.3%	94.1%

### Resources saved due to waste diversion efforts at Geotab HQ in 2023

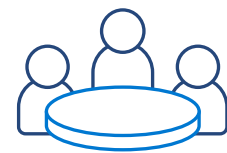
Trees	264
Oil (L)	30,403
Water (L)	369,382
Landfill space (m <sup>3</sup> )	118.7

Through the use of DocuSign e-signature technology for digital processes, the Geotab Legal team reduces paper consumption and CO<sub>2</sub>, helping improve Geotab’s overall sustainability. In 2023, Geotab generated the following environmental savings through DocuSign:

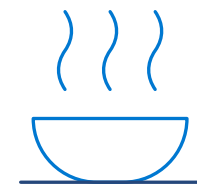
Carbon emissions reduced	2,438 kg CO <sub>2</sub> e
Water conserved	25,525 L
Waste eliminated	169 kg

## Geotab's sustainable kitchen

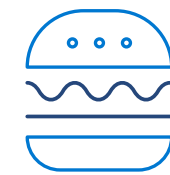
The Geotab Food & Beverage Team provides Geotabbers with healthy and enjoyable meals with a goal of running a sustainable kitchen where nothing goes to waste. Initiatives to reduce food waste include:



Daily head counts on the Robin app



Food scraps for stock and vegan soups



Reduce beef to 10% of the menu



"Free for all Fridays"



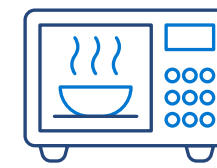
Continuously monitor buffet levels



Reusable smallwares



Using TerraCycle for plastic wrappers



Appliances that use less resources and reduce waste



## Hardware recycling

In 2023, we expanded the company's hardware recycling program into Australia and New Zealand, in partnership with ACE Recycling. The GO Recycle Program can facilitate the sustainable disposal of all Geotab products and accessories through R2/RIOS™-certified recycling centers. This circular approach gives products and materials a second life and diverts waste from landfills. The products are also recycled in their country of disposal to reduce emissions from international shipping. Going forward, we plan to expand the integration of circular economy principles into GO tracking devices.

Learn more: [GO Recycle Program](#)



*Sustainability is always top of mind with the Food & Beverage Team. We are constantly looking at new and innovative ways to reduce our carbon footprint.*

**Christina Takeda-Curran**  
Food and Beverage Manager



## Caring for community spaces

The GO Green Team consists of Geotab employees who are passionate about the planet and actively engage in environmental initiatives. For World Clean Up Day, the GO Green Team organized a community clean up event. Geotabbers gathered to collect litter and recyclable materials. The team also hosted a sustainability learning session on the critical role of bees and how to support pollinators, featuring Backed By Bees.

# Supply chain

Reducing the emissions associated with purchased goods and services is a significant challenge for most companies, and Geotab is no exception. The company's supply chain (Scope 3) currently represents over 80% of total carbon emissions, which means the majority are beyond our direct control. That's why we want to work closely with our existing suppliers to reduce emissions and, at the same time, look for new suppliers aligned with our environmental goals.



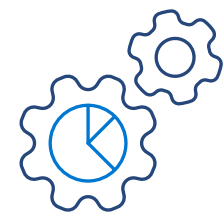


## Reducing supply chain emissions

We consider all internal and external purchasing decisions through a sustainability lens, which recognizes all purchases related to materials, food and beverages, facilities, operations and marketing have an impact on people and the planet.

Geotab's Sustainable Procurement Guidelines consider sustainability during each purchasing process by asking four essential questions:

- What are the environmental credentials of the company making the product?
- How was the product made? Does it contain recycled materials, and is it ethically sourced?
- Where does it ship from, and what is the shipping method?
- What is the product's expected lifespan, and where will it end up at the end of its life cycle?



## Supplier engagement

Supply chain emissions pose a complex challenge in gathering accurate and reliable emissions data from across the supply chain. While data is not yet universally available, it is imperative to build strong supplier relationships in order to address the company's carbon footprint. In 2023, we updated our Environmental Policy to help identify partners more objectively and we plan to launch sustainability training for Geotab partners in 2024.

As part of our approach, we want to work closely with suppliers, including:

- Performing a comprehensive assessment of our supply chain to understand the current emissions footprint.
- Fostering open and collaborative dialogue with our suppliers, emphasizing the importance of emissions reductions and sustainability as shared goals.
- Working closely with our high-impact suppliers to set clear and measurable emissions reduction targets.
- Offering resources, training and best practices to our suppliers to help them identify new opportunities to reduce emissions.



CONNECT WITH NEIL

## The Scope 3 emission challenge

Reducing supply chain emissions is a complex task for most companies. The challenges of tracking emissions from raw materials to a product's end use are magnified by policy differences and data availability across regions. That's why collaboration is essential to moving the needle on carbon globally.

**What challenges are you facing in reducing your Scope 3 emissions?**

Share your perspective:  
[ceo@geotab.com](mailto:ceo@geotab.com)



## Increasing supplier diversity with HUBZone

While we work to reduce supply chain emissions, we also want to drive positive social change and support small and diverse businesses. That’s why, in addition to seeking partners who have net zero targets or can improve the sustainability of our products, supplier goals include dedicating a portion of our spend to Small, Minority, Woman and Disadvantaged (SMWD) owned businesses in the communities where we operate.

Established in 1997 by the U.S. government, the [HUBZone program](#) fuels small business growth in historically underutilized business zones (HUBZones). The government’s goal is to award 3% of total contracts to HUBZone businesses. Geotab is working with HUBZone to support this goal.

For a business to qualify for the HUBZone program, it must:

- Be a small business according to size standards.
- Be at least 51% owned and controlled by U.S. citizens, a community development corporation, agricultural cooperative, Alaska Native Corporation, Native Hawaiian organization or American Indian tribe.
- Have its principal office located in a HUBZone.
- Have at least 35% of its employees living in a HUBZone.

### OUR PROGRESS

Geotab U.S. Procurement Spend (October 1, 2022 - September 30, 2023)

	Small Business	Small Disadvantaged Businesses	Women Owned Businesses	HUBZone	Veteran Owned Businesses	Service-Disabled Veteran Owned Businesses
<b>2022 % U.S. Small Business Spend</b>	13%	4%	1%	0%	2%	0%
<b>2023 % U.S. Small Business Spend</b>	28%	10%	4%	1%	5%	0.40%
<b>% Change vs 2022</b>	<b>15%</b>	<b>6%</b>	<b>3%</b>	<b>1%</b>	<b>3%</b>	<b>0.40%</b>



# People @ Geotab

Geotab's diverse global team is located in over 18 countries, with 60+ spoken languages, encompassing a broad variety of backgrounds and life experiences. We also have a thriving virtual community where employees worldwide can chat, share thoughts and solve problems together in a safe and welcoming digital space.

Discover more about the core values that drive success at Geotab.

[Explore our culture book](#)

## 2023 PRIORITIES

- Hosting events and initiatives focused on diversity and inclusion
- Supporting candidate diversity and equity through recruitment processes
- Building partnerships with community programs and schools to support diversity in tech
- Giving back through donations, corporate sponsorships and volunteering
- Supporting employee health and well-being through our Geotab benefits programs



# Diversity, equity and inclusion

One of our primary focuses in 2023 was to cultivate an inclusive workplace culture so we can foster an environment where everyone feels seen, heard and valued, regardless of their background or identity.

We also acknowledge that culture isn't something that can change overnight. We worked to strengthen our DEI efforts by introducing HR advisory support within our Employee Resource Groups (ERGs), encouraging greater collaboration and providing guidance to promote diversity within Geotab. We also upgraded our benefits program with a specific focus on inclusivity, revamped employee programs, and took a more rigorous approach to collecting and evaluating diversity metrics.

Going forward, we want to maintain a grassroots approach to diversity, equity and inclusion that encourages engagement, drives innovation and creates new opportunities for change.

## Employee resource groups

We have five ERGs that help to foster diversity, equity and inclusion by creating supportive communities for Geotabbers with shared identities or interests. Thanks to the efforts of the ERG members, we had a 315% increase in ERG membership in the past year, from 207 to 860 team members.



LGBTQ+ Allies



Women @ Geotab



BIPOC+



Disability Awareness



Geotab Generations

# 315% INCREASE

in ERG membership in the past year

# 2023 initiatives

Over the course of each year, Geotab runs events and initiatives to promote diversity, equity and inclusion across the company. In 2023, we held 15 different initiatives addressing several issues related to equity.



## Black History Month

To acknowledge, support and celebrate the valuable contributions and achievements of black people throughout history and at Geotab, we held a food celebration and discussion, curated a Black History month musical playlist, and held a live session on “The importance of mentorship for Black and underrepresented STEM students.”

## #IAmRemarkable

We partnered with Google to offer the [#IAmRemarkable](#) workshop, celebrating women’s achievements in their personal and professional lives.



## myVoice Conference 2023

We hosted the second annual [myVoice conference](#) exploring “Thriving & Surviving as a Woman Leader in Tech” with keynote speaker Dr. Poh Tan, CEO and founder of STEMedge Inc. and delegate of the National Council of Women, Canada to the United Nations Consortium on the Status of Women.

## Pride 2023

To celebrate our vibrant LGBTQIA2S+ community, we organized a Pride Paint Night and Screaming Queens and a Drag queen-hosted Bingo event.



## International Day of Sign Languages

To honor this day as well as International Day of the Deaf, Geotabber Tapan Desai shared the challenges of navigating a career as a deaf person and what he loves most about working at Geotab.



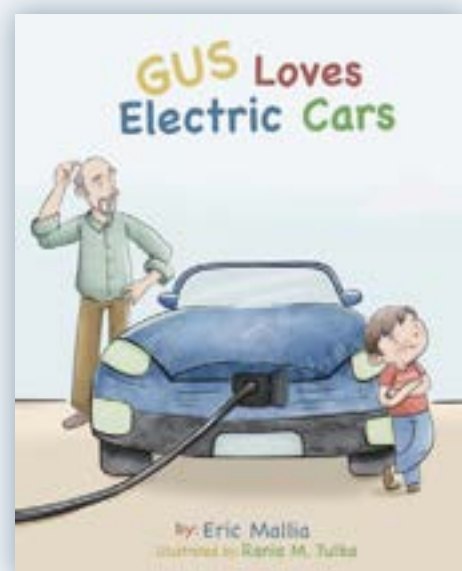
**Video:** [Meet Tapan](#)



## Writing for good



**Azu Revill**, Senior Solutions Engineering, Data Science, was inspired by her brother's battle with multiple sclerosis to write *The Happiest Person I Knew* about the science of happiness. Her book shows how, even in the face of challenges, it's possible to discover profound moments of joy and resilience. Every cent from book sales goes to the MS Society of Canada.

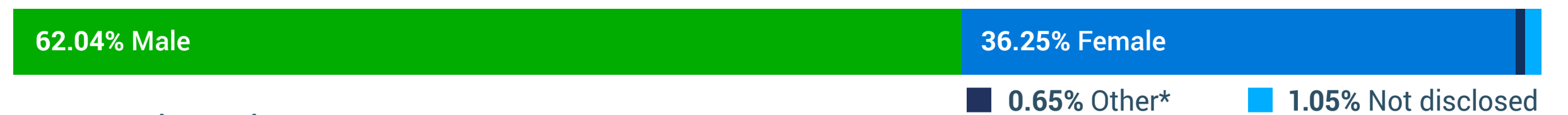


With a long history of working in sustainable transportation and electric vehicles, **Eric Mallia**, Vice President, Sustainability Solutions, was inspired by his own kids to write a children's book to help educate the next generation of sustainability leaders. *Gus Loves Electric Cars* is designed to help speak with kids about EVs in a fun and meaningful way.

## Employee diversity at Geotab

### Gender Diversity

#### 2023 – Company



#### 2023 – Senior Leaders



#### 2023 – STEM Roles



\* Gender as specified by the employees themselves.

### Ethnic Diversity\*

#### 2023 – Employee Diversity

White 30.8%	Arab/West Asian 4.83%	2+ Races 3.22%	Japanese 0.1%
South Asian 23.94%	South East Asian 3.42%	Korean 1.11%	Prefer not to say 6.24%
Chinese 13.48%	Black 3.32%	West Indian 1.01%	
Hispanic/Latino 5.63%	Filipino 3.32%	Indigenous Peoples 0.1%	

\* Information in this chart combines both Canada Ethnicity Statistics categories and U.S. EEO categories, is self-identified and reported by employees. The gender data represents approximately 93% of Geotab employees, and the ethnicity data represents approximately 50% of Geotab employees.

# Health and wellness

Geotab offers a range of competitive financial benefits and family-friendly policies to permanent full-time employees:

- Baby bonus program
- Health days
- Global gym/fitness program
- Home office equipment program
- Employee assistance program – mental health and wellness support
- Workation program

We also support our employees with health and wellness programs and events:



### Breakfast and lunch program

A free daily breakfast and lunch program in flagship offices that helps Geotabbers minimize the financial burden of accessing healthy food.

**80K**  
Lunches served globally

**49K**  
Lunches served at HQ in Oakville

**300**  
Cooking classes

**1.2K**  
Breakfasts



### Wellness Wednesdays

A weekly employee communication covering a range of health and wellness topics. We also hold special fitness and social events during the year.



### Geotab jam night

In September, we started a weekly after-hours event at the Oakville HQ for Geotabbers to socialize and showcase their voice or musical talents.



### Summer BBQs (Oakville and Waterloo)

Special BBQs for hundreds of our employees to share delicious food and celebrate the beginning of summer.



# Education, training and mentorship

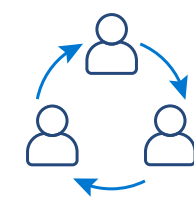


## Learning and development

We believe a strong learning environment cultivates individual and organizational development. In 2023, that belief in learning was recognized with several industry awards. We were honored to win the Gold Brandon Hall Award for “Best Advance in Learning Technology” for our exceptional efforts in implementing and managing MyLearning, our world-class learning management system. Our Learning Team also received a Gold Stevie® Award for “Learning/Training Team of the Year” for significant achievements and innovations in learning since 2021.

### Geotab’s Learning & Development programs

- Professional Development Reimbursement program
- Professional Memberships
- Group training including conferences, webinars, seminars, and outside vendor group training for upskilling
- Individual Development Plans are used to plan for an employee’s training and upskilling journey
- MyLearning easy-to-use online learning platform
- Upskilling Playbook
- Team building activities
- Online training courses from leading learning platforms to support ongoing skill-building
- Training and development events, such as a Data Intelligence Week or Toastmasters Club



## Mentorship

We have two mentorship programs to support employees with their career journeys and further developing their skills.

### Accelerate Mentorship for Leaders

Senior leaders lend their knowledge, skills and expertise to Geotabbers in leadership positions across the company to enhance their professional development.

### Aspire Mentorship for Emerging Leaders

Selected employees who are not yet in a leadership position are matched with a mentor to help them prepare for leadership by developing their core competencies and skills.



## Empowering the next generation of Geotabbers

Geotab has several internship and outreach programs to inspire the next generation of telematics workers and to create a talent pipeline for future positions.

### Co-op and Internship Program

Geotab places approximately 200 co-op students and interns each year and provides mentorship opportunities, an Intern Appreciation Week, networking opportunities, and mental health support to prepare students for the workplace.

### University Research and Development Program

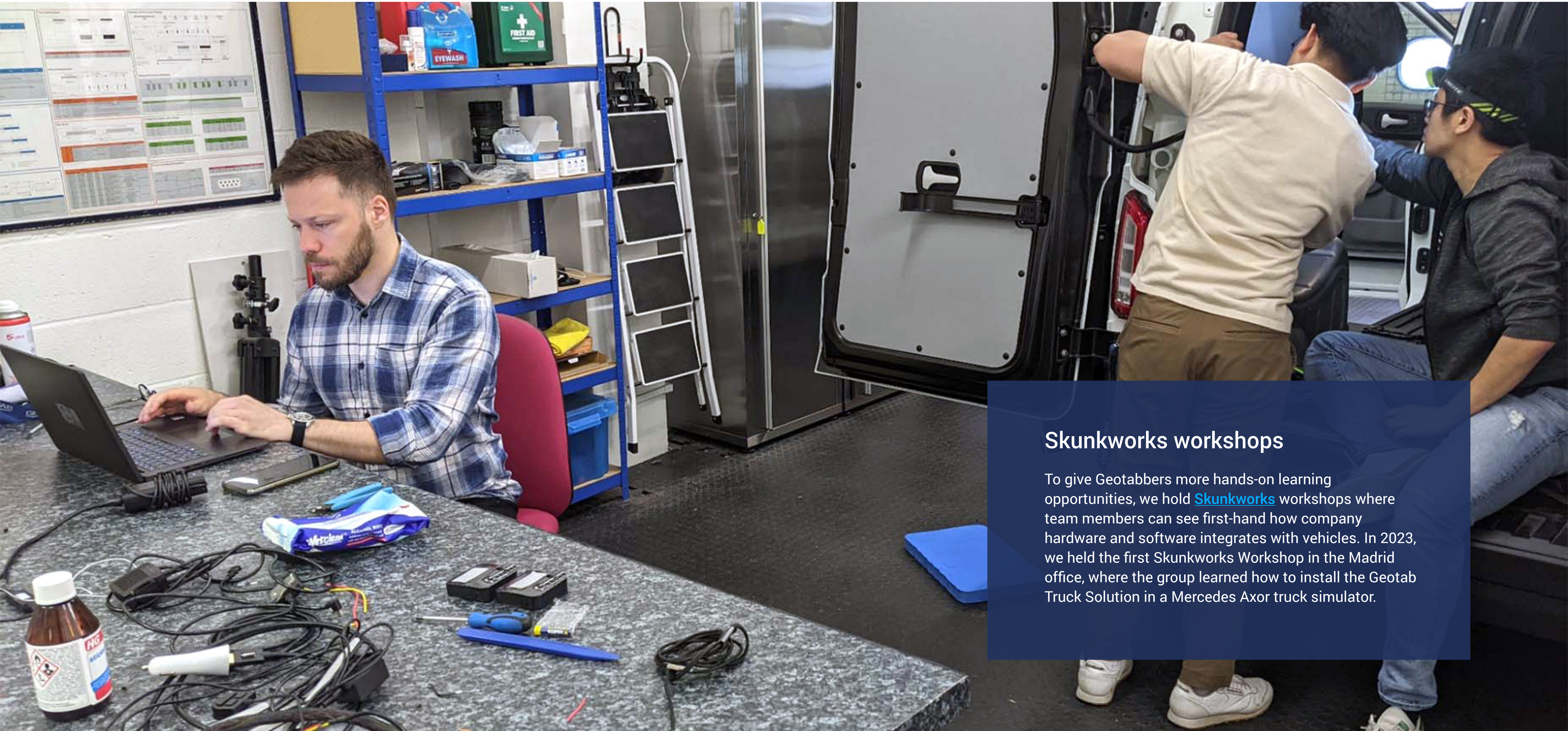
The free program supports students and faculty looking for ways to integrate telematics data into their research.

### High School Outreach Program

Geotab hires high school students on a short-term summer program to learn more about the workplace. We also plan on working with our university interns to arrange high school outreach visits to raise STEM awareness among youth.

## Data education in Germany

Geotab delivered lectures on Data Analytics (Data Mining, Graphs & Networks, Machine Learning, Artificial Intelligence) at Esslingen University of Applied Sciences in Germany.



## Skunkworks workshops

To give Geotabbers more hands-on learning opportunities, we hold [Skunkworks](#) workshops where team members can see first-hand how company hardware and software integrates with vehicles. In 2023, we held the first Skunkworks Workshop in the Madrid office, where the group learned how to install the Geotab Truck Solution in a Mercedes Axor truck simulator.



# GEOTAB *Cares*

We're dedicated to making a positive impact on the communities where we work, live and innovate. Our Geotab Cares initiative facilitates many events each year to gather donations and award scholarships, designed to give back through four key pillars: STEM, Environment, Safety and Community.

**\$100K+ CAD  
DONATED**



to organizations in need worldwide

**SUPPORTING  
ORGANIZATIONS**

in need worldwide

**HIGHER  
LEARNING**

scholarships

## Scholarships

Each year, Geotab awards two scholarships to deserving students to further their education:

### Geotab Diversity, Equity and Inclusion Engineering Scholarship

Last year we awarded two \$3,000 CAD scholarships, which are given to Canadian Black or Indigenous students pursuing a career in engineering or technology.

### Brandon Walli Phones Down, Eyes Up Memorial Scholarship

Last year we awarded three scholarships to graduating Canadian high school students pursuing a post-secondary education in music, arts or the creative arts.

Hear how distracted driving and a passion for the arts have impacted the recipients' lives in this [Inside Geotab post](#).

## 2023 HIGHLIGHTS

- Donation to the International Federation of Red Cross and Red Crescent Societies and UNICEF to support earthquake relief in Turkey and Syria, which will receive corporate matching.
- Geotabbers participated in the SickKids Toronto Volleyball tournament to support the SickKids Foundation, Canada's largest center dedicated to improving children's health.
- Computer station donations to My Center in Sudbury, Ontario, which provides day program activities for adults who live with developmental disabilities.
- Helping the Food Bank of Madrid optimize routes, reduce fuel and increase driver safety through free Geotab GO devices to connect their vehicles.
- Raising funds for Movember, to support men's health initiatives.
- Donation to the Red Cross Wildfire Relief Fund to support communities impacted by fires.
- A Google vs Geotab hockey showdown was held to raise funds for The Nature Conservancy of Canada, contributing to conservation efforts across the country.



**Received a top contributor award from the Food Bank of Madrid during their "Jornada de Agradecimiento" (Thank You Day)**

# Corporate governance: Managing responsibly

Transparency is a core value at Geotab, helping us foster positive working relationships with our employees, suppliers and customers. We align with internationally recognized regulations and standards, such as the SDGs and UN Global Compact, and we embrace transparency, instilling confidence in our products, people and partners.



# Strengthening governance

“Do the right thing” is a guiding principle that served us incredibly well when Geotab was just a small start-up. Today, with around 2,000 employees and thousands of customers and partners worldwide, this principle is more important than ever. It has helped us earn the trust of customers, partners, employees and other valuable stakeholders while creating innovative technologies for over 20 years.

We have mechanisms in place to make sure we’re governing responsibly and instilling a culture of ethics across the company.

## This includes:

- Goal for 100% completion of ethics and compliance training each year
- Global Competition Policy
- [Geotab Code of Conduct](#)
- [Integrity Helpline](#)



## Supply chain ethics

Our corporate values reflect our belief that all people should be treated with respect and dignity, and all businesses should ensure safe working conditions supported by ethical environmental and social conduct. In 2023, we expanded our vendor comparison process to include demonstrated values, safety and sustainability, in addition to price.

To help ensure ethical supplier behavior, our partner code of conduct mandates the prohibition of modern slavery, conflict mining, and unfair labor practices. It also prioritizes local and small business classification, companies offering sustainable products (circular economy parts, increased recycled content and/or recyclability), the presence of business continuity plans and formal code of conduct, compliance with web content accessibility standards (WCAG 2.1), and active work performed in low-risk geographies.

## Read more:

- [Geotab Partner Code of Conduct](#)
- [Modern Slavery Statement](#)



# Data security and AI

In an era defined by connectivity and innovation, Geotab recognizes the paramount importance of safeguarding privacy, ensuring security, and embracing responsible AI practices. As we navigate the ever-evolving landscape of technology, we remain steadfast in our commitment to fostering trust and transparency among our stakeholders. This dedication is not just a part of our business ethos; it is a cornerstone of our vision for a sustainable and resilient future.



## Privacy: A cornerstone of trust

With Geotab, customers have power and control over their own data. Although the Geotab platform does not require personal data, nevertheless, some customers may reasonably include such data to help achieve their legitimate business objectives.

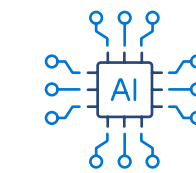
Maintaining the [privacy](#) of customers' data is an important priority of Geotab's data management activities. As a data processor and service provider, Geotab implements and maintains technical and organizational measures designed to keep customer data secure and protected. Customer data is processed according to their instructions and adjustable settings that enable the proper functioning of the solution and its ongoing improvement. Geotab has carefully controlled and audited access to personal data in a customers' database in the event that the customer needs support on their data for safety or troubleshooting.

At the point of inception, development and improvement of our products we implement privacy by design principles into the solution. We understand that the data entrusted to us is not just information; it is a responsibility. We implement robust privacy policies, adhering to global standards and regulations, ensuring that data is collected, processed, and stored with the utmost care and respect for individual rights. Our customers can be confident that their privacy is our top priority, and we continuously strive to exceed their expectations.



## Security: Fortifying the digital frontier

The digital landscape is dynamic. Geotab takes a rigorous approach to information security following the principle of continuous improvement. We recognize that ensuring the confidentiality, integrity, and availability of data is non-negotiable. To protect ourselves, our customers and partners, Geotab is constantly reviewing, improving and validating our security mechanisms and processes to ensure our systems remain resilient to intrusion and disaster. Geotab also collaborates with leading stakeholders to advance security across the industry. As we grow, more industries, fleets and customers will benefit from Geotab's uncompromising stance on information security. In an interconnected world, we view cybersecurity not just as a necessity but as an integral component of responsible business conduct.



## Responsible AI: Nurturing ethical innovation

As pioneers in telematics, we embrace the transformative power of artificial intelligence. However, with great power comes even greater responsibility. Our commitment to responsible AI is grounded in ethical considerations, fairness, and transparency. We employ AI technologies that prioritize unbiased decision-making and transparency.

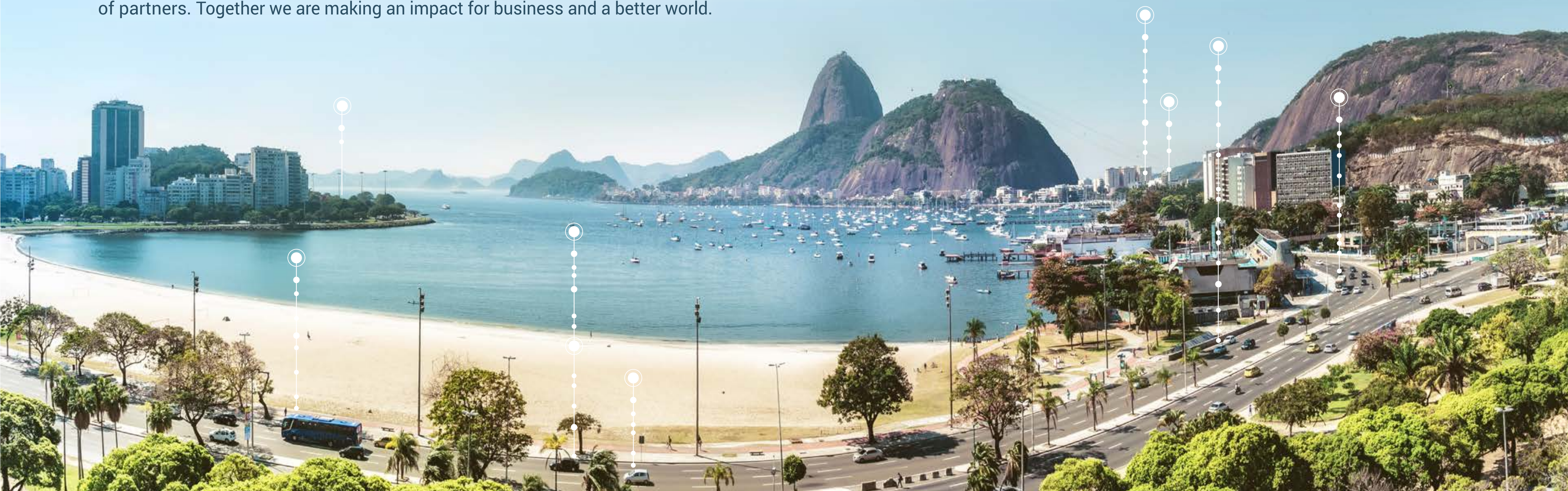
Geotab actively engages with stakeholders to understand and address the ethical implications of our AI applications. Our goal is not just to innovate but to innovate responsibly, ensuring that our AI-driven solutions contribute positively to society. To help advance AI policy, we're a member of the [Future of Artificial Intelligence Council](#), which advocates for safe, secure, and responsible development and use of AI technology.






For more information on Geotab's security and privacy policies, visit the [Geotab Security Center](#).

# Towards a sustainable world



Our future has the potential to be brighter and more prosperous than our world today, but we must act now. How we manage our impact today could make the difference for how the world changes in years to come. Transparent data insights that measure and analyze the impact of sustainability programs will drive successful transformation for customers and the transportation industry. Geotab is steadfast in its commitment to move forward through quality data, an open platform, and an extensive network of partners. Together we are making an impact for business and a better world.






# Sustainability performance metrics

	Topic	Metric	Target	Activity	SDG
E	GHG Emissions	Scope 1 emissions	<ul style="list-style-type: none"> <li>• 50% reduction in GHG emissions by 2030 (Science-based target)</li> <li>• Net zero emissions by 2040</li> </ul>	• 41% reduction in GHG emissions compared to baseline 2019	
		Scope 2 emissions	<ul style="list-style-type: none"> <li>• 50% reduction in GHG emissions by 2030 (Science-based target)</li> <li>• Net zero emissions by 2040</li> </ul>	• 35% reduction in GHG emissions compared to baseline 2019	
		Scope 3 emissions	<ul style="list-style-type: none"> <li>• 50% reduction in GHG emissions by 2030 (Science-based target)</li> <li>• Net zero emissions by 2040</li> </ul>	• 11% increase in GHG emissions compared to baseline 2019	
	Energy		<ul style="list-style-type: none"> <li>• Perform an internal energy audit in 2023 to look for improved efficiencies within our own main global facilities.*</li> <li>* Defined by majority of energy consumption</li> </ul>	<ul style="list-style-type: none"> <li>• In 2023, we performed an energy audit in our Oakville Headquarters.*</li> <li>* As our largest office, our headquarters holds a significant position in contributing to our Scope 1 emissions.</li> </ul>	
		Share of renewable energy	• 100% Renewable electricity at all facilities by 2030		
	Waste	Percent of waste diverted from landfills* * At HQ office in Oakville, Canada	• More than 90% waste diversion from landfills by 2030	• 94.1% waste diverted from landfills in 2023. Ahead of our targeted deadline set for 2030, our Oakville office has surpassed the target of diverting over 90% of waste from landfills. This success sets a new benchmark for operational excellence within our facilities, as we continue to innovate and implement environmentally responsible waste management practices.	
		Total weight of recycled Geotab products and accessories* *Via Geotab's GO Recycle program in Australia, New Zealand, Canada and the U.S.		• 1,042 kg of recycled Geotab products and accessories in 2023 via the GO Recycle program	
	Environmental Training	Percent completion rate* for employee sustainability training * It measures the percentage of employees who successfully finished the sustainability training against the total number of employees enrolled in the modules.	• Achieve a 95% employee completion rate for internal sustainability training by the end of 2023	<ul style="list-style-type: none"> <li>• In 2023, Geotab achieved a 81% employee completion rate for internal sustainability training*, falling short our 95% goal. We're taking this opportunity to reassess and enhance our approach by targeting the training to functionally relevant content. Our aim is to ensure that all Geotabbers are equipped with the essential knowledge and skills to actively contribute to our sustainability initiatives.</li> <li>* Geotab developed six internal training modules on a range of topics including sustainability reporting, GHG inventory and fleet emissions. The purpose of these modules is to educate our staff and increase internal awareness and understanding of these important issues, in order to promote organizational fluency.</li> </ul>	
	Sustainable Procurement	Percent of suppliers audited against public commitment to GHG reduction	• By 2030, 100% of our top 10 suppliers (by spend) made a public commitment to GHG reduction	• At the end of 2023, 50% of our top 10 suppliers (by spend) are now reporting to CDP	

# Sustainability performance metrics

	Topic	Metric	Target	Activity	SDG
S	Diversity, Equity and Inclusion	Employee Engagement and Employee Resource Groups (ERGs)	<ul style="list-style-type: none"> <li>Continuously provide activities where Geotabbers can participate in Diversity and Inclusion educational activities such as Learning Live sessions, roundtable discussions, and gender or cultural events to celebrate Black History Month, International Women’s Day, Pride and others.</li> </ul>	<ul style="list-style-type: none"> <li>In 2023, Geotab introduced HR Advisory support within the Employee Resource Groups (ERGs), fostering collaboration and guidance in promoting diversity within the organization. Thanks to the efforts of the ERG members, we had a 315% increase in ERG membership in the past year, from 207 to 860 team members.</li> <li>ERGs engaged Geotab employees with company-wide, educational communications on various days of recognition and remembrance throughout the year. In 2023, Geotab offered approximately 15 events including:                     <ul style="list-style-type: none"> <li><b>#MyVoice:</b> An empowering workshop orchestrated by Women@Geotab, designed to unite the community and delve into the strategies for not just surviving, but thriving as women leaders. Collaborating with esteemed women executives at Geotab, discussions centered around pivotal topics, such as transcending the glass ceiling and skillfully navigating the barriers to success.</li> <li><b>#IAmRemarkable:</b> A workshop session organized by Women@Geotab in collaboration with Google. Our Women@Geotab community is committed to identifying barriers affecting women in the workplace and this workshop was an educational journey to help all women and allies gain more confidence and feel empowered to succeed.</li> <li><b>Pride &amp; Paint Social:</b> A social event to celebrate the rich tapestry of identities that make our community vibrant and diverse. This inclusive gathering invited everyone to come together, embrace their uniqueness and express themselves through the captivating medium of art.</li> <li><b>Virtual Drag Queen Bingo:</b> A social event designed to bring laughter, glamor and fabulous bingo from the dazzling world of drag queens. This one-of-a-kind virtual experience combined the excitement of bingo with the flair and charisma of fabulous drag queens during pride month.</li> <li><b>Black History Month:</b> To acknowledge, support and celebrate the valuable contributions and achievements of Black people throughout history and at Geotab, we held a food celebration and discussion, curated a Black History month musical playlist and held a live session on “The importance of mentorship for Black and underrepresented STEM students.”</li> <li><b>International Day of Sign Languages:</b> To honor this day as well as International Day of the Deaf, Geotabber Tapan Desai shared the challenges of navigating a career as a deaf person and what he loves most about working at Geotab.</li> <li><b>Understanding and Supporting Gender Transitioning in the Workplace:</b> A Learning Live session on supporting gender transitioning in the workplace. Covered terminology, concepts and basic strategies for being an ally to transgender colleagues and creating an inclusive environment.</li> </ul> </li> </ul>	 

## Sustainability performance metrics

	Topic	Metric	Target	Activity	SDG
S	Diversity, Equity and Inclusion	Volunteer Opportunities	<ul style="list-style-type: none"> <li>Provide opportunities for employees to engage in community programs such as mentorship programs, diversity volunteering, etc.</li> </ul>	<ul style="list-style-type: none"> <li>Sixteen (16) volunteers supporting and leading our Employee Resource groups. This includes the establishment and coordination of events such as “MyVoice,” “#IAmRemarkable” and “Pride &amp; Paint Social.” In addition, the volunteers were also able to provide education to Geotab through over 25 social posts, five roundtables and one Learning Live session.</li> <li>In Fall 2023, we launched a High School Outreach program where we had three campus ambassadors visit or host local high schools to introduce and promote STEM career options reaching 70 high school students.</li> </ul>	 
		Talent Acquisition and Candidate Diversity	<ul style="list-style-type: none"> <li>Ensure and maintain candidate diversity and equity through recruitment processes, including continued bias training, regular job posting review for equitable purposes and increasing diverse candidates.</li> </ul>	<ul style="list-style-type: none"> <li>With each open position our talent team actively encourage and pursue a diverse candidate pool, including women and underrepresented groups, as part of our effort to acquire the best talent.</li> </ul>	
	Community Partnerships and Engagement	<ul style="list-style-type: none"> <li>Offer two Diversity Engineering scholarships in North America for underrepresented groups (Black and Indigenous) for the 2023-2024 school year.</li> <li>Maintain current and new community partnerships to provide support and increase diversity in in the tech community.</li> <li>Continue to make a positive impact to charitable giving, corporate sponsorships and volunteer time through Geotab Cares, Geotab’s Corporate Social Responsibility program designed to give back through the pillars of STEM, Environment, Safety and Community.</li> <li>Continue supporting employee health and well-being through Geotab benefits programs.</li> </ul>	<ul style="list-style-type: none"> <li>Geotab Diversity, Equity and Inclusion Engineering Scholarship: In 2023, Geotab awarded two scholarships, which are given to Canadian Black or Indigenous students pursuing a career in engineering or technology.</li> <li>Brandon Walli Phones Down, Eyes Up Memorial Scholarship: Last year, Geotab awarded three scholarships to graduating Canadian high school students pursuing a post-secondary education in music, arts or the creative arts.</li> <li>Geotab Cares: In 2023, total donations were over \$100,000. 20 charitable organizations supported globally.</li> <li>In 2023, we upgraded our benefits program with a specific focus on inclusivity.</li> </ul>		
G	Compliance Training	Percent completion rate for compliance training	<ul style="list-style-type: none"> <li>Continue to provide internal compliance training and education/awareness to employees.</li> <li>Maintain a 100% completion rate for such training at the end of every year.</li> </ul>	<ul style="list-style-type: none"> <li>Achieved a 100% employee completion rate for internal compliance training in 2023.</li> </ul>	



# GHG emissions

## Restatement of GHG emissions made from previous reporting periods

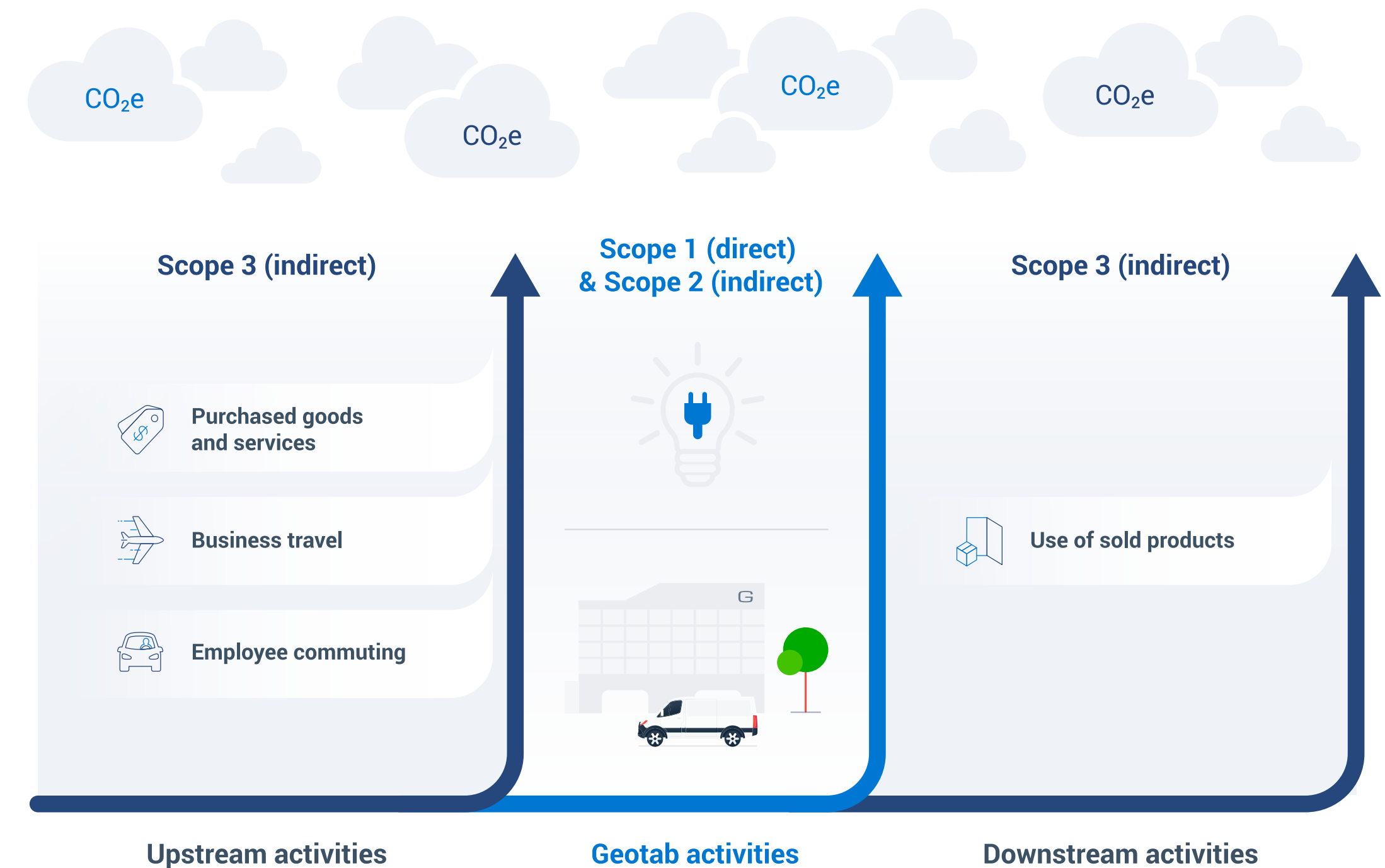
GHG Emissions (in metric tons CO <sub>2</sub> e)*	2019	2020	2021	2022
Total Scope 1	458*	307*	374*	339
Total Scope 2 (location-based)	784	676	624	523
Total Scope 3	42,266‡	24,919†‡	31,684†‡	41,369*‡
<b>Total emissions</b>	<b>43,509</b>	<b>25,902</b>	<b>32,682</b>	<b>42,231</b>
Percentage change made to previously reported information – Total annual emissions	<b>2.3%</b>	<b>-13.8%</b>	<b>-11.9%</b>	<b>-8.9%</b>

\* Error in previously reported information – In 2023 Geotab implemented an advanced ESG platform which enhanced precision in emissions monitoring compared to manual calculation methods. Following the new implementation, some manual calculation errors were identified and corrected, resulting in minor adjustment to our emissions numbers.

† Enhanced accuracy – The 2020 data was initially estimated using 2019 figures. To enhance accuracy, the calculations were updated with the actual 2020 data.

‡ Simplification of measurement methodologies – As part of the integration of the new ESG platform, efforts were made to simplify measurement methodologies for calculating Scope 3 category 7, employee commuting emissions. As a result, the recalculated figures differ from previous reports.

## Scope 1, 2 & 3 emissions reporting framework



# GRI index

**Statement of use:** GEOTAB has reported the information cited in this GRI content index for the period **January 2023 to December 2023** with reference to the GRI Standards.

**GRI 1 used:** GRI 1: Foundation 2021

Disclosure no.	Disclosure title	Reference/location
<b>GRI 2: General Disclosures 2021</b>		
<i>2-1 Organizational details</i>		
2-1 a	Name of the organization	Geotab Inc.
2-1 b	Ownership and legal form	Privately held
2-1 c	Location of the organization’s headquarters	<b>Head Office:</b> Geotab Inc. 2440 Winston Park Drive Oakville, Ontario L6H 7V2, Canada
2-1 d	Countries of operation	<a href="#">All office locations</a>
<i>2-3 Reporting period</i>		
2-3 a	Reporting period	1 January 2023 to 31 December 2023
2-3 c	Publication date of reported information	March 2024
2-3 d	Point of contact	<a href="mailto:sustainability@geotab.com">sustainability@geotab.com</a>
<i>2-4 Restatements of information</i>		
2-4 a	Restatements of information made from previous reporting periods	Page 49
<i>2-6 Activities, value chain and business relations</i>		
2-6 a	Active in sectors	<a href="#">Industries and sectors</a>
2-6 b	Value chain (activities, products, services, markets served)	<a href="#">Products &amp; Solutions</a>
2-6 c	Business relationships	<a href="#">Our partner ecosystem</a>

<i>2-7 Employees</i>		
2-7 a	Total number of employees	Page 6
<i>2-9 Governance structure</i>		
2-9 a	Description of governance structure	Page 11
<i>2-11 Chair of the highest governance body</i>		
2-11 a	Chair of the highest governance body	<a href="#">Our corporate leaders</a>
<i>2-13 Delegation of responsibility for managing impact</i>		
2-13 a	Delegation of responsibility for managing impacts on economy, environment and people	Page 11
<i>2-14 Role of the highest governance body in sustainability reporting</i>		
2-14 a	Role of the highest governance body in sustainability reporting	Geotab's 2023 Sustainability Report was reviewed and approved by the leadership team
<i>2-15 Conflicts of interest</i>		
2-15 a	Preventing and mitigating conflict of interest	<a href="#">Code of Conduct</a>
<i>2-16 Communication of critical concerns</i>		
2-16 a	Way of communication to highest governance body	<a href="#">Geotab Integrity Helpline</a>
<i>2-22 Sustainable development strategy</i>		
2-22 a	Statement from most senior executive about relevance of sustainable development	Page 4

## GRI index

Disclosure no.	Disclosure title	Reference/location
<b>2-23 Policy commitments</b>		
2-23 a	Responsible business conduct	<a href="#">Code of Conduct</a>
2-23 b	Respecting human rights	<a href="#">Code of Conduct</a>
2-23 c	Policy commitments	<a href="#">Ethics and Compliance Commitments</a>
2-23 d	Approval of policy commitments	The policy commitments receive approval at the CEO level
2-23 e	Organization's activities and business relationships	<a href="#">Code of Conduct</a>
2-23 f	Communication of policy commitments	<a href="#">Ethics and Compliance Commitments</a>
<b>2-26 Mechanisms for seeking advice and raising concerns</b>		
2-26 a	Mechanisms for seeking advice and raising concerns	<a href="#">Code of Conduct</a>
<b>2-29 Approach to stakeholder engagement</b>		
2-29 a	Approach to stakeholder engagement	<a href="#">Global Partner Code of Conduct</a>
<b>GRI 305: Emissions 2016</b>		
<b>305-1: Direct (Scope 1) GHG emissions</b>		
305-1 a	Gross direct (Scope 1) GHG emissions in metric tons of CO <sub>2</sub> e	Page 26
305-1 b	Gases included in the calculation	Page 26
305-1 d	Base year	Page 26
305-1 f	Consolidation approach	Page 24-26
305-1 g	Standards, methodologies, assumptions and/or calculation tools	Page 24-26

<b>305-2: Energy indirect (Scope 2) GHG emissions</b>		
305-2 a	Gross location-based energy indirect (Scope 2) GHG emissions in metric tons of CO <sub>2</sub> e	Page 26
305-2 d	Base year	Page 26
305-2 f	Consolidation approach	Page 24-26
305-2 g	Standards, methodologies, assumptions and/or calculation tools	Page 24-26
<b>305-3: Other indirect (Scope 3) GHG emissions</b>		
305-3 a	Gross other indirect (Scope 3) GHG emissions in metric tons of CO <sub>2</sub> e	Page 26
305-3 b	Gases included in the calculation	Page 26
305-3 d	Other indirect (Scope 3) GHG emissions categories and activities included in the calculation	Page 26
305-3 e	Base year	Page 26
305-3 f	Source of the emission factors and global warming potential	Page 24-26
305-3 g	Standards, methodologies, assumptions and/or calculation tools	Page 24-26
<b>305-5: Reduction of GHG emissions</b>		
305-5 a	GHG emissions reduced as a direct result of reduction initiatives, in metric tons of CO <sub>2</sub> e	Page 25
305-5 b	Gases included in the calculation	Page 26
305-5 c	Base year	Page 26
305-5 d	Scopes in which reductions took place; whether direct (Scope 1), energy indirect (Scope 2) and/or other indirect (Scope 3)	Page 25
305-5 e	Standards, methodologies, assumptions and/or calculation tools	Page 24-26

# GRI index

Disclosure no.	Disclosure title	Reference/location
<b>GRI 306: Waste 2020</b>		
<i>306-1: Waste generation and significant waste-related impacts</i>		
306-1 a	Waste generation and impact	Page 28-30
<i>306-2: Management of significant waste-related impacts</i>		
306-2 a	Circularity measures, waste prevention	Page 28-30
306-2 b	Third-party waste management	Page 29
306-2 c	Processes used to collect and monitor waste-related data	Page 29
<i>306-3: Waste generated</i>		
306-3 a	Weight of waste in metric tons and waste composition	42.85 Mt* * Waste streams at HQ office in Oakville, Canada
306-3 b	Contextual information to understand the data and how the data has been compiled	Page 29
<i>306-4: Waste diverted from disposal</i>		
306-4 a	Weight of waste diverted from disposal in metric tons and waste composition	40.33 Mt* * Waste streams at HQ office in Oakville, Canada
306-4 e	Contextual information to understand the data and how the data has been compiled	Page 29
<i>306-5: Waste directed to disposal</i>		
306-5 a	Weight of waste directed to disposal in metric tons and waste composition	2.51 Mt* * Waste streams at HQ office in Oakville, Canada
306-5 e	Contextual information to understand the data and how the data has been compiled	Page 29

<b>GRI 403: Occupational Health &amp; Safety 2018</b>		
<i>403-4: Worker participation, consultation and communication on occupational health and safety</i>		
403-4 b	Formal joint management-worker health and safety committees	The Health & Safety Committee at Geotab assists in creating a safe place to work and recommends actions to improve the effectiveness of the safety program in regions where the committee is operational.
<i>403-5: Worker training on occupational health and safety</i>		
403-5 a	Occupational health and safety training	Geotab developed online training modules covering various health and safety topics
<i>403-6: Promotion of worker health</i>		
403-6 b	Voluntary health promotion services and programs	Page 38
<b>GRI 404: Training and Education 2016</b>		
<i>404-2: Programs for upgrading employee skills and transition assistance programs</i>		
402-2 a	Type and scope of programs to upgrade employee skills	Page 39-40

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