



Frogparking

**2023**

# **Sustainability Report**

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## Introduction

Frogparking is dedicated to creating innovative smart parking solutions that not only enhance the efficiency of urban mobility but also contribute to environmental sustainability. This report outlines our commitment to sustainability, the impact of our services, and our goals for a greener future.

Stewardship plays an important role within Frogparking – we respect the law, respect internal policies & ensure all business operations are legitimate and actively promote transparency in every partnership.

The environment and sustainability are a key concern for Frogparking, and we are actively working in this space to ensure we are playing our part for global sustainability. We are careful to consider partnerships with vendors who care about the environment and constantly work on minimizing their carbon footprint.

## Our Commitment to Sustainability

At Frogparking, we recognize the urgent need to address environmental challenges and promote sustainable urban development.

Our smart parking solutions are designed with sustainability at their core, helping to reduce emissions, conserve resources, and improve the overall quality of life for everyone who drives a vehicle.

Furthermore, at Frogparking, we have a firm belief that our commitment to corporate social responsibility extends beyond just our offering. It includes social value, ethical approaches, modern slavery statements & environmental sustainability within Frogparking operations.

## Corporate Social Responsibility Statement

Frogparking is proud of their ongoing commitment to sustainable practises. While not specifically mentioned in this report, please review our full CSR statement [here](#) to understand our commitment to eliminating modern slavery practises within our supply chain.

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## Environmental Impact

Frogparking recognizes the need to protect the natural environment and has reflected this throughout our Health and Safety policy and our Environmental Management System. We follow best practice when disposing of waste around the environments we work in. Our ability to succeed and thrive works hand in hand with environmental protection, sustainability, and risk management.

### ***Reduction in Vehicle Emissions***

One of the primary benefits of Frogparking's smart parking solutions is the significant reduction in vehicle emissions by reducing cruise time for parks and reducing total traffic (with ride share initiative). Traditional parking systems often lead to drivers circling blocks searching for available spaces, resulting in increased fuel consumption and emissions. Frogparking addresses this issue through the following:

#### **Real-Time Parking Availability**

Our system provides drivers with real-time information on available parking spaces, reducing the time spent searching for a spot (cruise time) and thereby decreasing emissions.

#### **Optimized Parking Routes**

By guiding drivers to the nearest available parking space, our solutions minimize unnecessary driving, leading to lower fuel consumption and reduced greenhouse gas emissions.

#### **Parking Guidance Systems**

Our PGS indicates to drivers where a free parking spot is (once they've arrived at a parking facility), which in turn minimizes unnecessary cruising, leading to lower fuel consumption and reduced greenhouse gas emissions.

#### **Mobility & Transport Hubs**

Our parking software range is varied; however, a key product is FrogTransport. This is essentially a mobility hub, that encourages drivers to utilize pre-existing transport options to/from a location. Hence advocating for less drivers on the road and a reduction in vehicle emissions.

### ***Land Use Optimization***

Efficient land use is essential for sustainable urban development. Frogparking's smart parking solutions help cities make better use of their available space by providing them with incredible data & insights on their parking facility through the following:

#### **Space Utilization Analytics**

Our systems provide detailed analytics on parking space usage, helping city planners optimize the allocation of parking areas and reduce the need for additional parking infrastructure.

#### **Reduced Need for Parking Structures**

By improving the efficiency of existing parking spaces, we help reduce the demand for new parking structures, preserving land for green spaces and other community uses.

# Technological Innovations for Sustainability

## ***Smart Sensors and IoT Integration***

Frogparking utilizes advanced sensors and IoT technology to monitor parking space analytics in real-time. This data-driven approach enhances operational efficiency and supports sustainability goals through the following:

### **Energy-Efficient Sensors**

Our sensors are designed to consume minimal energy while providing accurate data on parking space availability.

### **Automated Monitoring and Alerts**

Real-time monitoring and automated alerts help manage parking spaces efficiently, reducing the need for manual interventions and associated emissions.

## ***AI-Powered Analytics***

Artificial Intelligence (AI) plays a crucial role in our sustainability strategy. By leveraging AI, Frogparking can:

### **Predict Parking Demand**

AI algorithms analyze historical data to predict parking demand, enabling better resource allocation and reducing congestion.

### **Dynamic Pricing Models**

Implement dynamic pricing based on demand, encouraging drivers to park during off-peak hours and distribute parking load more evenly, reducing peak-time congestion and emissions.

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## Community & Social Impact

### ***Improving Urban Mobility***

Frogparking's solutions contribute to smoother traffic flow and improved urban mobility. This is supported through the following:

#### **Reducing Traffic Congestion**

By minimizing the time spent searching for parking, we help reduce overall traffic congestion, leading to lower emissions and improved air quality.

#### **Supporting Public Transportation**

Our systems can integrate with public transportation networks, encouraging the use of sustainable transit options and reducing the reliance on private vehicles.

### ***Enhancing Quality of Life***

Our commitment to sustainability extends beyond environmental benefits to improving the quality of life for anyone who owns a vehicle and is driving on roads:

#### **Safer Streets**

Efficient parking management reduces the number of vehicles circling for parking, leading to safer streets for pedestrians and cyclists.

#### **Healthier Communities**

Lower vehicle emissions contribute to cleaner air, promoting better health outcomes for all.

## ***Social Value***

### **Equal Opportunity Employer**

We are committed to providing an enjoyable and fulfilling experience for our people, suppliers, and communities. We are an Equal Opportunity Employer and strive to promote a culture of wellbeing by providing our team with flexible working opportunities, a child-friendly environment and agile office environments.

### **Professional Development**

Frogparking is committed to professional development for all our people through training courses, on-the-job mentoring, access to networking events, and business training.

### **Team Building Activities**

We promote physical and mental wellbeing through monthly team building activities.

## Conclusion

Frogparking is proud to be at the forefront of sustainable urban mobility. Our smart parking solutions not only improve parking efficiency but also contribute significantly to reducing emissions, optimizing land use, and enhancing the quality of life in urban areas. We remain committed to driving positive environmental and social impact through innovation and collaboration.

Together, we can build a more sustainable and liveable future for all.