



Champion sustainability

Turn the commute into inspiration

IMD 2023, Albert Vogl-Bader

pave
COMMUTE





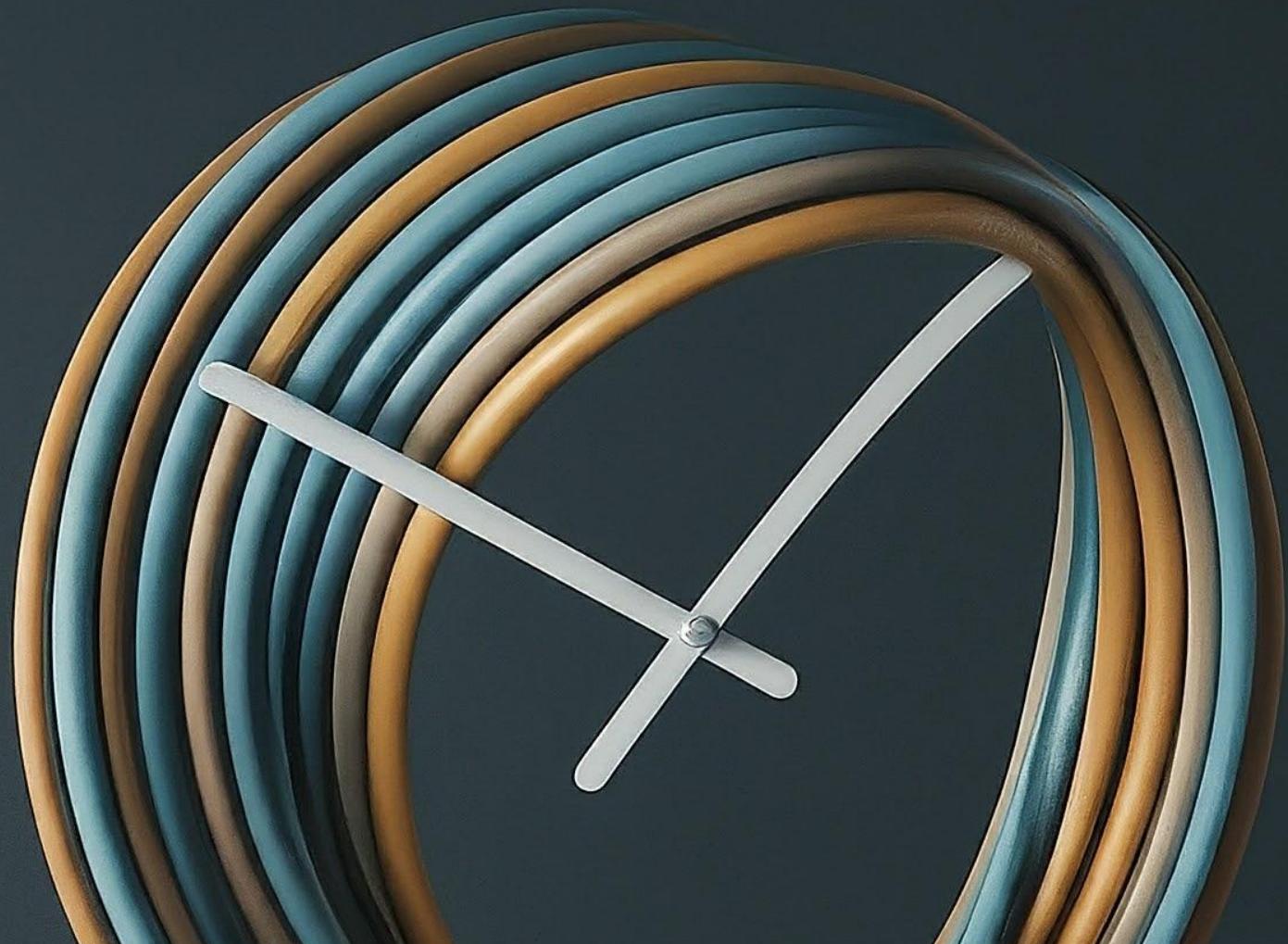


Carployee



A top-down photograph of a wooden desk. On the left, a white ceramic mug is filled with a dark liquid, likely coffee. Next to it is an open notebook with a lined page visible. A pencil lies on the desk near the bottom center. The background is a light-colored wooden surface with a visible grain. On the right side of the image, a white rectangular card with black text is positioned. The text reads "ROUTINES" in large, bold, uppercase letters, "and" in a smaller, cursive script, and "HABITS" in large, bold, uppercase letters.

ROUTINES and HABITS





REWARDS
MO
INCENTIVES



Who is the ideal early adopter?

Existing sustainable commuter
that is motivated by **rewards** and
social interaction

What is success for that user?

Commute sustainably. Inspire Others. Earn rewards.

Sustainability

The users action

Social comparison

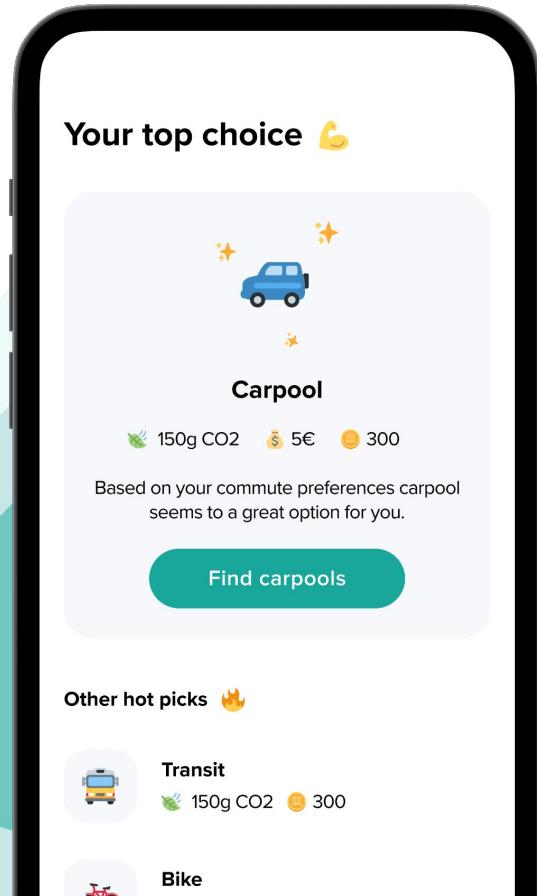
Inspire, interact, compare, compete

Financial

Providing monetary rewards or savings for the user.

Get commute recommendations ✨

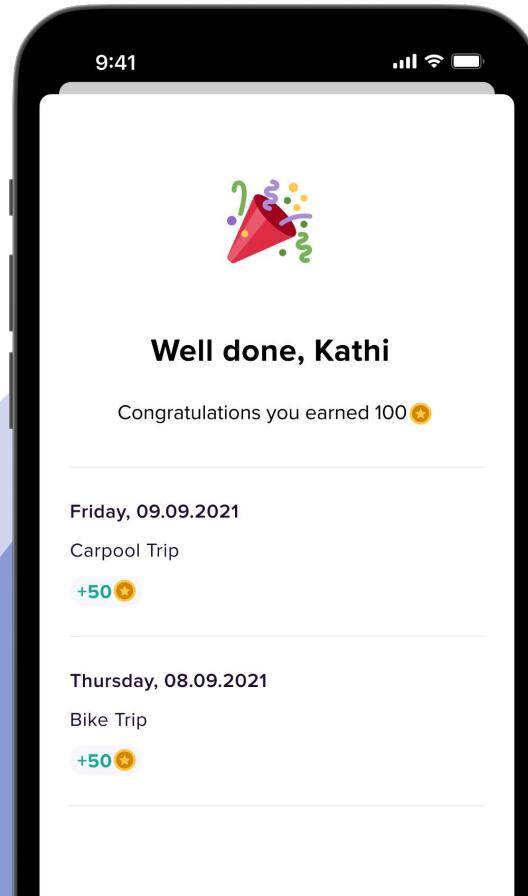
Find your best options based
on your personal commute
preferences



Earn for green commutes

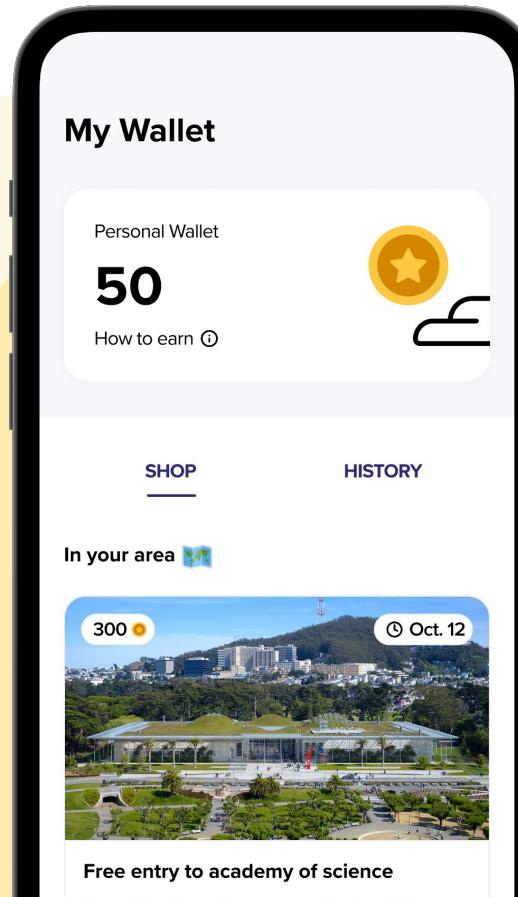


Walk, bike, carpool, e-scooter or transit - Coins are earned automatically.



Redeem coins for great rewards

Exclusive rewards, gift cards, donations, raffles, and other products & services.



Case study: Carpooling & Organic Growth



B&R Automation, a global manufacturer of industrial automation products, is seeing **ongoing organic growth** over **six months** with **no administrative intervention**.



More than 13% (and growing) of B&R employees were actively enrolled.



Commute Groups had an average of 3 people -- reducing parking demand.



Participants had tracked an average of 16 sustainable commutes each.



Overall commuters saved more than 8.6 tons of CO₂.



159 million

euros saved on gas

by



Carployee rideamigos

132 000 tons

CO₂ saved



WÜRTH

Rumpf



STIHL[®]

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Shape tomorrow's commute with us

Join a group of pioneering companies
and take part in a pilot program with
exclusive conditions.



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