



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

G-Cloud 15 - Service Definitions

The urgent need for zero carbon commuting

- Transport is responsible for **25% of worldwide** greenhouse gas emissions.
- The **commute is the single biggest source** of transport emissions.
- UK commuting contributes **18 billion kg of CO₂e** annually.
- That's **more than the total emissions of 45 other countries** combined.



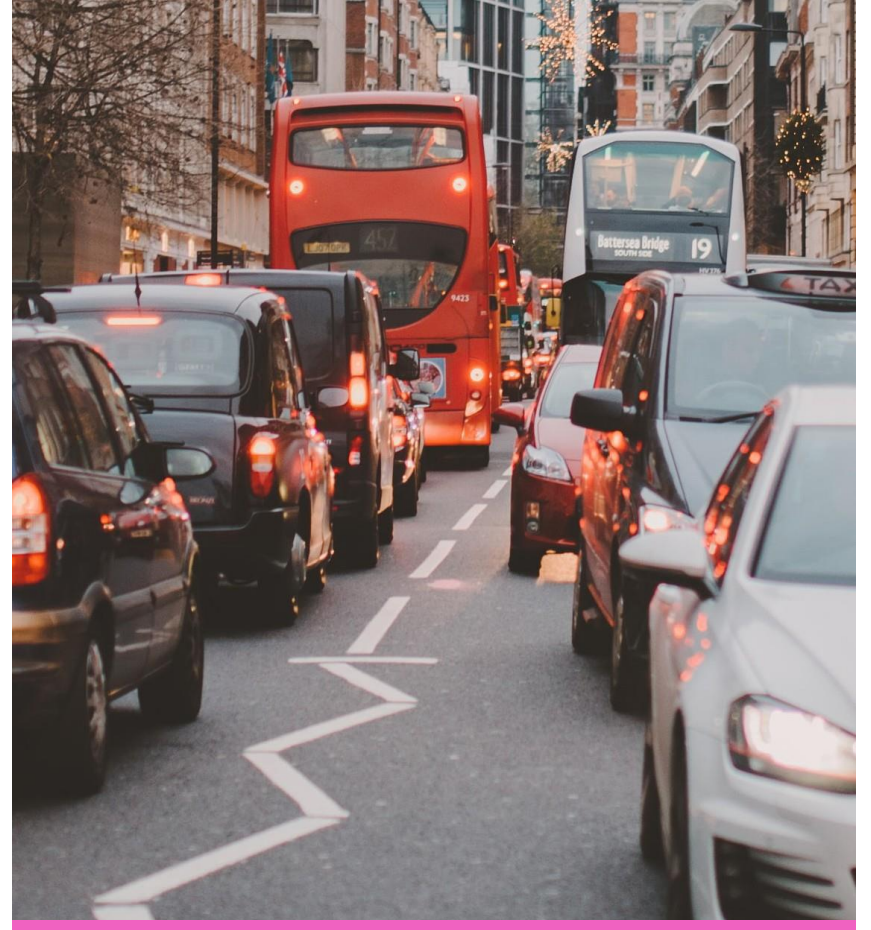
Department
for Transport

“

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

UK Secretary of State for Transport | Transport Decarbonisation Plan

”



Scope 3 commuter emissions challenges for large employers



Scopes 1 & 2 are easier

To measure and reduce Scope 3 commuter emissions requires employee engagement, not simply capital expenditure on facility upgrades.



Limited budgets

Budgets for sustainability initiatives are limited.
It's essential there are operational benefits that secure buy-in across the organisation.



Long-term commitment

Whilst there are frequently quick-wins, net zero is a long-journey that requires consistent commitment over many years.



Changing work policies

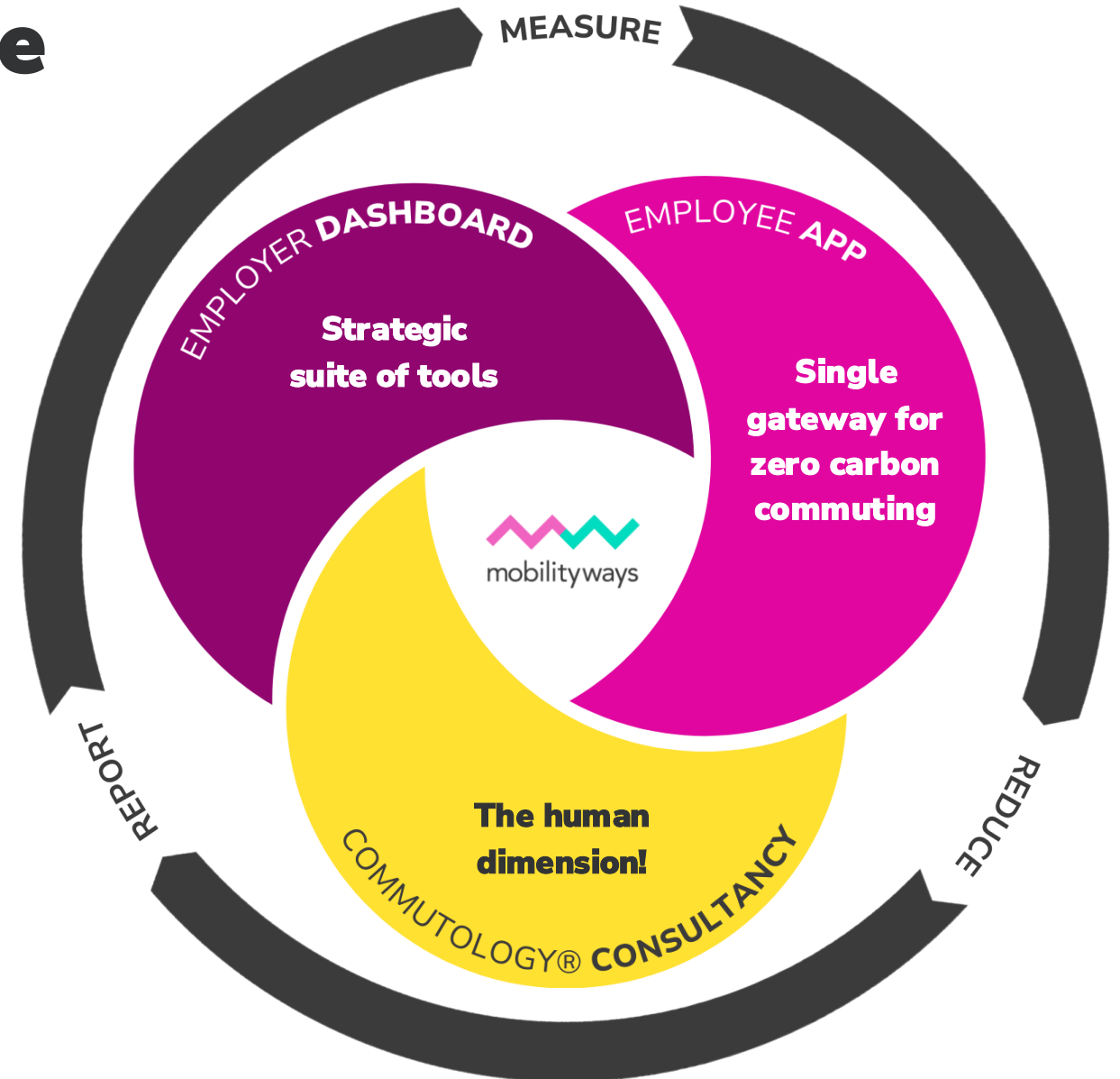
Most organisations are continuing to find their equilibrium with office, hybrid & remote working. This impacts emissions and practical facility planning.

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!

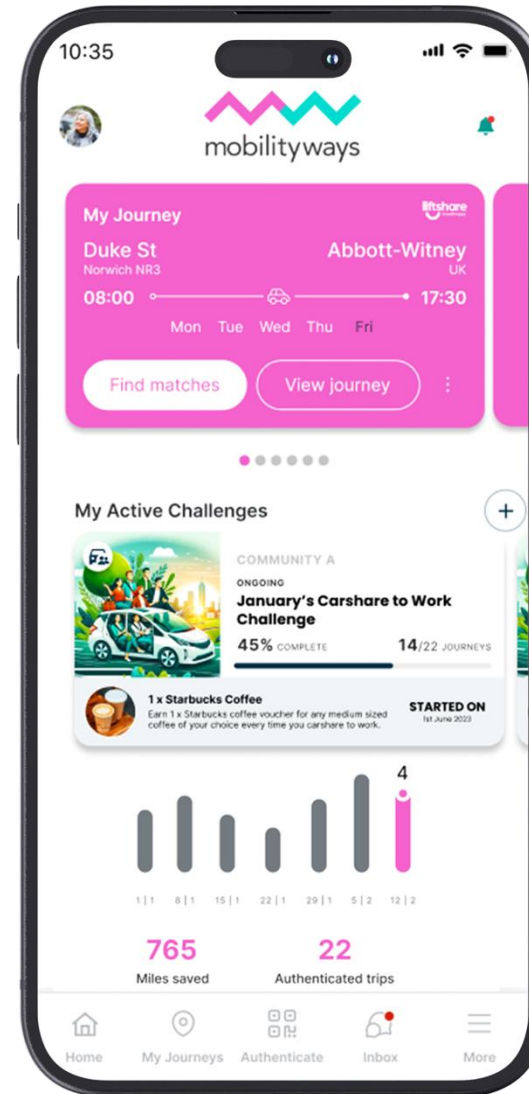


Mobilityways App

The unified employee gateway to zero carbon commuting

EMPLOYEE BENEFITS

- Employees download for free on Android and iOS and log into your branded community.
- Privacy is built in – give your team confidence that their location cannot be monitored by you.
- Auto-logging, with support for multi-modal journeys, ensures your team don't have to remember to manually record each journey.
- Individuals can monitor their own impact on the planet by viewing their miles and CO2 savings.



• Liftshare For Work

Facilitate carpooling, by matching colleagues based upon shift patterns and home locations.

• CommuteBoost®

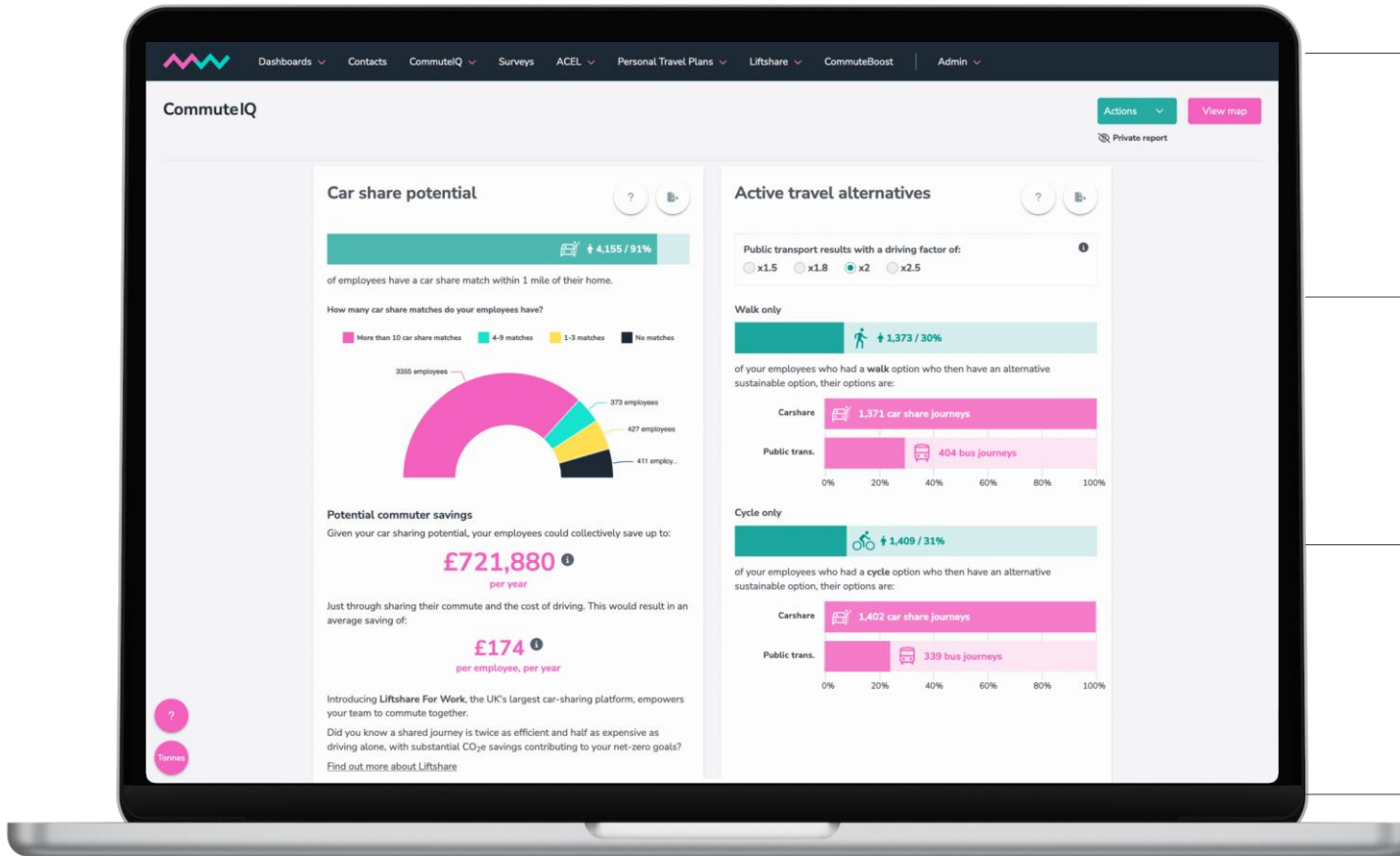
Reward employees for sustainable commuting by creating challenges for public transport, active travel and carpooling.

• Personal Travel Plans

Highlight the individual sustainable commute options available to each of your team.

Mobilityways Dashboard

Track your progress towards net zero, access all your commuter emissions data in one place.



- **CommutelQ®**

Interactive reports and maps allow you to explore real-world sustainable commuting potential.

- **Travel Surveys**

Build, send and review employee travel habits, preferences and sentiment.

- **Commute Emissions**

Calculate your commuter emissions and monitor modal shift and behaviour change.

- **Real-Time Dashboards**

Monitor and administrate uptake of Liftshare, CommuteBoost & Personal Travel Plans.

Commutology® Consultancy

Track your progress towards net zero, access all your commuter emissions data in one place.



- **Human Time**

Utilise our real-world knowledge of the strategies that lead to modal shift and behaviour change.

- **Engage Stakeholders**

Engage your key stakeholders and accelerate your zero carbon commuting journey.

- **Actionable Analysis**

Detailed analysis of your primary data to identify the biggest opportunities for emissions reduction.

- **Strategy Development**

Customised to your organisation's situation gain realistic and attainable strategy support.

It's not just the planet that benefits



500%
increase in job
applicants

Sainsbury's
DHL



35%
reduction in
SOV

ARUP



£4mn / year
employee
savings

Heathrow



3 x more
employee
engagement

Sage

Measure, reduce, report in practice

Northern Care Alliance's partnership with Mobilityways has led to tangible operational benefits



- **19,000 staff**

With operational challenges related to access to site and parking constraints.

- **Statutory 2045 net zero target**

As well as the Trust's own 2038 net zero target.

- **8% reduction in SOVs**

Single occupancy vehicles coming onto site has reduced year-on-year.

- **28% reduction in emissions**

Modal-shift has resulted in substantial savings.

Delivering social value

Heathrow

NHS

nationalgrid

University of
BRISTOL

AMERICAN
EXPRESS

ANVE NUCLEAR SECURITY
TECHNOLOGIES

CGI

NHS
SCOTLAND

ocado

PROLOGIS®



Certified B Corporation

Mobilityways has independent verification and transparent governance to validate our social and environmental impact.



Certified Social Enterprise

Our work is rooted in real social purpose – you're partnering with an organisation that puts people and the planet first.



No Greenwashing

We've helped over 700 FTSE100 businesses, local authorities, universities and NHS trusts save over 1 billion commuting miles.



Audit Ready Data

Mobilityways methodology is compliant with GHG Protocol Technical Guidance, SBTi and ISO 14065 requirements.

Our solutions



Mobilityways Solutions

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

Measure Calculate your commuter emissions & analyse your potential for change	Travel Survey Commuter Emissions Calculation CommuteIQ® CommuteBoost® Real Time Data	Build, send and review employee travel surveys with ease Audit ready calculation of your organisation's commuter emissions Explore the real-world sustainable commuting potential for your organisation Privacy-first commute activity data, gathered passively from your team
Reduce Decarbonise employee commuting emissions via our proven approaches	CommuteBoost® Rewards Engine Liftshare For Work® Personal Travel Plans Commute Policy Creation & Monitoring Tailored Engagement Strategy & Toolkit Zero Carbon Commuting Roadmap©	Turbo-charge behaviour-change with targeted incentives and rewards Help employees find a lift - saving money & reduce parking demand Communicate individual sustainable commute options to employees 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
Report Accurately track your progress against targets	Interactive Dashboards Commutologist Consultancy®	Access all your commuter emissions data in one place Expert advice and support to accelerate your progress

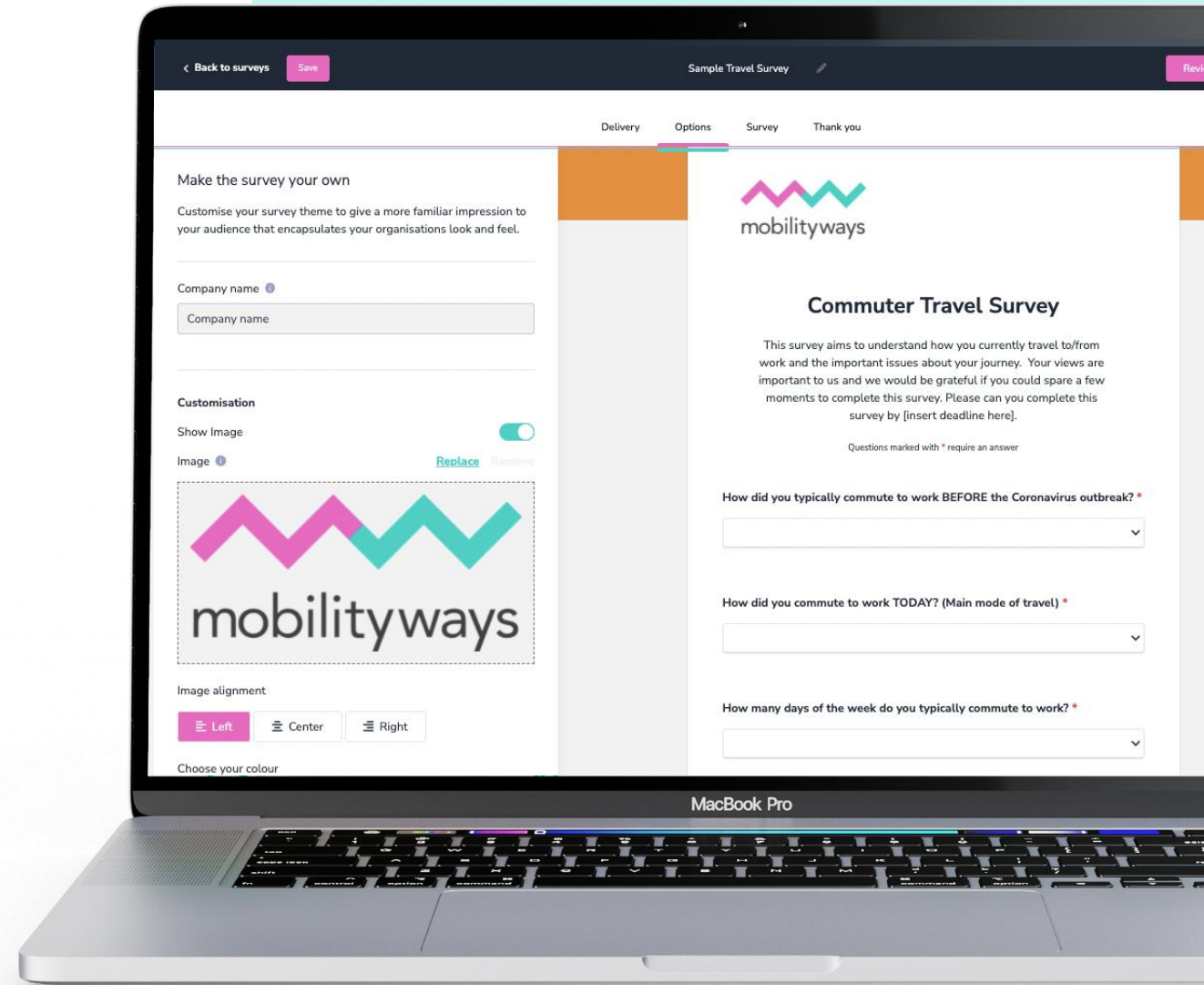
MEASURE > REDUCE > REPORT

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



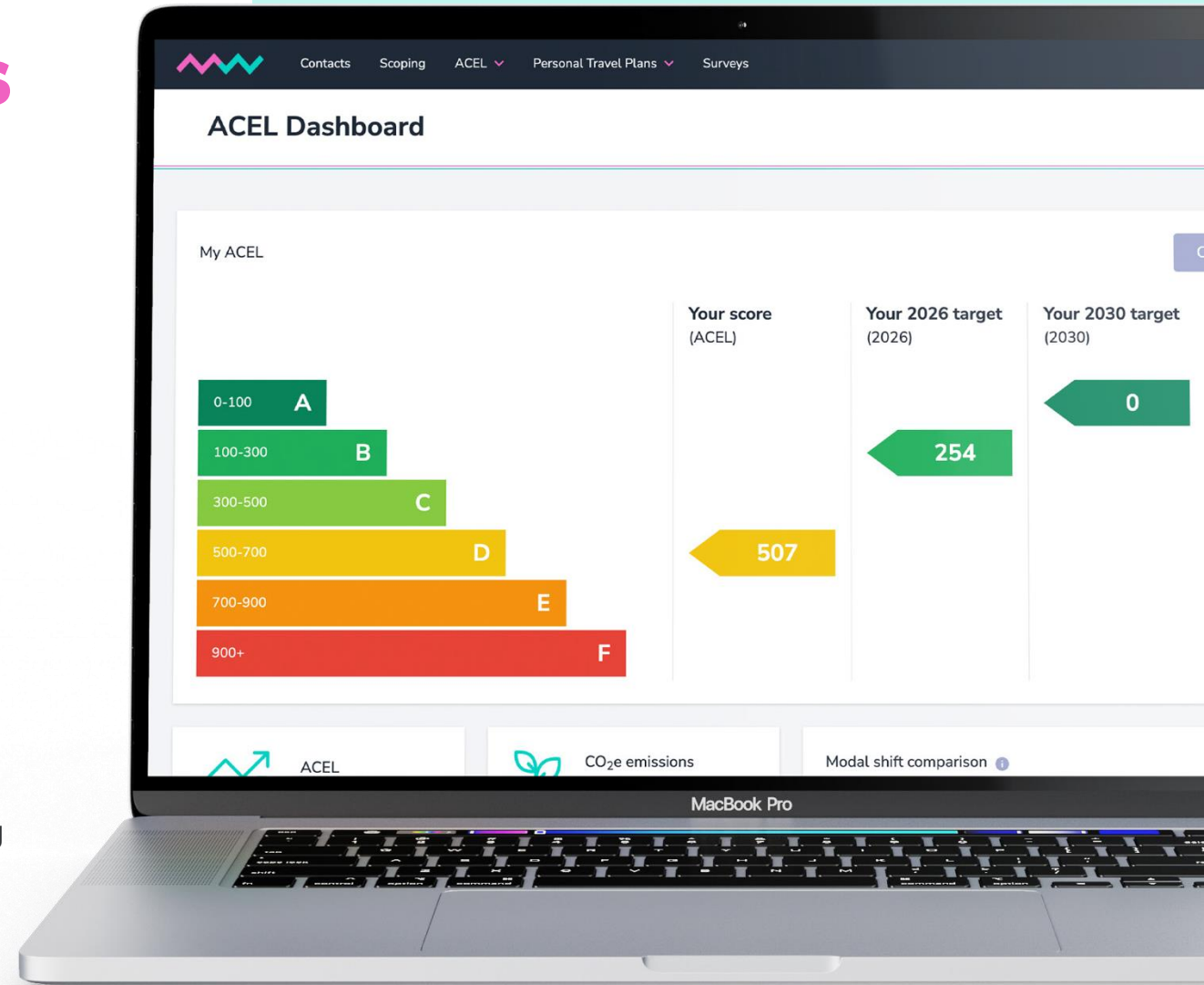
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Commuter Emissions Calculation

Audit ready calculation of your organisation's commuter emissions.

BENEFITS

- Compliant with GHG Protocol Technical Guidance, SBTi and ISO 14065 methodology
- Automatically powered by our Travel Surveys or import your own survey data
- GHG Factors can be customised for different regions
- Reliable tonnes of CO₂e calculation for external reporting alongside
- Get an immediate view on your current commuter emissions vs national and regional averages



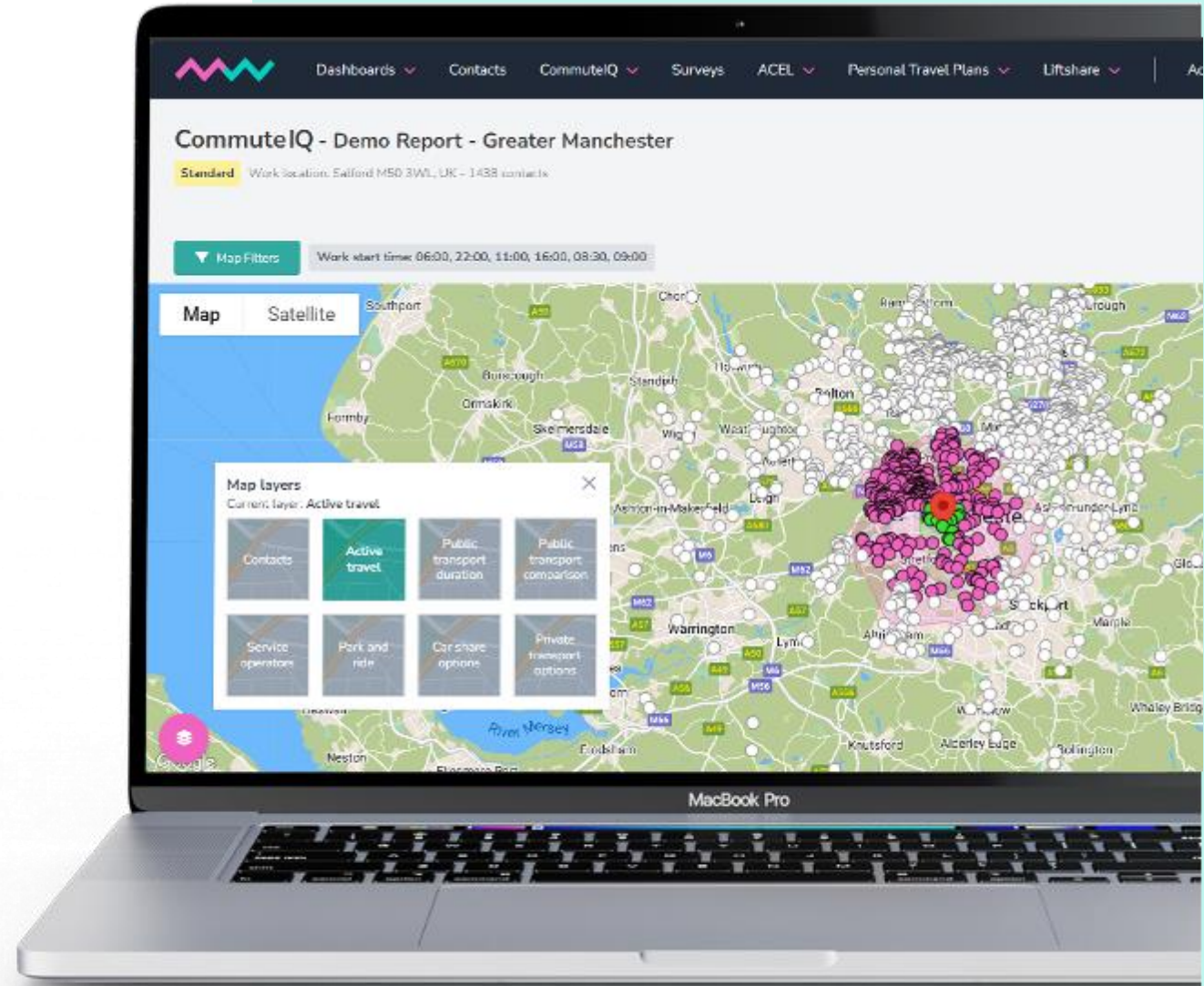
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CommuteIQ®

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



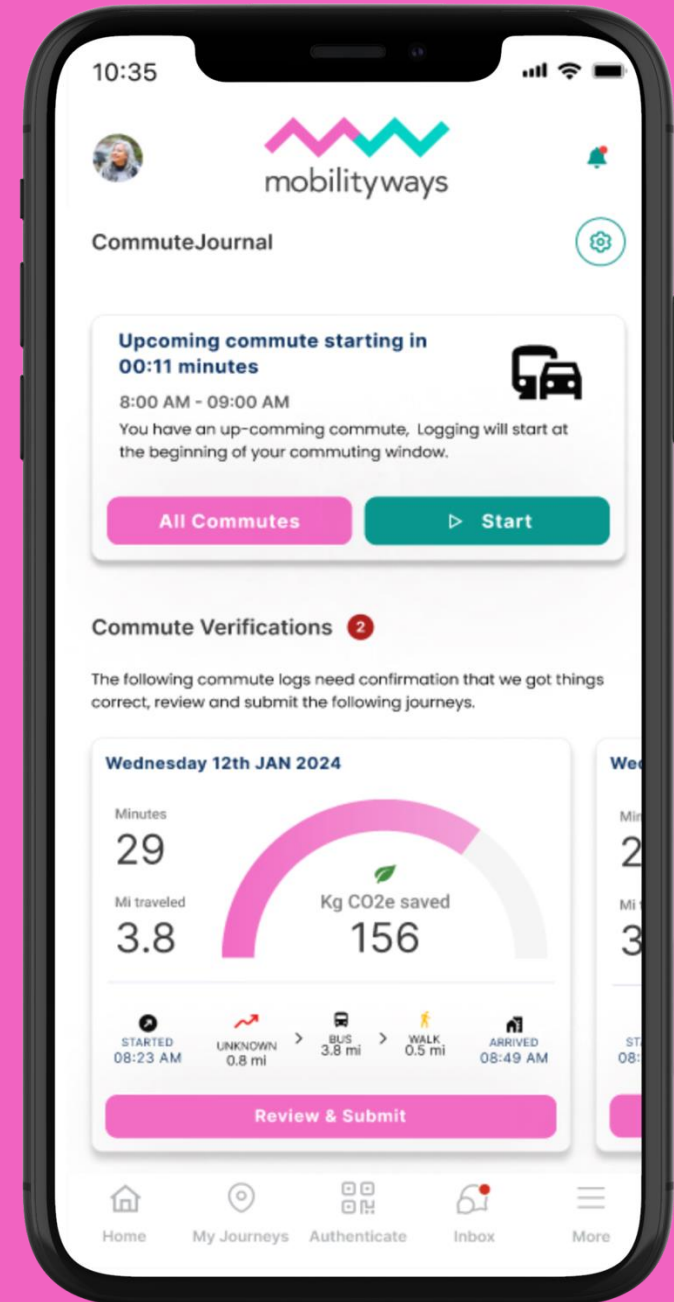
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CommuteBoost® Real Time Data

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

BENEFITS

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



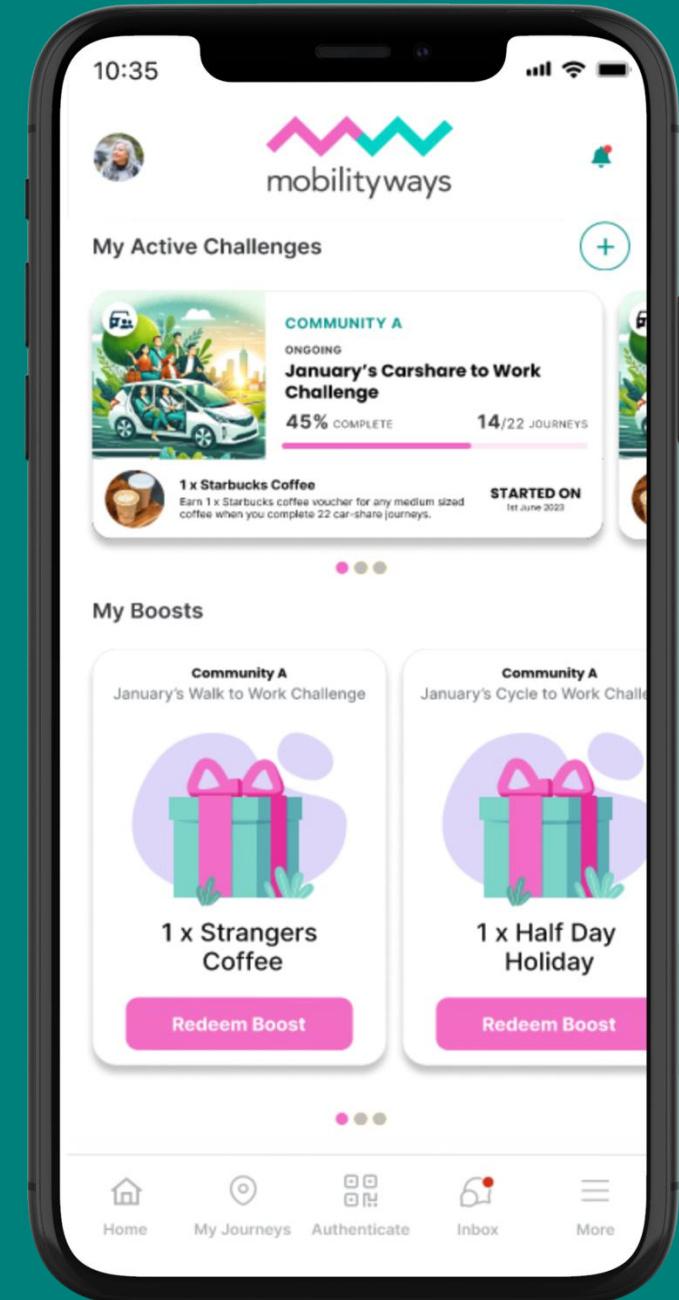
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CommuteBoost® Rewards Engine

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.



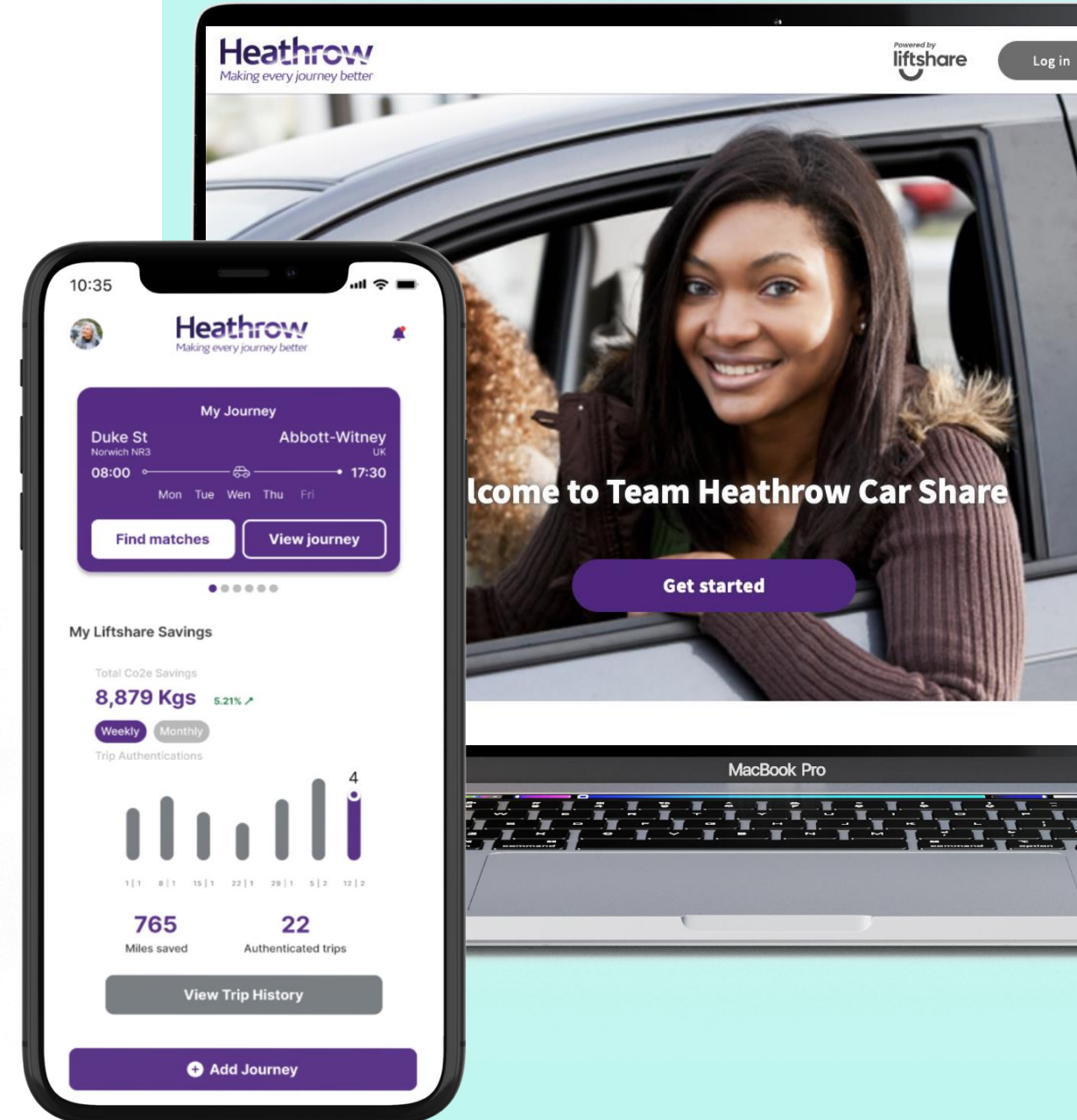
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Liftshare For Work®

Liftshare is the UK's #1 carpool 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
- Increase mobility, driving retention and recruitment
- Saves your company and staff money
- Provide priority parking to those who share



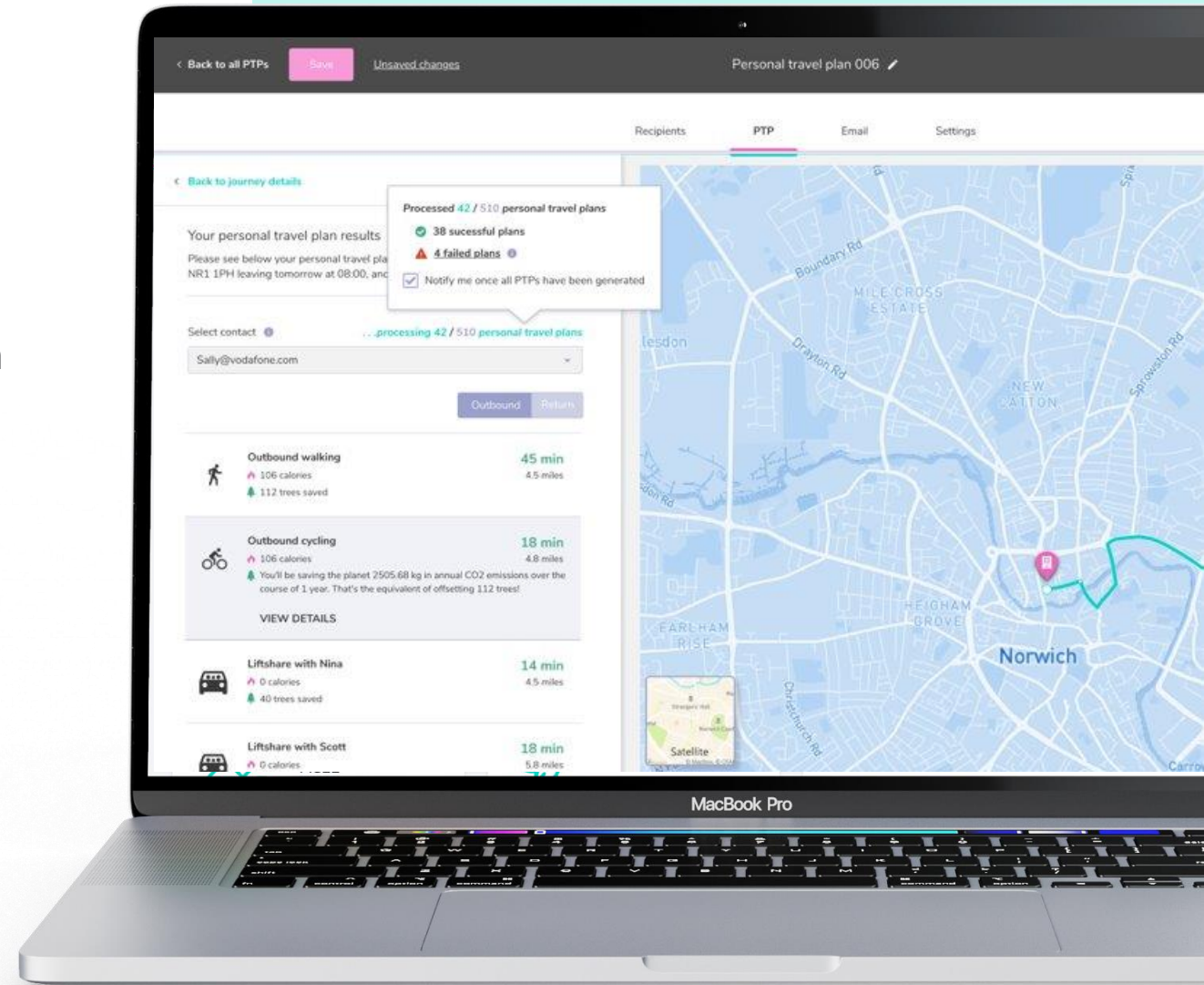
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Personal Travel Plans

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

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



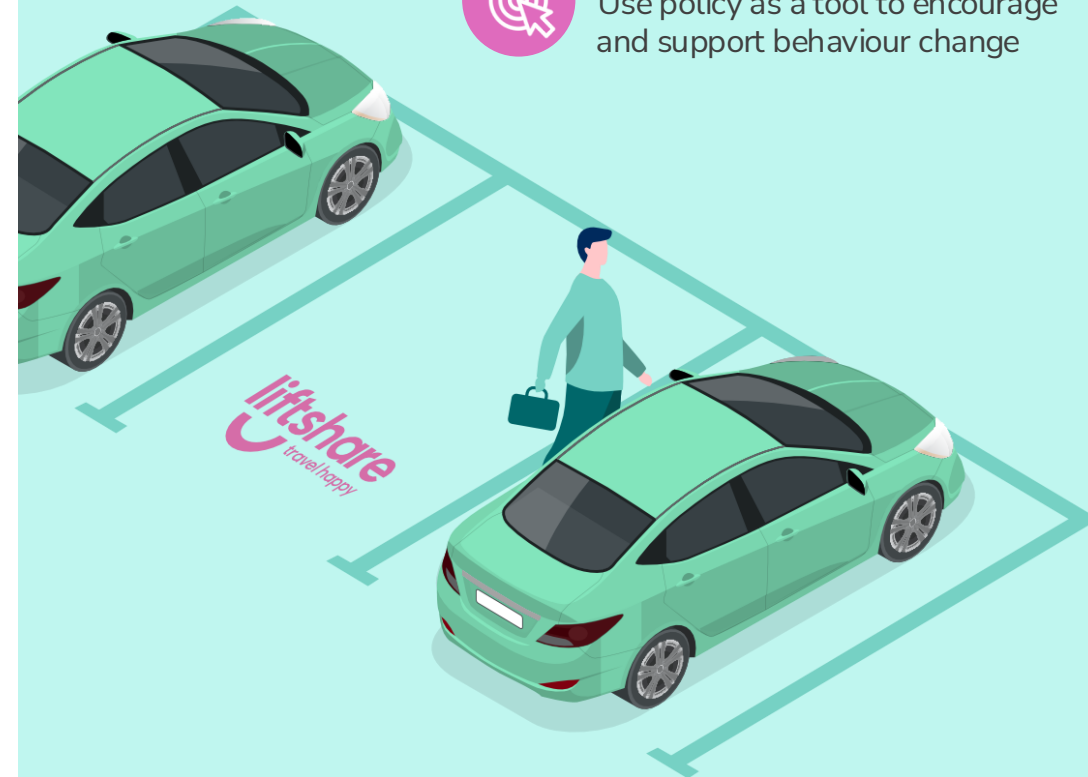
Ready for next decade

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 it 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



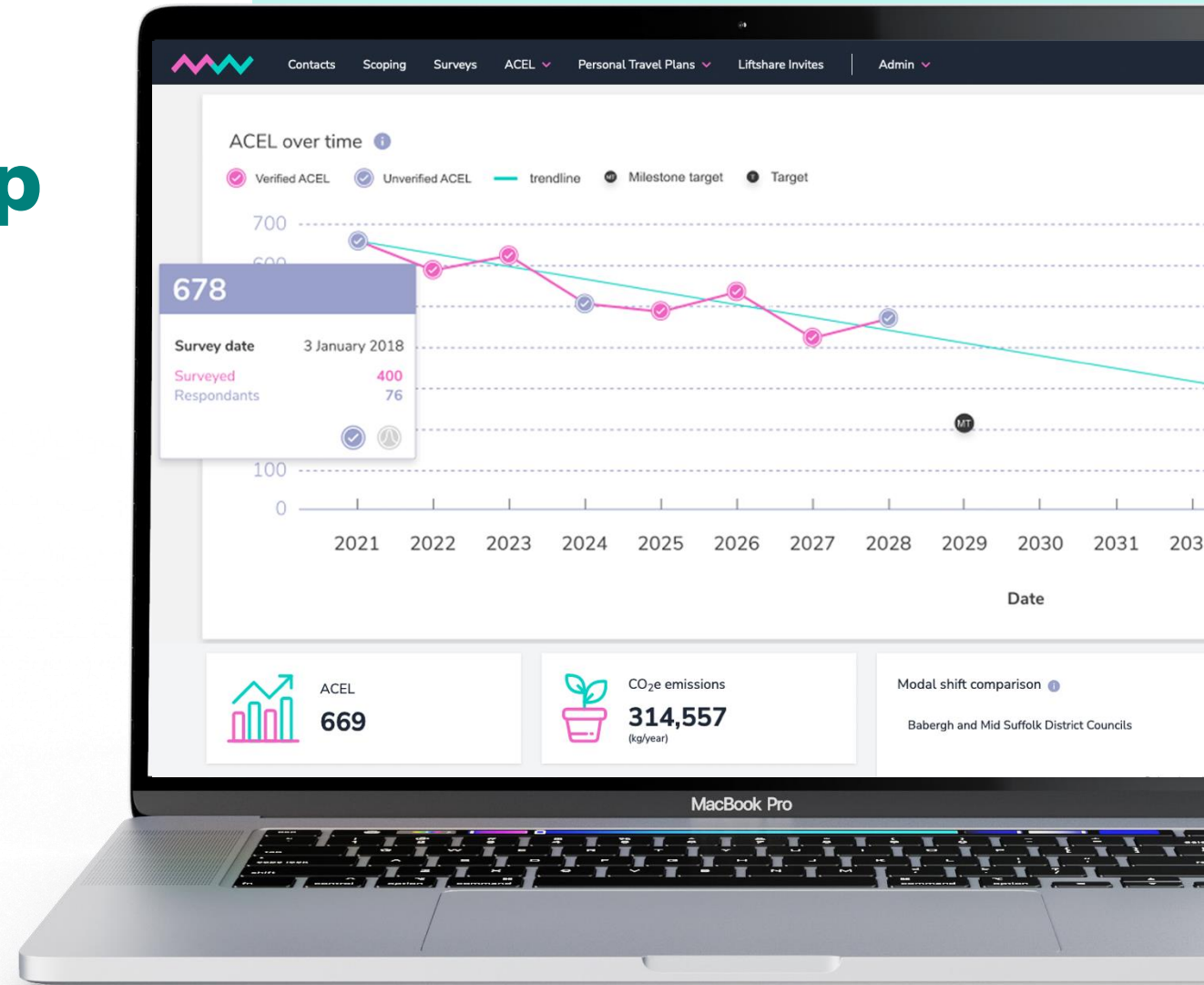
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Zero Carbon Commuting Roadmap

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**

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.

Next steps towards zero carbon commuting...

team@mobilityways.com

www.mobilityways.com