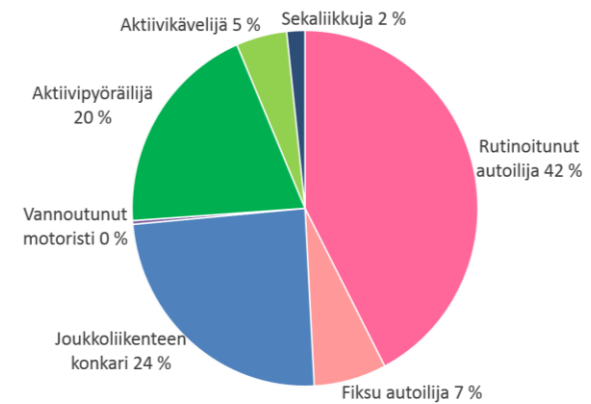




Money makes the world go round

How to convince workplaces that mobility management is worth the effort?

valpastin



Selling mobility management services to workplaces

Smart mobility is great for your workplace!



Cool, we want that!



CONSULTANT

CUSTOMER

Selling mobility management services to workplaces

Great, here is our offer: € £ \$



What, do we have to pay something?!



CONSULTANT

CUSTOMER

Mobility management = savings for the workplace

- Increased mobility
→ improved health
→ decrease in sick leaves.
- Reduction in mileage allowances.
- Reduced need for parking space.



How to convince
workplaces that
promoting
smart mobility is
good for business?

Project: *The Benefits of Mobility Management in Euros*

- Elisa Corporation
 - Finnish telecommunications and ICT company
 - 4 000 employees in Finland
- Kangasala Municipality
 - Finnish municipality close to Tampere (31 000 inhab.)
 - 2 000 employees



The aim of the project

To find out how much money can be saved at a workplace by mobility management.

- + Happy and healthy employees
 - + Less sick leaves
 - + Smaller demand for car parking
 - + Smaller travel expenses
-

= ????? €

First steps at the workplaces

- Commuting surveys
- Workshops
 - Selecting mobility management actions
- Collecting data



Eye-opening workshop exercise

*"Your workplace is currently spending **1 million euros** on parking expenses.*

If this sum were to be redistributed to support commuting, how would you use it?"



This is how the key personnel wanted to support commuting

- 25-35 % for parking
- 25-45 % for employer-subsidized commuter tickets
- 20-25 % for supporting cycling and walking
- 5 % for campaigns and communications



Next step: the calculations

Commuting
survey

Modal split

Potential for
change

Amount of
exercise

Parking habits

Workplace

Mileage
allowances

Sick leaves

Parking costs

National
averages/rates

Cost of sick
leaves

Rates for
mileage
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Parking habits

Example: No more free parking


Costs and savings/year:

- Costs -10 000 €
 - Direct savings (parking fees) +47 444 €
 - Indirect savings
(reduced sick leaves): +92 925 €
- 130 369 €**



Example: No more free parking

Costs and savings/year:

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 - Indirect savings (reduced sick leaves):
+92 925€
130 369 €
- 

59 people start getting more exercise
x 4,5 fewer days of sick leave/person/year
x 350 €/day off
= 91 925 €/year

Money, money, money...

Does it really matter?

- Savings achievable by mobility management actions at workplaces can be considerable.
- According to a small survey we carried out (N=17), the key personnel at workplaces think that
 - the most important benefit of mobility management is happy and healthy employees.
 - indicating concrete savings would make it much easier to initiate mobility planning at the workplace.

Money talks!

But you can save €€€
£££ \$\$\$!



All right! We have a deal!



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Thank you!

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