Money makes the world go round

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

Smart mobility is great for your workplace!

Cool, we want that!
Selling mobility management services to workplaces

Great, here is our offer: € £ $

What, do we have to pay something?!
Mobility management = savings for the workplace

- Increased mobility \(\rightarrow\) improved health \(\rightarrow\) 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?”

20.6.2018
Sally Londesborough
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 allowances
Next step: the calculations

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Workplace
+ Mileage allowances
+ Sick leaves
- Parking costs

National averages/rates
- Cost of sick leaves
- Rates for mileage allowances

Next step: the calculations
Example: No more free parking

Costs and savings/year:

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

\[\text{Total savings: } +130\,369\,€\]
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 €

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!
Thank you!

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