



Initial situation



› Analysis of the existing situation

Definition of benchmarks with similar companies: counting of vehicles, counting of passengers, employee surveys, focus groups, Mobil Check I and II.

Costs



Workload



Benefits for the company

Survey of the mobility behaviours as a first step towards the definition of adequate measures of enterprise mobility management and to assess the success of initiatives; awareness raising among employees

Benefits for employees

Customized mobility management where different measures have different benefits; possibility to express one's own needs



Peter Mayer, Mobility manager:

The employee survey carried out with the Mobil Check tool has provided us with valuable information on potential actions and the needs of our employees. Thanks to this information, we have been able to define and implement measures that were specifically designed for SFS.

SFS/CH

Implementation

1. Selection

During the consultation, definition of the data collection methods and the degree of data processing

2. Preparation

Preparation of the analysis methods (with external support)

3. Execution

Analyses are performed

4. Analysis

Conclusions are drawn based on the results obtained (with external support)



Definition of responsibilities



› Creation of specific functions

A mobility manager or mobility team is appointed.

Costs



Workload



Benefits for the company

Clearly defined responsibilities, tasks, contact persons

Benefits for employees

A port of call for all issues related to mobility



Burkhard Mangold, Mobility manager: The mobility manager or mobility team should be able to devote some of their working time to this issue. This is also explained in the job description and is communicated to all employees.

Zumtobel/AT

Implementation

1. Definition of functions

Description of the role of mobility manager/mobility team (including decision-making powers)

2. Legitimization

Approval from the management

3. Appointment

Appointment of a mobility manager/creation of a mobility team

4. Information

Internal communication on the mobility manager/team, clarifying the roles, tasks and benefits for the company



Effectiveness checks



Introduction of a control system

Definition of how the effectiveness of the enterprise mobility management is assessed (counting of vehicles, surveys, etc.).

Costs



Workload



Benefits for the company

The effectiveness and efficiency of the implemented measures is ensured

Benefits for employees

The continuity and improvement of the initiatives is ensured; transparency and meaningfulness



Pascal Grosskopff, Mobility manager: Twice a year, we do a vehicle counting: the first time on the first Tuesday in November and then of the first Tuesday in June. We try to choose weeks without holidays.

Blum/AT

Implementation

1. Selection

Selection of the adequate assessment method for each measure (before implementation)

2. Definition of Dates

Setting of a recurring date for the effectiveness checks (such as the first Tuesday in November)

3. Execution

Execution of effectiveness checks

4. Information

Internal (and external, if appropriate) communication of the results



Integration in existing systems and processes



› Integration in target systems and processes

Inclusion of mobility management in the company guidelines, environmental and health management systems, etc.

Costs



Workload



Benefits for the company

Synergies are developed, and duplication is avoided

Benefits for the employee

Strengthening of existing systems



Daniel Oehry, Mobility manager:

We should clearly explain to the management that we don't need to reinvent the wheel. What we need to do is to create synergies with already existing activities.

Hilti AG/LI

Implementation

1. Listing

Creation of a list of target systems and processes

2. Integration

Integration in existing target systems, processes, quality systems, company health management systems, etc.

3. Information

Internal and external communication

Introduction of flexible forms of work such as home office days



› Introduction of flexible forms of work

Creation of opportunities for workers to work from home on specific days.

Costs



Workload



Benefits for the company

Reduction of private transport: less parking problems, less congestion costs and conflicts with residents or the local administration; higher employee satisfaction

Benefits for employees

Flexibility, time and cost savings



Martin Reis, Mobility manager:

Fixed home office days for employees who have a long commute relieve both employees and the transport system.

Energieinstitut Vorarlberg/AT

Implementation

1. Decision

The decision is made with the management and the Human Resource department

2. Explanation

Employees are informed of the opportunity to work from home and pending questions are clarified

3. Agreement

The home office contractual agreement is drawn up (for instance, definition of a specific day of the week)

4. Assessment

Individual interviews are carried out to assess the success of the measure

Mobility induction package for new employees



› Development of an information and motivational package

Integration in the standard employee induction and training process: information materials, free trial tickets for public transport, test bikes, etc. This is particularly relevant for apprentices, but also in case of change of department, change of site, etc.

Costs



Workload



Benefits for the company

This important moment in the life of the new employee is used to the company's advantage. Newcomers are more open to try new things than people who have already settled in a routine

Benefits for employees

Alternative mobility options are presented and offer the opportunity to break routines and prejudices. If employees change their mobility habits on the long term: cost savings vs. driving a car



Gerhard Berlinger, Mobility manager: New employees usually do not have a predefined idea of how to get to work every day, so it is easier to motivate them to use sustainable means of transport.

Haberkorn/AT

Implementation

1. Composition

Creation of the mobility package with local public transport providers and the municipality (such as free trial tickets, timetables, bicycle maps, gadgets, etc.)

2. Distribution

The mobility package is given to employees during a personal interview (this includes the customized travel plan)

3. Assessment

The review of the achieved results is integrated in the personal interview with the employee

Parking management



› Introduction of a parking management system

The use of parking spaces by employees is subject to specific criteria (distance from the workplace, available mobility alternatives) and/or the payment of a parking fee. The measure can motivate people to cycle, walk, use public transport or car-pooling systems more often.

Costs



Workload



Benefits for the company

Reduction of private transport; less parking problems, less congestion costs and conflicts with residents or the local administration

Benefits for employees

According to how it is designed, the parking management system can reward employees who do not drive to work (for instance, with a mobility bonus)



Hasler Helmut, Managing director: By having a parking management system, we are able to practice our guiding principles. In future, only environmentally friendly companies will be able to stay on the market. 20 years of mobility management at our company show that this approach can be successfully implemented by enterprises.

Franz Hasler AG/LI

Implementation

1. Definition

- Identification of the goals to be achieved with a parking management system
- Benefits for the company

2. Preparation

- Which groups of people are the target of the parking management system?
- Which ones are not, and why?
- What are the applied principles?

3. Development

- Assignment of parking authorizations
- Tariff levels
- Control and sanction mechanisms
- Use of revenues

4. Implementation

Introduction of the parking management system and periodic assessment

Incentive and reward system:

“Ecopoints”



Introduction of an incentive and reward system (such as Eco-points) Employees are encouraged daily to choose active and environmentally friendly ways to reach their workplace. Benefits: updated overview of the mobility behaviours adopted in the company; the system can be implemented in combination with the time recording system.

Costs



Workload



Benefits for the company

Reduction of private transport; less parking problems, less congestion costs and conflicts with residents or the local administration; health improvement of employees and stronger identification with the company

Benefits for the employee

Employees are rewarded with prizes, sense of community, health improvement (cycling, walking) and cost savings vs. driving



Gerhard Berlinger, Mobility manager: The combination with the time recording system means that we can raise our employees' awareness on the importance of sustainable mobility every day.

Haberkorn/AT

Implementation

1. Check

The possibility to implement ecopoint touchscreens is double checked with the responsible functions (HR department, in-house technicians)

2. Choice of supplier

Collection of offers from ecopoint system providers and choice of supplier

3. Introduction

Installation, provision of information and instructions to employees

4. Assessment

Periodic controls through computer-based evaluations

Free trial tickets



› Provision of free trial tickets

Free public transport tickets are provided to employees: this gives them the chance to test their public transport connections for one or two weeks.

Costs



Workload



Benefits for the company

Free trial tickets are a good opportunity to test the bus and train connections. They are the first step to change mobility behaviours and possibly overcome any fears that employees might have. If employees change their mobility habits on the long term: reduction of private transport; less parking problems, less congestion costs and conflicts with residents or the local administration.

Benefits for employees

Alternative mobility options are presented. These may change consolidated mobility behaviours and help to overcome any prejudice against public transport. If employees change their mobility habits on the long term: cost savings vs. driving a car



Daniel Oehry, Mobility manager:

Free trial tickets are particularly effective if they are provided when there are long-term limitations to traffic, such as closed roads because of building sites.

Hilti AG/LI

Implementation

1. Organisation

The initiative is organized in cooperation with the local public transport providers

2. Motivation

Employees are informed on the availability of free trial tickets and motivated to participate in the initiative

3. Distribution

Distribution of free trial tickets

4. Assessment

Assessment of results (number of free trial tickets that have handed out, number of employees who have subsequently purchased a monthly/yearly ticket)

Job tickets



› Financial support

The employer pays or gives a contribution for the purchase of the public transport card required for the commute.

Costs



Workload



Benefits for the company

Reduction of private transport; less parking problems, less congestion costs and conflicts with residents or the local administration

Benefits for employees

Tax benefits on commute costs, with the possibility of a private upgrade; cost savings vs. driving



Fabiola Vallaster, Mobility managerin: We finance the purchase of job tickets to promote healthy and environmentally friendly means of transport and reduce the mobility costs of our employees.

State hospital Feldkirch/AT

Implementation

1. Research

Identification of the available job ticket offers and products at the local association for public transport

2. Definition

Who is eligible and under what conditions? What is the amount of the financial support given by the employer? How is the operational execution organized?

3. Advertising

Information is provided through adequate channels

4. Assessment

How many people use the job ticket? Does the number of users match the expectations? If not, why? Is the ticket actually used by those who have it?

Planning of meeting times based on transport schedules



› Planning of meeting times

Internal and external meeting times are organized based on the public transport timetables, and information on public transport connections are provided.

Costs



Workload



Benefits for the company

Reduction of private transport; less parking problems, less congestion costs and conflicts with residents or the local administration; promotion of cycling; health improvement of employees

Benefits for employees

Possibility to commute using public transport or car-pooling systems, cost savings vs. driving



Markus Zimmermann, Vice-director/Head of services: Starting a meeting at 9:07 instead of 9 draws attentions and becomes a topic for discussion. This raises awareness on sustainable mobility.

AREG St. Gallen/CH

Implementation

1. Research

The arrivals and departures timetables of the means of transport that reach the company are collected

2. Integration

The Staff regulation mentions that meeting times are planned based on public transport timetables

3. Change

The company culture related to meetings is changed (inclusion of local transport timetables in the agenda, unusual start times, etc.)

Promotion of car-pooling systems



➤ Promotion of car-pooling systems

Car-pooling solutions are promoted by providing contacts, web platforms, apps, incentives (such as reserved parking spaces, vouchers for car wash services) and by relieving any fears among employees, for instance with temporary car-pooling experiments.

Costs



Workload



Benefits for the company

Reduction of private transport; less parking problems, less congestion costs and conflicts with residents or the local administration; contacts between employees from different departments

Benefits for employees

Cost savings, social contacts with people from other departments, further benefits if this is combined with incentive systems (such as car wash vouchers for the driver)



Burkhard Mangold, Mobility

manager: By introducing non-binding test periods, people are motivated to change their mobility behaviours.

Zumtobel/AT

Implementation

1. Analysis

The employee survey may be used to find out about people's interest for car-pooling systems; the outcomes of other analyses (such as Mobil Check) also provide information on the catchment area

2. Plan

Launch event, dedicated parking spaces (possibility of parking tickets), length of the experiment, goodies for those who join the initiative

3. Information

Employees are invited to participate in the experiment (information e-mail, posters, direct communication, Intranet, etc.)

4. Execution

Execution of the experiment, assessment of its success based on the availability of parking



Departure monitor



Installation of a departure monitor

A screen at the entrance of the company building shows the departure times of buses and trains in real time.

Costs



Workload



Benefits for the company

Service and awareness raising initiative on public transport for employees and guests

Benefits for employees

Departure times of buses and trains are available in real time



Daniel Oehry, Mobility manager:

We sent an e-mail to our employees to let them know about the installation of a departure monitor, which has raised quite a lot of interest. The real time timetable can also be accessed from a link on our Intranet.

Hilti AG/LI

Implementation

1. Analysis

Collection of information on nearby stops

2. Installation

Purchase and connection of the device, activation with real time timetables

3. Information

Employees are informed (for instance, through the Intranet)

4. Assessment

Assessment, for instance by counting the number of passengers



Connection to public transport



› Optimization of connections to public transport

The existing requirements are highlighted: need for new stops, adaptation of working times, additional rides.

Costs



Workload



Benefits for the company

Development of the public transport offer, service and awareness raising on public transport for employees and guests

Benefits for employees

Possibility to go to work using public transport, savings on car-related costs, reduced need for a second car



Pascal Grosskopff, Mobility manager: Public transport providers should be clearly informed of the potential for new passengers. Many doors will open then.

Blum/AT

Implementation

1. Analysis

Analysis of the potential, for instance by looking at the employee addresses or launching an employee survey (use of tools like Mobil Check)

2. Presentation

Detailed results are presented to public transport providers and possible measures are evaluated

3. Identification

Identification of existing needs related to public transport, in cooperation with the local administration and the municipalities where commuters come from

4. Information

Communication to employees



Company transport system



› Organisation of a company transport system managed by employees

A company vehicle is assigned to a group of employees (such as a minivan), who drive it autonomously.

Costs



Workload



Benefits for the company

Reduction of private transport; less parking problems, less congestion costs and conflicts with residents or the local administration

Benefits for employees

Service for employees, cost savings thanks to the reduction of private transport, savings on a second car, which may no longer be needed



Roman Giesinger, Mobility manager: 38 minibuses are available to our employees for their daily commute. To ensure that everyone drives safely, we offer road safety courses to our drivers.

Meusburger/AT

Implementation

1. Analysis

- Place of residence, workplace and working hours of the employees
- Interest of employees

2. Check

Available opportunities and needs for public transport are checked; possible alternatives, such as a company transport system, are looked into

3. Plan

- Planning of needs
- Development of an operational model
- Collection of offers
- Development of a project to promote the initiative and selection of drivers

4. Purchase

Purchase of vehicles, training of drivers, promotion of the initiative



Bicycle parking facilities

& and bicycle service



› Creation of a cycling infrastructure

Covered parking facilities, showers and lockers for cyclists.

Costs



Workload



Benefits for the company

Promotion of cycling (a healthy activity that can reduce the use of private cars and parking problems), lower congestion costs and less conflicts with residents and the local administration

Benefits for employees

Acknowledgement and support for the employees who cycle to work, awareness raising among potential cyclists



Robert Hoschek, Mobility manager: When new company buildings are built, the construction of a bicycle infrastructure should already be included at design stage. Showers, changing rooms and a small bike workshop are necessary to allow employees to cycle to work.

Omicron/AT

Implementation

1. Analysis

Survey of existing bicycle parking facilities near the company and identification of needs

2. Plan

Identification of an adequate location (entrance area), selection of the desired parking facility (different models, canopy, etc.), calculation of required funding

3. Implementation

Installation of bicycle parking facilities

4. Information

Employees are informed of the start of construction works and of the first day of operation



Bicycles for multimodality



› Availability of shared bicycles

The company provides bicycles to employees who need them to cycle to and from the train station or bus stop, where they can be parked. The bicycles can also be used during the lunch break. The system can be shared with other companies in the same area.

Costs



Workload



Benefits for the company

Promotion of cycling and multimodality, reduction of private transport and parking problems, lower congestion costs and less conflicts with residents and the local administration; health improvement of employees through a wider use of bicycles

Benefits for employees

Customized solution for employees who need a connection to public transport; an effective system to cover the distance to the train station/bus stop



Gerhard Berlinger, Mobility

manager: All bicycle locks have the same number, so employees can always use an bike that is available.

Haberkorn/AT

Implementation

1. Analysis

Analysis of the potential, using an employee survey or Mobil Check 2.0; the positioning of the bike stalls is agreed with the municipality

2. Order

Quotations for bicycles are collected and the order is placed (possible synergies with nearby companies)

3. Coordination

The need for bike stalls is discussed with the operator of public transport stops

4. Information

Communication to employees



Walking and cycling



➤ Better facilities for walking and cycling

The local administration is contacted to discuss how to improve the conditions for those who walk and cycle to and from work: 30 km/h speed limit in the area around the company, elimination of hazards, push-button traffic lights, shortcuts, road signs, etc.

Costs



Workload



Benefits for the company

Promotion and improvement of pedestrian traffic, in combination with public transport and the use of bicycles; reduction of private transport and parking problems, lower congestion costs and less conflicts with residents and the local administration; promotion of cycling and health improvement of employees

Benefits for employees

Better safety and well-being for pedestrians; shortcuts reduce the time needed to walk to and from work



Martin Netzer, Mobility manager: Our employees are the ones who know what the sticking points are. Their knowledge should always be the starting point to make improvements. Their involvement also means that they are more willing to accept any changes that are introduced.

Collini/AT

Implementation

1. Analysis

Analysis of potential improvements with selected employees

2. Presentation

Presentation of the suggested improvements to the local administration

3. Plan

Joint planning of the improvements to be made on the company's property and in the municipality

4. Implementation

Execution of the agreed improvements



Charging infrastructure

for electric cars



› Installation of charging stations for electric cars

Charging stations for electric cars are installed for employees and visitors. They are made available free of charge, or at a reduced cost.

Costs



Workload



Benefits for the company

Improved attractiveness of sustainable mobility; less noise and pollution in the municipality

Benefits for employees

Service for employees



Thomas Büchel, member of the management team: The electricity for the charging stations comes from the photo-voltaic panels installed on the roof of the building.

Büchel Holding

Implementation

1. Analysis

Identification of an adequate location for the charging stations

2. Plan

Planning the electrical connections with the external supplier of the charging stations; definition of the terms of use

3. Implementation

Installation of the charging stations

4. Information

Employees and guests are informed of the service



Charging infrastructure for e-bikes



› Installation of charging stations for e-bikes

Charging stations for e-bikes are installed for employees and visitors and made available free of charge.

Costs



Workload



Benefits for the company

Improved attractiveness of sustainable mobility; less noise and pollution in the municipality

Benefits for employees

Service for employees



Burkhard Mangold, Mobility manager: The charging stations should be built in a prominent location to get the attention of other employees too.

Zumtobel/AT

Implementation

1. Analysis

Identification of an adequate location for the charging stations

2. Plan

Planning the electrical connections with the external supplier of the charging stations; definition of the terms of use

3. Implementation

Installation of the charging stations

4. Information

Employees and guests are informed of the service



Information on mobility for employees



› Provision of information

Employees are informed on public transport timetables, free trial tickets, bicycle maps, contact people, etc. Possible tools are, for instance, a mobility package, an Intranet page, Facebook or the notice board.

Costs



Workload



Benefits for the company

As mobility choices are a matter of habit, new employees should be informed on possible alternatives to driving, so as to establish new behaviours.

Benefits for employees

Easy to use information on mobility options and awareness raising



Julian Baker, Mobility expert:

From our point of view, mobility management is about a target-oriented attitude that influences the individual mobility behaviour: individual mobility should be made possible, but at the same time the resulting traffic should be reduced.

Kontextplan AG/CH

Implementation

1. Coordination

Coordination with the competent authority

2. Research

Collection of available materials in the municipality where the company is located and the municipalities where most employees come from

3. Distribution

The information is prepared and disseminated among employees



Individual

mobility advice



› Organisation of personal mobility advisory services

External partners (such as transport associations) or internal experts offer advice to the employees (suitable cycle routes, car-pooling systems, etc.).

Costs



Workload



Benefits for the company

Reduction of private transport; less parking problems, less congestion costs and conflicts with residents or the local administration; promotion of bicycle traffic, improvement of the health of employees

Benefits for employees

Employees change their mobility choices thanks to the personal advice they receive: detailed information on fees and routes, individual travel scheduling, cost savings vs. driving



Sandra Lackner, Mobility manager: When people buy a car, they receive comprehensive advice on their purchase. This almost never happens with public transport. This service fills the gap effectively and efficiently.

VKW/AT

Implementation

1. Fixing a date

A meeting is organised with internal and external experts (public transport operators, transport associations, etc.)

2. Information

Employees are informed on a consulting event or on a permanent advice service

3. Organisation

Detailed organisation of the event (place, small give-aways, etc.)

4. Execution

The event takes place and feedback from participants is collected



Mobility breakfast



› Rewards

All employees who cycle to work or choose another sustainable means of transport receive a free breakfast on a specific day (such as coffee and croissant).

Costs



Workload



Benefits for the company

Consolidation of the culture of mobility in the company

Benefits for employees

Acknowledgement of employees who already commute sustainably



Sandra Lackner, Mobility manager: The company's initiatives for soft mobility gain visibility on the free breakfast days, which become an opportunity to exchange ideas and experiences.

VKW/AT

Implementation

1. Fixing a date

Finding a date for a meeting with, for instance, the management and the HR department

2. Invitation

Employees are invited for breakfast

3. Vorbereiten

Informationsmaterial, Frühstück organisieren, Begrüßung des Geschäftsführenden etc.

4. Durchführen

Durchführung und Bericht an alle Mitarbeitenden



Folding bike campaign



Free trial initiatives

Trial campaign to present folding bikes and/or e-bikes. The employees who are interested can test different bike models for a few days and possibly buy them at a discounted price.

Costs



Workload



Benefits for the company

Promotion of cycling and multimodality, reduction of private transport and parking problems, lower congestion costs and less conflicts with residents and the local administration; health improvement of employees through a wider use of bicycles

Benefits for employees

Customized solution for employees who need a connection to public transport; an effective system to cover the distance from home to the nearest public transport station; a comfortable way to travel, including with fast trains and buses



Daniel Oehry, Mobility manager:

Sending a targeted and personal invitation to employees who might find a folding bike useful motivated many to join the initiative. In the invitation, I also wrote the travel time with a folding bike to the nearest public transport station near the office, or to reach home.

Hilti AG/LI

Implementation

1. Fixing a date

An internal meeting is organised, in agreement with the bike shop

2. Invitation

An invitation to the trial event is sent to the employees

3. Execution

Event and bike trial week

4. Analysis

Analysis of the purchased folding bikes



Motivation through a playful competition



› Motivation durch spielerischen Wettbewerb

Organising a cycling competition or participating in regional/national events, such as RADIUS in Austria, helps to promote cycling, improves the health of the employees, and consolidates their identification with the company.

Costs



Workload



Benefits for the company

Reduction of private transport; less parking problems, less congestion costs and conflicts with residents or the local administration; promotion of cycling, improvement of the health of employees and stronger identification with the company

Benefits for employees

Prizes are an acknowledgement for employees, sense of community, health improvement and cost savings vs. driving



Josef Pfefferkorn, Mobility manager: A cycling competition is an excellent way to motivate employees to shift to a healthier and more active type of mobility.
State hospital Hohenems/AT

Implementation

1. Research

Choice of the cycling competition (such as Radius, Bike to work, etc.)

2. Contact

The event organisers are contacted to receive further information

3. Advertising

The cycling competition is advertised among employees

4. Combination

A cycling competition can be effectively combined with other initiatives, such as the mobility breakfast, or a folding or e-bike campaign



Bicycle check and service



» Offer of bicycle checks

Free check and/or cleaning of the bicycle for employees who regularly cycle to work, joining, for instance, initiatives such as INTEGRA or involving bike shops.

Costs



Workload



Benefits for the company

Reduction of private transport; less parking problems, less congestion costs and conflicts with residents or the local administration; promotion of cycling, improvement of the health of employees

Benefits for employees

Service for commuters who regularly cycle, cycling becomes more attractive



Carmen Zanghellini-Pfeiffer, EHS manager: The free bicycle check initiative has been part of our company policy for the promotion of health for many years. With further actions related to bicycles, we support the use of a healthy and environmentally friendly means of transport among our employees.

Merck/Sigma-Aldrich/CH

Implementation

1. Fixing a date

Organisation of an internal meeting, in agreement with the bike shop

2. Invitation

Employees are invited to the bicycle test

3. Execution

The bicycle checks are carried out

4. Information

An internal report is circulated



Company bicycles



> Financial support

As is the case with car companies, the company provides company bicycles (standard or electric bikes) for business or private use. The employees who decide to use this service pay a monthly fee. After four years, the employee can become the owner of the bicycle, paying a symbolic fee of one euro.

Costs



Workload



Benefits for the company

Promotion of cycling (a healthy activity that can reduce the use of private cars and parking problems), lower congestion costs and less conflicts with residents and the local administration

Benefits for employees

Acknowledgement and service for the employees who cycle to work, awareness raising among potential cyclists



Robert Hasler, Mobility manager:

Thanks to the company bicycle initiative, 120 employees have been able to use top of the range e-bikes. This has also greatly improved their willingness to travel longer distances by bicycle.

Zumtobel/AT

Implementation

1. Practical aspects

- Who is eligible for a company bicycle, and under what conditions?
- Financial model
- Finding the funds and possible subsidies
- Drafting of the leasing contract

2. Research

- Identification of a project partner (such as bike shops)
- Communication to employees and identification of their needs

3. Purchase

The company bicycles are purchased, and the contracts signed

4. Assessment

Analysis of the utilisation rate



E-bike promotion



Free trial initiatives

Trial campaigns to try different types of e-bikes. The employees who are interested can test different bike models and then, ideally, buy them at a discounted price.

Costs



Workload



Benefits for the company

Promotion of cycling, reduction of private transport and parking problems, lower congestion costs and less conflicts with residents and the local administration; health improvement of employees through a wider use of bicycles

Benefits for employees

E-bikes can be used to cover longer distances; health improvement; lower purchase prices



Ursula Finsterwald, Mobility manager: We organised an e-bike exhibition and gave our employees the chance to try them. The initiative has raised awareness and has motivated some of our employees to consider using an e-bike to commute to and from work.

LGT/LI

Implementation

1. Fixing a date

Organisation of an internal meeting, in agreement with the bike shop

2. Invitation

The invitation to the trial event is sent to the employees

3. Execution

Event and bike trial week

4. Analysis

Analysis of the purchased e-bikes