

**Ground-breaking employer climate tech,  
empowering organisations to measure,  
reduce & report commuter emissions.**

INSERT CLIENT NAME

Date

# The urgent need for Zero Carbon Commuting

The commute is the least efficient journey we ever make, contributing 18 billion kg of CO<sub>2</sub>e annually - 5% of total UK emissions. Unless we decarbonise the commute, we will fail our net zero goals in the UK.



Department  
for Transport

“

We must deliver a step change in the breadth and scale of our ambition to reduce transport's GHG emissions to reach net zero.

”

Rt. Hon. Grant Shapps MP | Transport Decarbonisation Plan

# Addressing requirements

## In our initial conversation you told us...

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## Your sustainability commitments

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# The challenge for large organisations

Frequent concerns raised:

“ There’s no easy way to measure our entire team’s commuter emissions ”

MEASUREMENT

“ It’s difficult to effect behavioural change across such a large workforce ”

REDUCTION

“ How can I prove the real-world impact any changes have on our CO2 emissions? ”

REPORTING

“ How do we find one single provider that solves all these challenges? ”

# It's not just the planet that benefits



## Achieve net zero targets

Expedite your organisation's progress towards net zero



## Dent the cost of living

Sustainable commuting delivers large proven cost savings to both organisations and employees



## Recruitment & retention

Access a greater pool of talent and reduce attrition in your team



## Improve wellbeing

Encourage good mental and physical health in your teams

# Why us?

## Proven results

we've helped over 700 leading UK organisations save over 1 billion commuting miles

## Trusted partner

of UK government departments, universities and hospitals

## Ground-breaking software

one comprehensive platform for all your net zero commuting requirements

Heathrow



arm nationalgrid ARUP



Bwrdd Iechyd Prifysgol  
Aneurin Bevan  
Aneurin Bevan  
University Health Board

# Mobilityways Solutions

Ground-breaking employer climate tech to **measure**, **reduce** & **report** commute emissions.

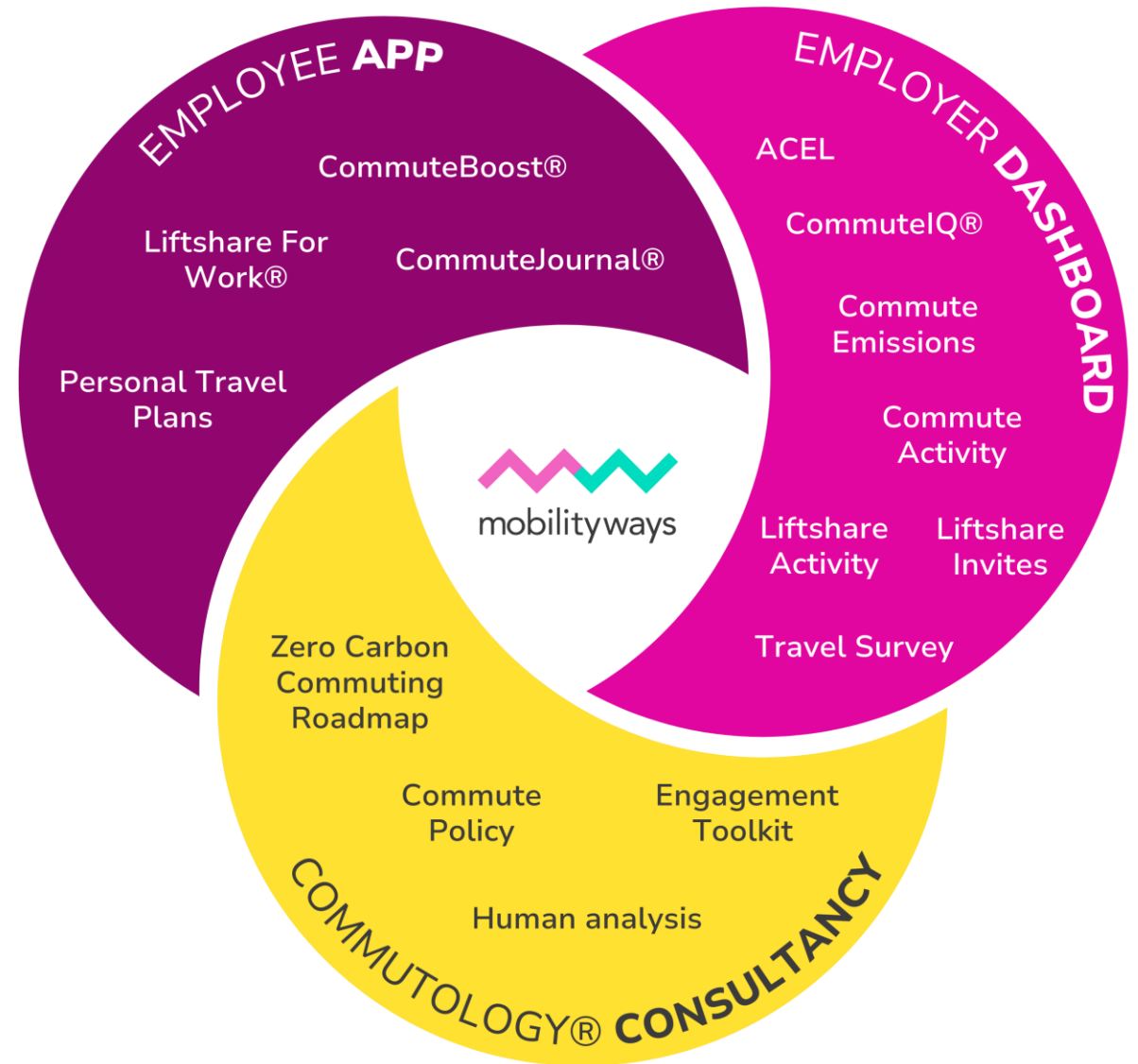
<b>Measure</b> Measure your commuter emissions & learn the potential for change	Travel Survey Commuter Emissions Calculation CommuteIQ® CommuteJournal® Real Time Data	Build, send and review employee travel surveys with ease Calculate your organisation's total and average commuter emissions Explore the real-world sustainable commuting potential for your organisation Privacy-first commute activity data, gathered passively from your team
<b>Reduce</b> Reduce employee commuter emissions via our proven approaches	Liftshare For Work® CommuteBoost® Rewards Engine Personal Travel Plans Sustainable Car Park Management Commute Policy Creation & Monitoring Tailored Engagement Strategy & Toolkit Zero Carbon Commuting Roadmap©	Help employees find a lift - saving money & reduce parking demand Turbo-charge behaviour-change with targeted incentives and rewards Communicate individual sustainable commute options to employees A sustainability-first mindset from permit issuance to validation Policies engineered to support your sustainable commute objectives Engage your team to drive forwards commute behaviour change Develop the targets and strategy within your organisational context
<b>Report</b> Report accurately your organisation's commuter emissions, activities & progress against targets	Interactive Dashboards Commutologist Consultancy®	Access all your commuter emissions data in one place Expert advice and support to accelerate your progress

# Employer + Employee = Behaviour Change

Driving lasting impact requires buy-in and engagement from both employers and employees. Mobilityways delivers our services in tailored ways to meet the unique needs of strategic executives, operational leaders and individual employees.

## BENEFITS

- Mobilityways App is the employee gateway to zero carbon commuting.
- Mobilityways Dashboard provides interactive reporting and enables administration.
- Underpinning our work is our team of Commutologists® - the human-dimension!



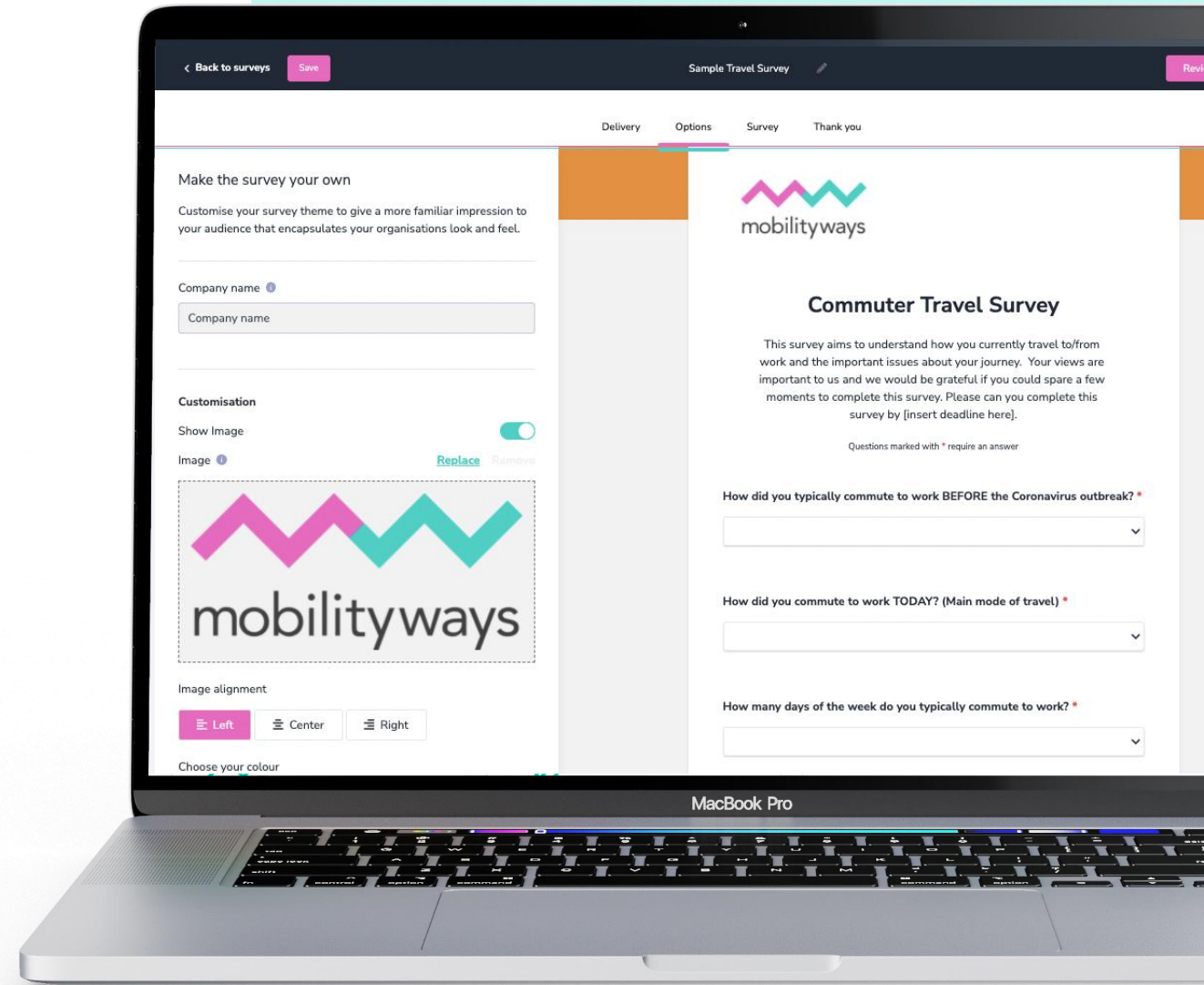
**MEASURE** > REDUCE > REPORT

# Travel Surveys

Build, send and review employee travel surveys for your entire workforce – from one central dashboard

## BENEFITS

- Fast, efficient way to conduct your travel surveys
- Understand how your team gets to work
- Make informed, data-driven decisions on planning and engagement with your local authorities
- Track results in real-time, incentivise and improve response rates
- Understand sentiment from your team
- Results power your commuter emissions calculation



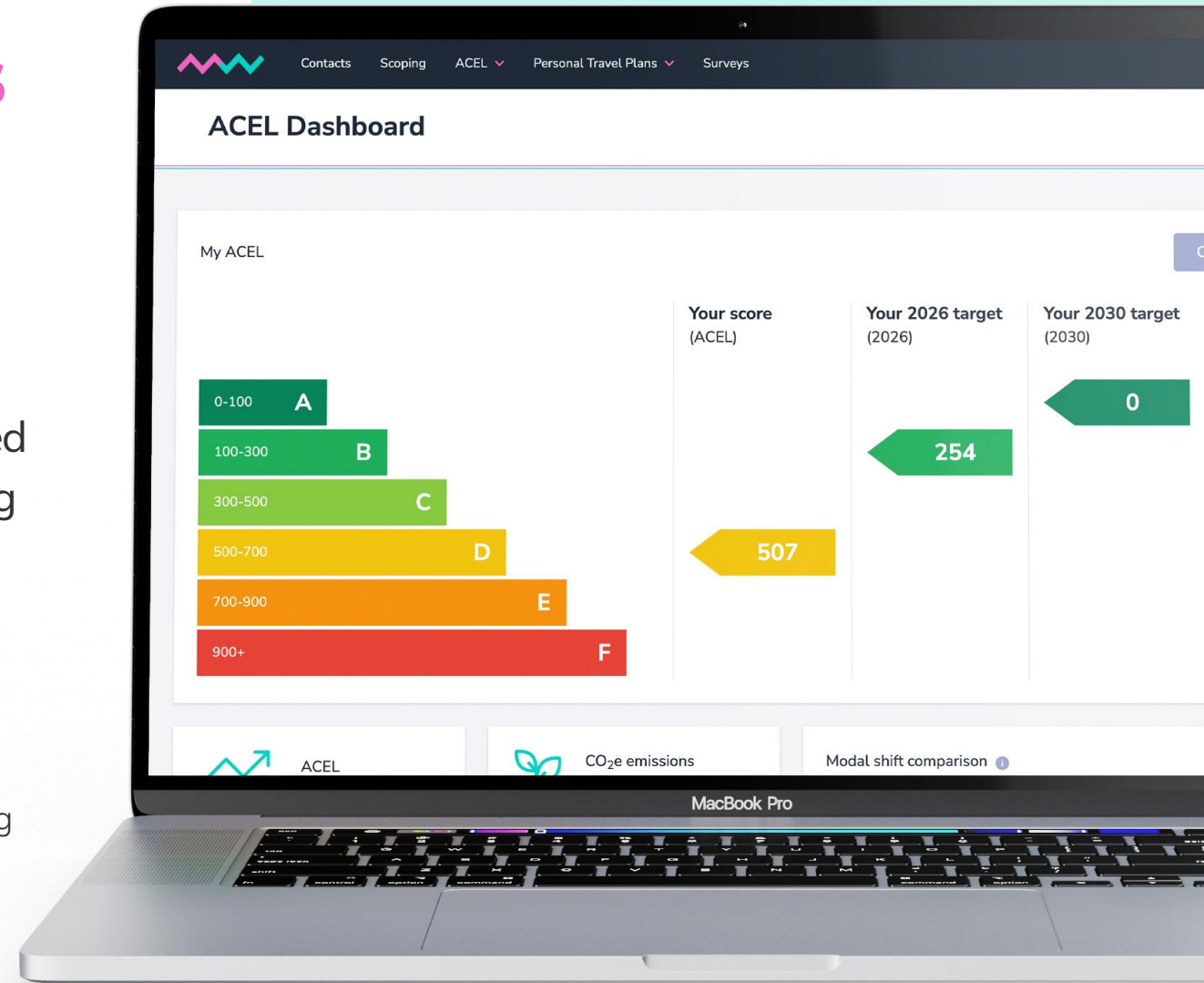
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# Commuter Emissions Calculation

Robust commuter tonnes of CO<sub>2</sub>e calculation, including ACEL© (Average Commuter Emissions Level) which is the only standardised methodology for benchmarking and comparing commuter emissions over time.

## BENEFITS

- Automatically powered by our Travel Surveys
- Reliable tonnes of CO<sub>2</sub>e calculation for external reporting
- Get an immediate view on your current commuter emissions vs national and regional averages
- Set targets and track your journey to zero carbon commuting (alongside business / employee benefits)



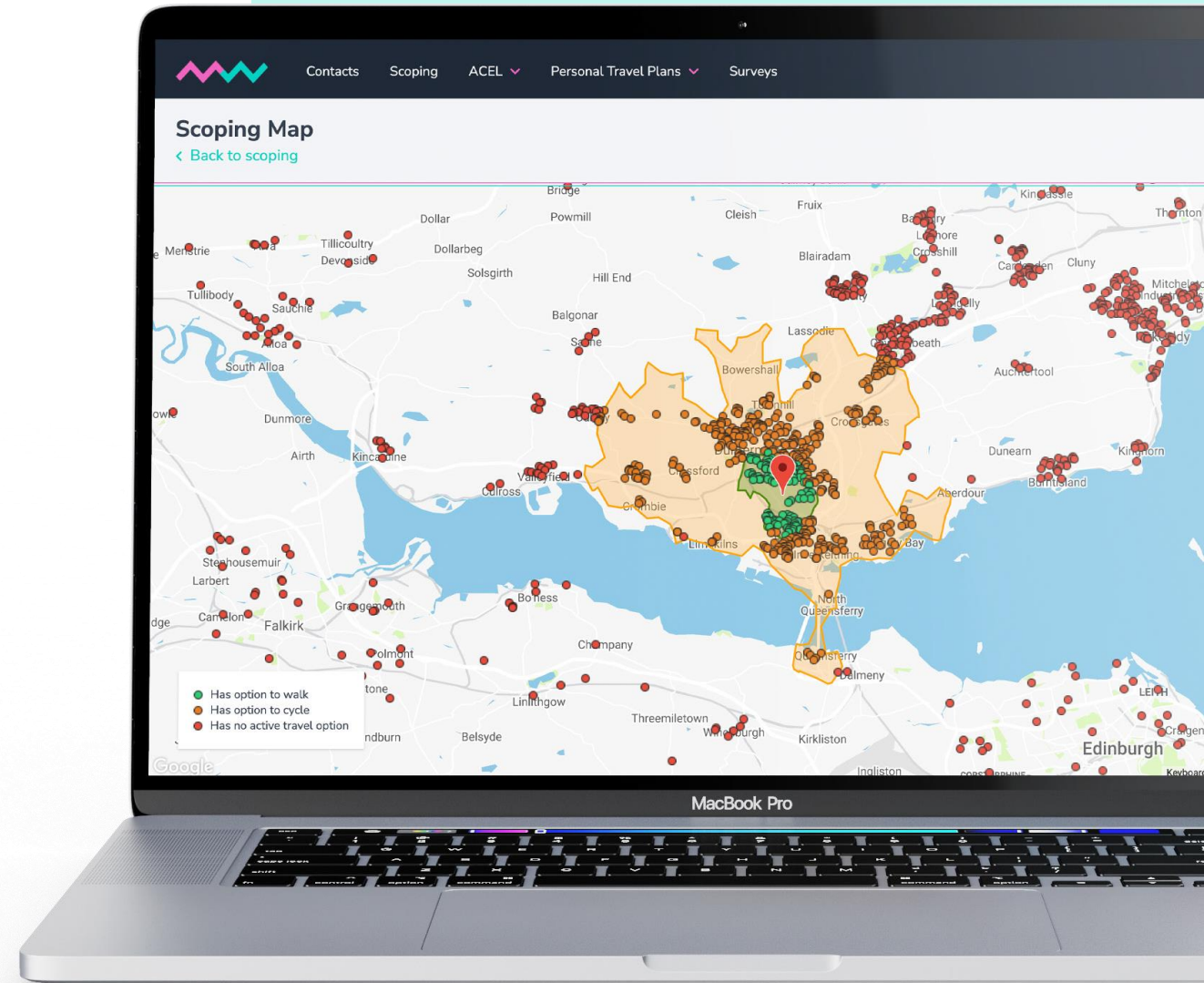
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## CommuteIQ®

Interactive Dashboard and Maps allow you to explore the real-world sustainable commuting potential for your team

### BENEFITS

- Real-world analysis of viable transport routes based on employee postcode and workplace locations
- Analyses active travel, public transport, car-share and single occupancy vehicle options
- Identifies gaps in provision, enabling data-driven conversations about the development of sustainable commuting options with local travel providers
- Forecasts potential employee health, wellbeing & financial benefits



**MEASURE** > REDUCE > REPORT

## CommuteJournal®

Privacy-first commute activity data, gathered passively from your team

### BENEFITS

- Data is gathered passively by your team through the Mobilityways App.
- A privacy-first mindset ensures you never hold personally identifiable location data and encourages buy-in from your team.
- Capable of detecting walking, cycling, running, car-sharing and single occupancy journeys.
- View the success of sustainable commute initiatives, seasonal and weekly trends in far greater resolution than ever before.
- CommuteJournal® data powers the dependable journey validation required for your team to unlock CommuteBoost® rewards

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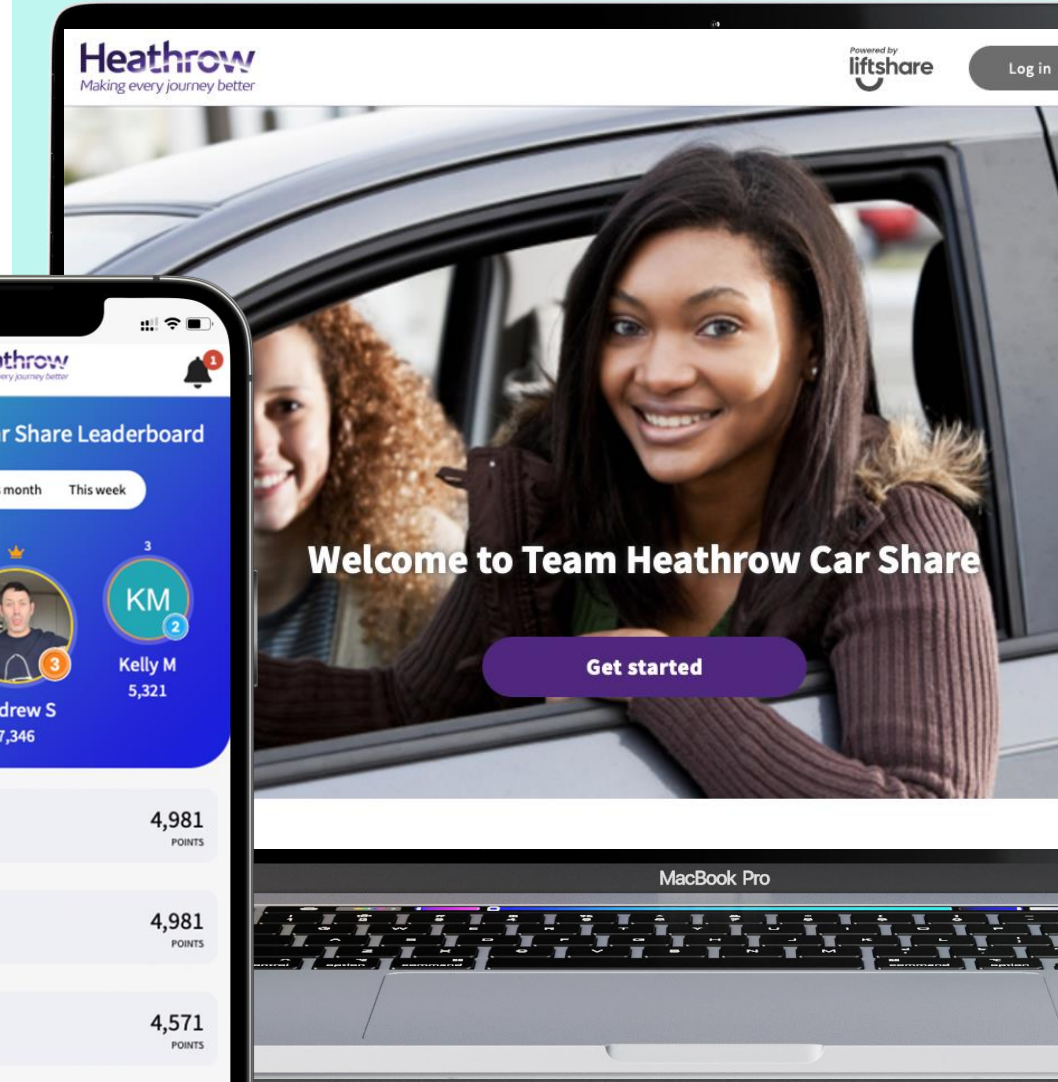
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# Liftshare For Work®

Liftshare is the UK's #1 carsharing platform - empower your team to share their commutes with your own branded web and app-based Liftshare Community

## BENEFITS

- It really works – over 700,000 employees have used the Liftshare in the UK
- Proactively reduce CO2e emissions over the long-term
- Efficiently manage and reduce car parking demand and costs
- Gamification of behaviour change
- Increase mobility, driving retention and recruitment
- Saves your company and staff money
- Provide priority parking to those who share



MEASURE > **REDUCE** > REPORT

## CommuteBoost®

Turbo-charge behaviour-change with targeted incentives and rewards

### BENEFITS

- Increase staff engagement, well-being and happiness by rewarding sustainable commuting.
- With flexibility baked in, CommuteBoost's Rewards Engine allows you to incentivise desired sustainable commuting actions.
- From free coffees and lunches to preferential parking and additional annual leave, employers can creatively reward their staff as an ongoing benefit, or as part of short-term competitions.
- Employees seamlessly unlock rewards by enabling CommuteJournal® in the Mobilityways App to validate their journeys.

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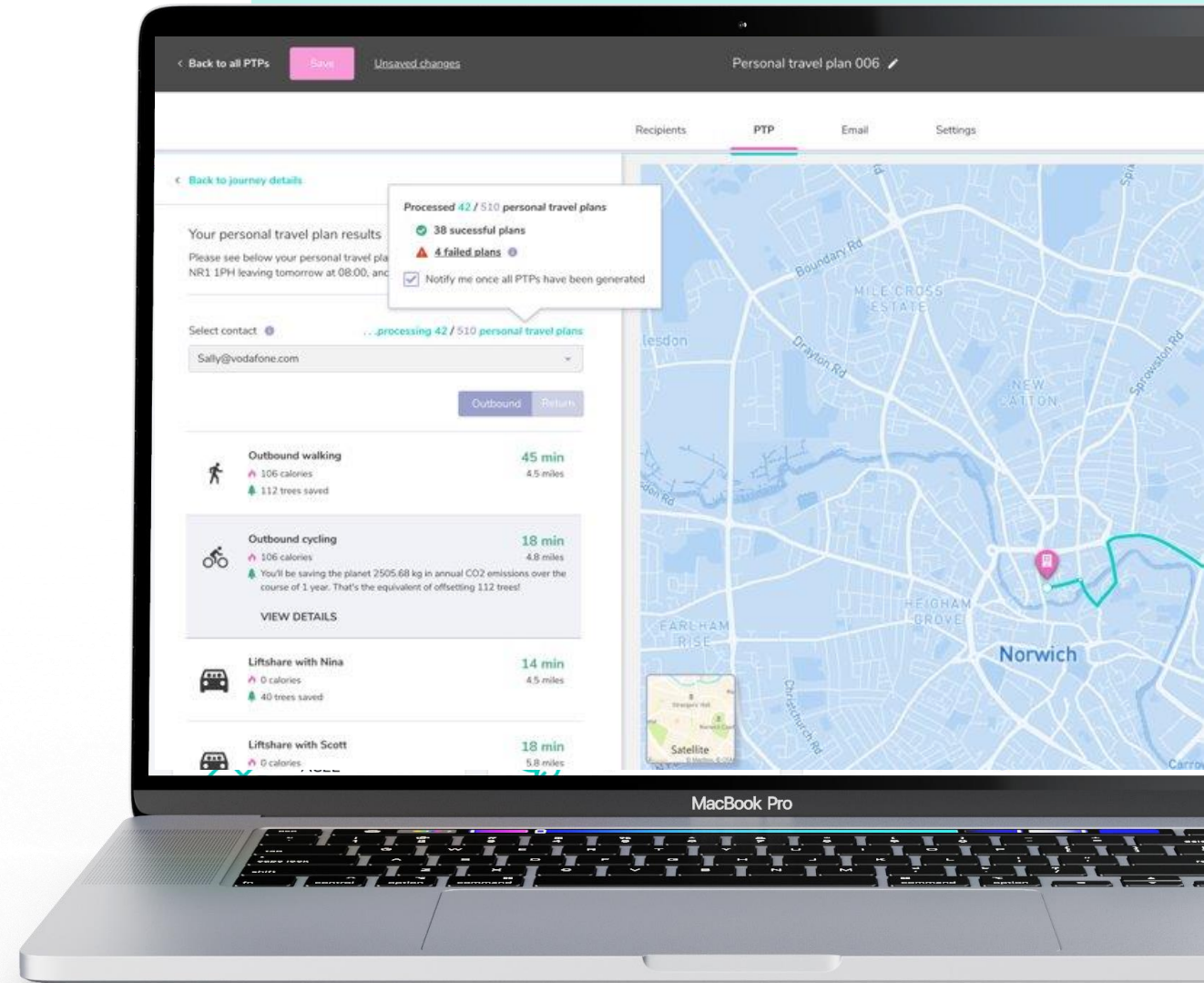
MEASURE > **REDUCE** > REPORT

# Personal Travel Plans

Automatically generate and communicate viable sustainable commuting options for each member of your team

## BENEFITS

- Send personalised sustainable commuting advice to each of your team in bulk or on-demand
- Including direct and multi-modal journeys to work
- Shows real-world travel time and CO2e benefits
- PTP is the only tool that provides active travel, public transport and car-share options in one place



MEASURE > **REDUCE** > REPORT

# Sustainable Car Park Management

A sustainability-first mindset from permit issuance to validation

## BENEFITS

- Restrict parking permits only to those employees without viable sustainable commute options
- Incentivise car-sharing with discounted or priority parking permits
- Seamless workflow from sustainable commuting promotion, permit application and permit issuance to Liftshare validation and parking enforcement
- End-to-end parking solution that can support companion handheld enforcement app, ANPR, permit payments and issuing PCNs



### Sustainable Permit Applications

To apply for a permit your team receives a Personal Travel Plan which promotes the sustainable commute options available to them and acts as a gatekeeper for whether they are eligible to proceed with parking permit applications.



### Permit Issuance

Issue permits, including Liftshare Permits, based upon your pre-set criteria, including the sustainable commute options available to the applicant.



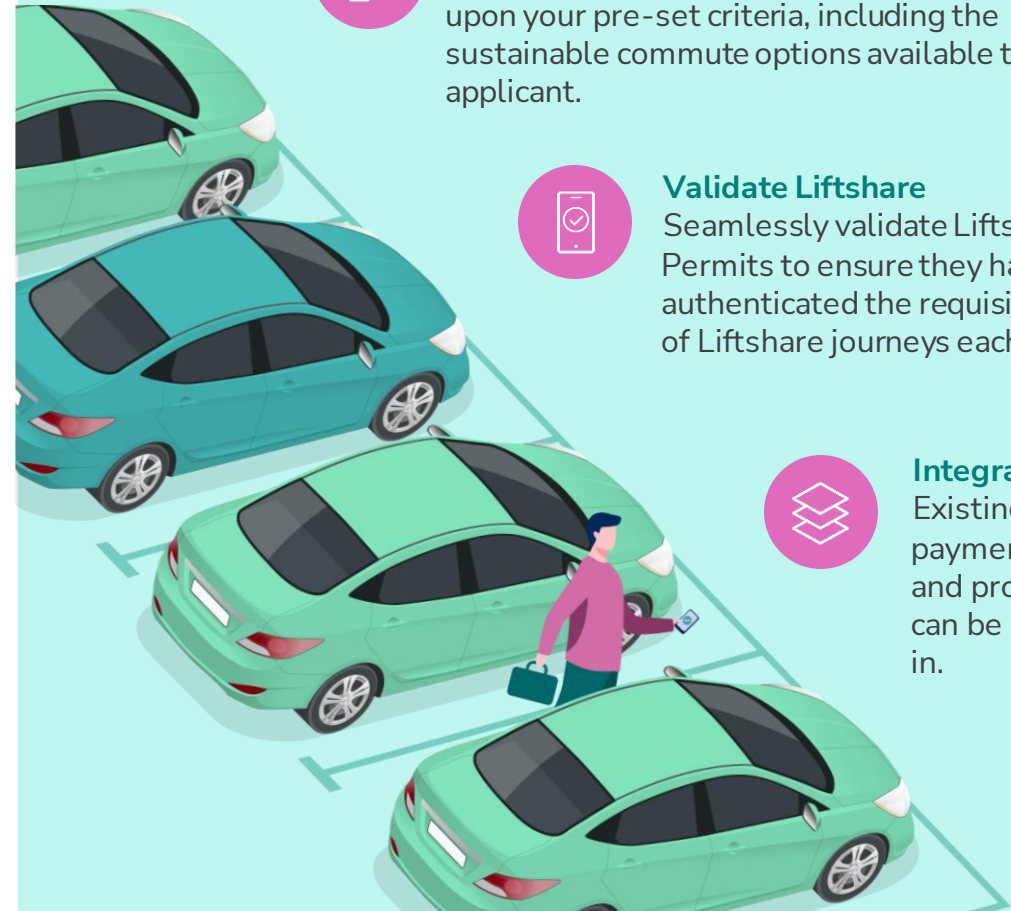
### Validate Liftshare

Seamlessly validate Liftshare Permits to ensure they have authenticated the requisite number of Liftshare journeys each month.



### Integrate

Existing ANPR, payment systems and processes can be integrated in.



MEASURE > **REDUCE** > REPORT

# Commute Policy Creation & Monitoring

Creating a parking policy aligned to your sustainability objectives is proven to drive impact

## BENEFITS

- Our Consultant Commutologists® will lead the creation of a draft new parking policy
- Review of your current parking policy
- Data-driven approach to utilising parking policy to drive your zero carbon commuting and operational objectives
- Situational analysis of site-specific needs
- Engagement with key stakeholders
- Support in engaging your team and securing buy-in



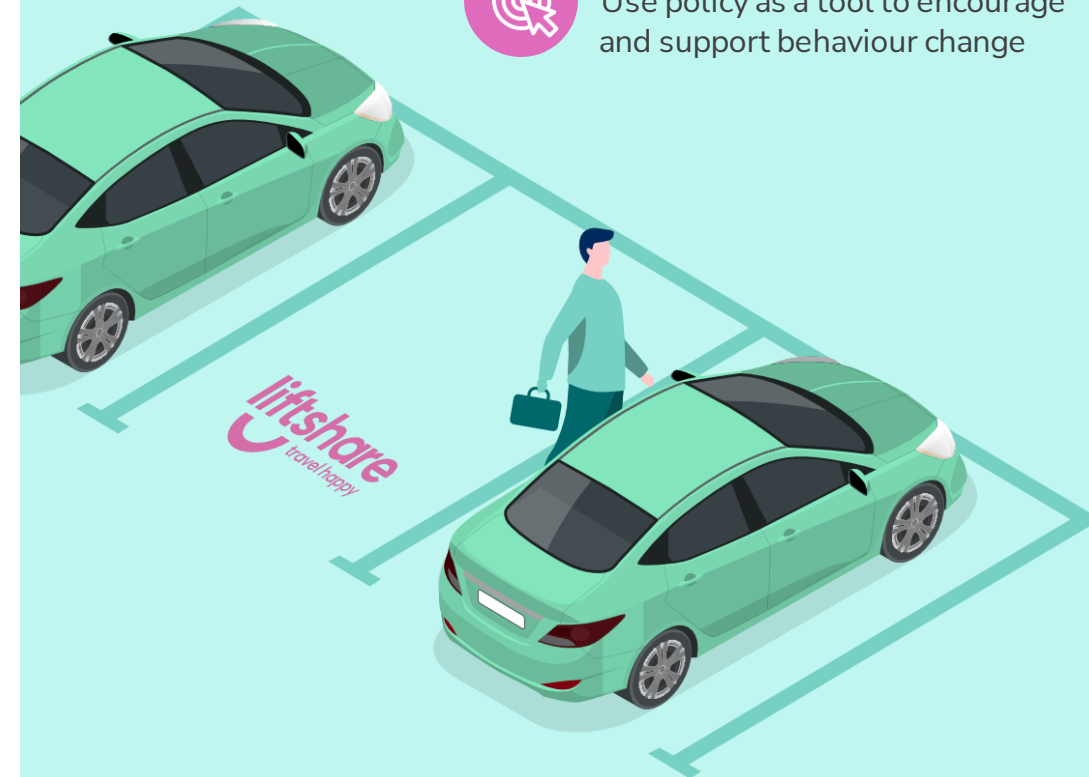
### Ready for next decade

Update your Parking Policy to account for post-pandemic changes in work-patterns



### Policy to match intent

Use policy as a tool to encourage and support behaviour change



MEASURE > **REDUCE** > REPORT

# Tailored Engagement Strategy & Toolkit

Behaviour change requires your team to be bought-in, and consistently engaged, on the the zero carbon commuting vision

## BENEFITS

- Our designers will work with your internal comms teams to ensure your toolkit is tailored to your brand guidelines
- Year-round digital marcoms assets including:
  - Zero Carbon Commuting launch assets
  - Monthly on-going campaign materials
  - National event promotions
  - Monthly written internal comms suggestions



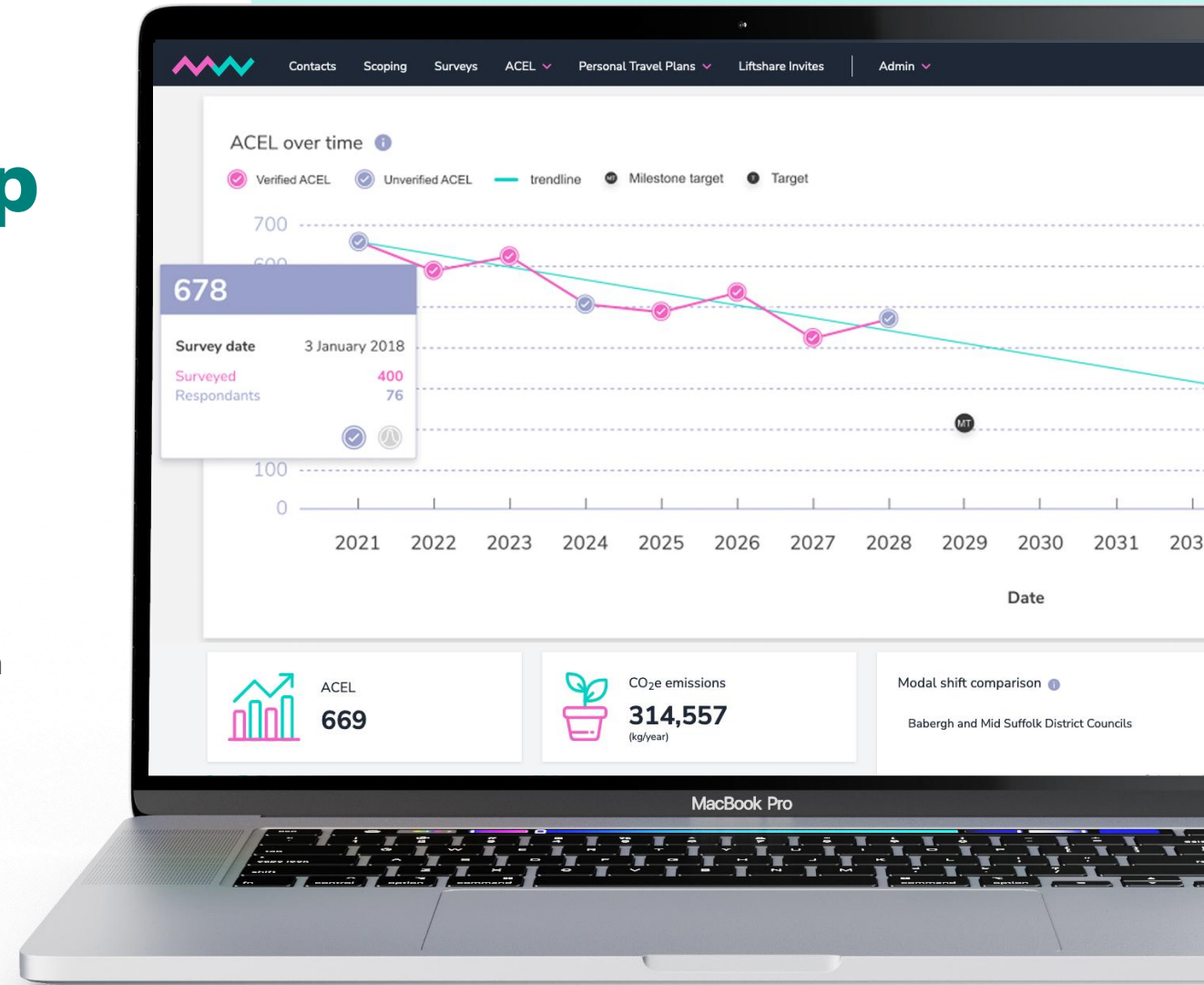
MEASURE > **REDUCE** > REPORT

# Zero Carbon Commuting Roadmap

Turn data into milestone targets and a credible, real-world, action plan

## BENEFITS

- Commuter emission targets aligned to your organisation's net zero goals and timescales
- Detailed analysis of your Travel Survey and Scoping data to identify the best options for modal shift
- Not just “paper recommendations” - our Consultant Commutologists® will conduct a thorough operational site survey to understand the on-the-ground situation
- Engagement with your key stakeholders and site leads
- Actionable annual recommendations
- On-going monitoring and course-correction against the Roadmap



MEASURE > REDUCE > **REPORT**

# Dashboard

Track your progress towards zero carbon commuting, access all your commuter emissions data in one place

## BENEFITS

- Track results in real-time
- View insights and the effectiveness of your initiatives
- Monitor uptake of your zero carbon commuting solutions
- View team sentiment and feedback
- Track tonnes of CO2e and miles saved data
- Make informed, data-driven decisions on planning and engagement



MEASURE > REDUCE > **REPORT**

# Commutologist© Consultancy

Our team can support your organisation with training, professional services and zero carbon commuting strategy development.

## BENEFITS

- We are the UK's leaders voice in decarbonising the commute, with real-world knowledge of what policies and strategies work
- Our team of Consultant Commutologists combine decades of experience with IEMA (*Institute of Environmental Management & Assessment*) recognition
- We bring your data to life by pulling out key insights with tangible, real-world next steps
- Our team will engage your key stakeholders and accelerate your zero carbon commuting journey



### Dedicated account manager

The road to net zero is not a short-term commitment, we believe dedicated account managers provide the foundation for long-term partnerships.



### Communications and marketing programme

Each year we run zero carbon commuting campaigns, providing you with premium designed assets to support your internal communications.



### Launch campaigns

We can support you with a range of launch campaigns, to build initial critical mass for your Liftshare Community, or launch zero carbon commuting initiatives to your team.



### Strategy development

Our team can support your organisation in the development of your roadmap to zero carbon commuting, including tailored insights and personalised recommendations.



### Partners

We work holistically and can facilitate introductions to our wide network of zero carbon solution providers and partners.

Our partnership

Proposal

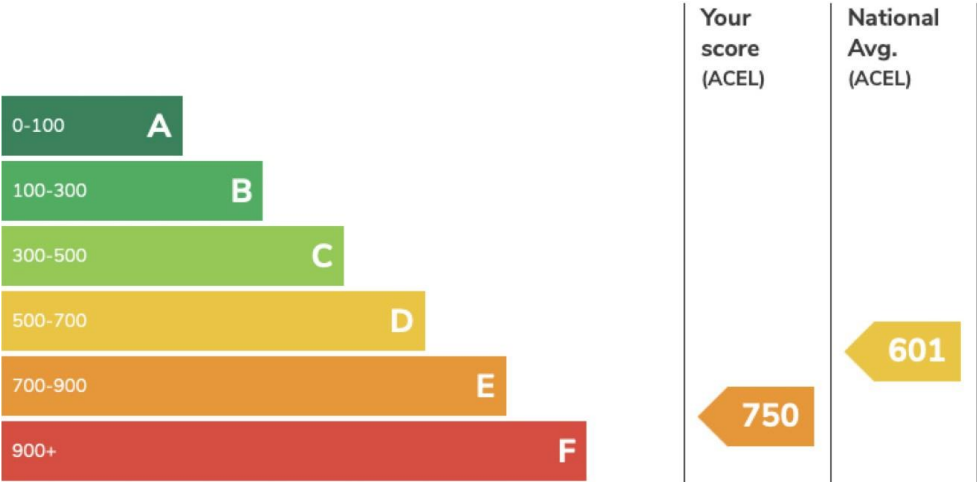


# Opportunity by 2030

Estimated current ACEL  
(vs National Average)



Estimated 2030 ACEL with Mobilityways  
(vs National Average)



# Your zero carbon commuting solution

Paste screenshot from the  
Rate Card Calculator in here



Ground-breaking commuter  
emissions climate tech

# Next steps towards zero carbon commuting...

YOUR NAME, YOUR TITLE

YOUR EMAIL@mobilityways.com

YOUR MOBILE NUMBER



Crown  
Commercial  
Service  
Supplier