

# **SUSTAINABLE TRAVEL TO AND FROM WORK**

HOW TO MAKE MOBILITY BUDGETS MORE FLEXIBLE, WIN  
THE RACE FOR TALENT AND REDUCE CARBON FOOTPRINTS



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## ABOUT TOOGETHR

Toogethr has been helping companies, including Heineken, Danone and Red Bull, to optimise their parking policies and make commuting more sustainable since 2016. With Toogethr Parking's smart parking software, we help companies gain insight, reduce parking congestion and increase efficiency. With Toogethr Cycles we offer an all-in-one solution for promoting cycling and optimize the reachability of offices and real estate in the European Union. Our products help organisations reduce their CO2 footprint, improve office accessibility and become more attractive as employers. Toogethr is a proud part of the AutoBinck Group.





## Sustainable mobility: Because it's necessary – and possible

The way society thinks about mobility and sustainability is rapidly changing. More and more HR and mobility managers see that the standard leased car is, according to Marc van der Seijs from Syndesmo, “no longer the holy grail”. Employees want more flexibility. The market demands sustainability. And national governments and the EU are pushing to reduce CO2 emissions.

### It starts with measurement ...

Under the UN Climate Accords, the European Union and the majority of other geographies are committed to reduce carbon emissions. To develop an adequate strategy, the central question is: how much are we already emitting? To map that out, the Dutch government, for example, enacted the Decree on CO2 Reduction in Work-related Passenger Mobility. In short, this decree requires companies with 100 or more employees to start tracking all business and commuting kilometres that their employees drive each year, starting 1 January in 2024.<sup>1</sup>

### ... and with restrictions

Many cities across mainland Europe have already introduced environmental protection zones which are off-limits to cars with excessive emissions. Building upon this, at least 30 cities in the Netherlands will establish zero-emission zones by 2025.<sup>2</sup> You can only enter these zones by car if your vehicle is free of carbon emissions (electric or hydrogen).

On the European level, plans are being made for a compulsory transition to electric. This should lead to all companies (first the larger and then the smaller organisations) switching to an all-electric fleet between 2027 and 2030.<sup>3</sup>

In addition to the reasons mentioned above, there are many other reasons to embrace sustainable mobility right now. In this whitepaper, we'll explore some of those reasons and look at how to shape the transition and what organisations can do to encourage and support their employees.

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<sup>1</sup> [www.vng.nl/artikelen/co2-reductie-werkgebonden-personenmobiliteit](https://www.vng.nl/artikelen/co2-reductie-werkgebonden-personenmobiliteit)

<sup>2</sup> [www.ondernemersplein.kvk.nl/ Vanaf-2025-zero-emissiezone-in-veel-steden/](https://www.ondernemersplein.kvk.nl/ Vanaf-2025-zero-emissiezone-in-veel-steden/)

<sup>3</sup> [www.autoblog.nl/nieuws/timmermans-alle-bedrijfswagens-verplicht-elektrisch-in-2027-3353933](https://www.autoblog.nl/nieuws/timmermans-alle-bedrijfswagens-verplicht-elektrisch-in-2027-3353933)



## BEYOND CO2 REDUCTION

The first reason to **invest in sustainable mobility** is because you need and want to reduce CO2 emissions. But sustainable mobility offers organisations many more advantages.



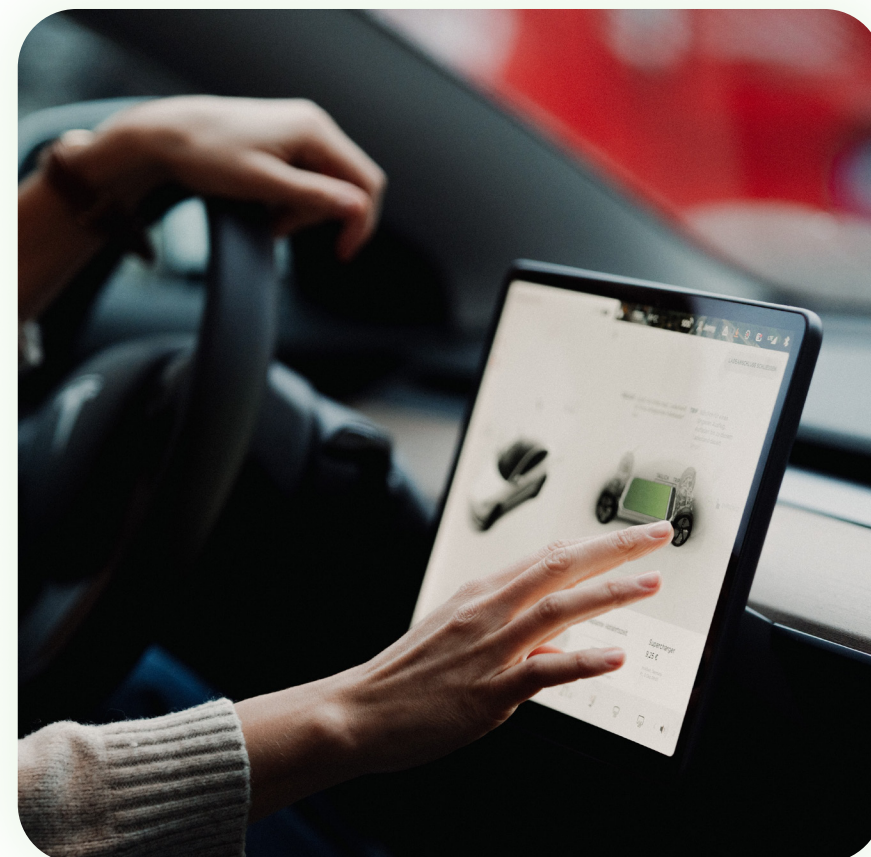
### Being an attractive employer

To win the race for talent in today's tight labour market, employers must do everything they can to stand out from their competitors. This takes more than just traditional incentives like salary and career development paths. That's why so many organisations today are getting serious about sustainability. Marc van der Seijs from Syndesmo says, "Many organisations are updating their mobility policy because they want to be an attractive employer. Generation Z jobseekers are interested above all in how potential employers contribute to the world. Only after they're sure of that will they look at what the work environment is like and what exactly the job entails."



Many organisations are updating their mobility policy because they want to be an attractive employer."

- Marc van der Seijs



### Flexibility for employees

How best to travel sustainably differs from organisation to organisation and from person to person. That's why it's important to offer employees flexibility. For example, by offering them the choice between working from home and in the office, and through providing a mobility budget that employees can use as they see fit. Flexible mobility options like these make your company even more attractive as an employer. In fact, a study by Deloitte found that 71% of millennials and Gen-Zers consider flexibility important.<sup>4</sup>

<sup>4</sup> [www2.deloitte.com/content/dam/Deloitte/global/Documents/deloitte-2022-genz-millennial-survey.pdf](https://www2.deloitte.com/content/dam/Deloitte/global/Documents/deloitte-2022-genz-millennial-survey.pdf)



## Social responsibility

By choosing sustainable mobility, organisations show that they take their social responsibility seriously. Bernd Niessen of Habufa says, “We believe that our company’s success and mobility strategy goes hand in hand with the vitality and health of our employees. That’s why we started working with Toogethr Cycles.”

“

We value the health and vitality of our employees. That’s why we started working with Toogethr Cycles.”

- Bernd Niessen

## HOW SUSTAINABILITY DRIVES SUCCESS

Many organisations still have cold feet when it comes to transitioning to sustainable mobility. How will you make sure your employees are on board? And what about the costs?

### No obstacles, only opportunities

Some believe that sustainability always comes at the cost of employee satisfaction. According to that view, people are simply too attached to their habits to switch from driving a car to riding a bicycle to work, for example. Yet real life experience in the field proves the opposite to be true. Marc van Seijs says, “Once people choose sustainability, they’re actually happy with it.”

So, the willingness is there. But what about the costs? The good news is: by choosing sustainable mobility, you actually create opportunities for healthy business growth and future-proofing.





## A better image

Organisations with strong sustainability credentials not only enhance their image in the labour market. They also often have a competitive business advantage. Bas Bogerd of XXIImo says, “In tenders, your carbon footprint is now an important pillar. In some cases, a favourable carbon footprint even enables you to justify a higher price.”

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In some cases, a favourable carbon footprint even enables you to demand a higher price.”

- Bas Bogerd

## Healthier employees

One option for sustainability is to encourage and enable employees to cycle to work. It's a win-win, because it not only benefits the environment, but also promotes good health among your workforce. Research shows that employees who cycle are sick one day less per year on average. This may not seem significant at first glance, but the annual savings for companies can add up to as much as €27 million.<sup>5</sup>



## Low carbon footprint, lower costs

As climate regulations intensify, organisations will eventually bear a financial burden for having an unfavourable carbon footprint. By making a serious commitment to CO2 reduction in mobility policy **now** (including embracing sustainable alternatives) your organization makes an important step towards reducing its CO2 footprint in the long term. In other words: increasing sustainability now, will pay off later.

<sup>5</sup> repository.tno.nl/islandora/object/uuid%3A80e00058-f4ed-42d4-b1a1-1c7a32527556



## MAPPING OUT MOBILITY

Back to the example in the Netherlands. **Starting the 1st of January 2024**, Dutch companies are required by law to track how many kilometres their employees drive for business and commuting, this raises the question: how can they do this? Without the right technical solution and support, this could become an administrative nightmare for many companies.



Are companies already prepared for this? Bas Bogerd of XXImo says, “We see a specific part of the market already moving. I’m talking mainly about business services and government. These are sectors that are facing very tight labour markets and see opportunities here to raise their profile among jobseekers.” Those who lag behind now will face a steep learning curve once the new regulations take effect in January 2024. However, the deadline has already been shifted several times in the past, which makes it less urgent for many organisations to take action.

### XXImo: Making a difference with monitoring and insights

XXImo is an independent provider of an all-in-one solution that makes business mobility costs transparent and manageable. Their payment solution makes it easy to map out employees’ travel and carbon footprint, while also providing useful features including mobility budget management. For example, organisations can choose to grant a higher mobility allowance to employees who use sustainable alternatives.

### Cycles

Toogethr’s cycling app Cycles encourages sustainable mobility, while tracking how many kilometres employees travel. This makes administration a lot easier for companies, helping them in getting more insights on how people move towards the office.



## MAXIMUM FLEXIBILITY: THE MOBILITY BUDGET

To cater to the demand for flexibility (especially among younger employees), many organisations are introducing flexible mobility budgets. Under these models, employees are granted a budget and allowed to pay for whichever mode of transport they prefer. More and more employers are giving their staff that freedom and showcasing their flexible mobility budgets as an attractive incentive for jobseekers.



Marc van der Seijs also says employers can reap tax benefits by replacing lease car schemes with mobility budgets. For instance, you can pay the standard lease amount directly to the employee, who then pays tax on it. But you can also reimburse the actual car expenses or work with a mobility card. If you choose the latter, you can deduct the costs for that mobility card from the employee's mobility budget. In sum, that means the employee only pays tax on the remaining amount.



## ALTERNATIVES TO THE CAR: FEWER, DIFFERENT, BETTER

Besides using a mobility budget, there are other ways to make mobility in an organisation more sustainable.. One obvious solution for eliminating carbon emissions is simply to travel **less** by enabling employees to work from home. But most companies are unwilling to allow their employees to work from home all the time. Fortunately, there are still plenty of sustainable mobility options for them as well.



## Cycling

Instead of travelling less, transport can also be done **differently**. Toogethr supports the use of bicycles with a bike incentive app called Cycles.

Cycling has two very powerful advantages: it's very sustainable and it's very healthy. It is no surprise that more and more companies and their employees are embracing the cycling trend. Marc van der Seijs says, "More and more people cycle to work, partly because the pandemic has led to the rise of hybrid working. If you only have to go to the office twice a week, it's often quite doable by bike." Companies are also doing their best to make cycling more attractive. "Some are allowing their employees to file the cost of a new bike as a business expense, or they offer employees an interest-free loan to pay for a bike."

Habufa Furniture, based in the Dutch city of Hapert, was an early adopter of Toogethr's cycling app Cycles. The company's Director of Operations Bernd Niessen says, "We felt it was important for people to start cycling. We tried to facilitate this as much as possible by installing showers, changing rooms and bicycle racks. And we gave employees an extra incentive by awarding them points for how many kilometres they cycled. We even offered double points for people who cycled in the winter and let people count the kilometres they cycled in their free time too." Habufa proves how successful this strategy can be. "We've been able to motivate almost all employees who live between 7 and 15 kilometres from work to come by bike." And that delivers even more than just environmental gains. "It's also solved our parking problem. It used to be tough to find a spot, but now there's more than enough space, also for our visitors and customers. Cycles is the icing on the cake of our mobility policy."



“

We've been able to motivate almost all employees who live between 7 and 15 kilometres from work to come by bike."

- Bernd Niessen



## Electric driving

For those who still need to travel by car, there's a better way of doing it: electric. Due to their growing popularity – and intensifying environmental restrictions – electric vehicles will become the standard in the coming years. There are still some hurdles to overcome. For instance, rapidly changing energy prices have made charging at home less attractive. Bas Bogerd says, “Anyone who charges their electric car at home will face higher energy costs, or at least a lot of fluctuation. As a result, more and more people will want to charge elsewhere, which raises the demand for charging points in public spaces and at work.” In addition, electric vehicles are not an attractive alternative for all jobs. For sales reps, driving an electric vehicle limits their range, which means they have to plan more carefully or make fewer visits in a day.

Marc van der Seijs believes that the conditions for electric vehicles are becoming increasingly favourable. He says the main bottleneck is charging speed, but fortunately this is improving. “You can charge electric cars faster now. Their performance has improved in general as well, and there are more and more models on the market to choose from, including estate cars. Actually, there are no more reasons not to drive electric.”

“

Actually, there are no more reasons not to drive electric.”

- Marc van der Seijs



Electric driving also offers many financial advantages. “It’s cheaper to drive electric than to drive on petrol or diesel. The resale value of an electric car is also higher, you have less maintenance on it and – at least for now – you have the tax benefit.”



## A QUESTION OF HABITS

The above does show, however, that the success of the transition to sustainable mobility depends heavily on employee behaviour. Tanja van Kooten of Syndesmo says, “When you talk about a change in mobility, you’re talking about habits. After all, this is always about people. People need to change their behaviour. It’s important to find out what barriers and motivations there are for people to change, or not.” So, engaging with employees is a good starting point to help bring about the change you need. There are also proven methodologies to help guide behavioural change, as discussed below.



### Incentives

You can offer many different types of incentives to promote behavioural change. For instance, you can choose to give employees a higher mileage allowance if they travel to work in a sustainable way. You can also reward them via a savings system in which they earn points for each kilometre they travel sustainably. Employees can redeem their points at local shops or businesses. Alternatively, employees could pool their savings from their mobility budget to donate to charity. A double win.



## Gamification

Gamification is an effective method for influencing behaviour and it can be a powerful tool for promoting sustainable commuting. Toogethr's Cycles app incorporates gamification features to encourage employees to bike as much as possible, for work as well as in their free time. They also enable employees to compete with one another for the most kilometres, either individually, as a team or as a department. Shafira Kormelink, Customer Success Manager at Toogethr says, "You earn points by cycling. The app also includes different challenges based on how often and how far you cycle, from five kilometres, three times a week, to 178 kilometres in 90 days, for example." The challenge with gamification is making sure that employees remain committed to winning. Shafira Kormelink explains, "Often challenges are not sustainable because the focus is on just one isolated event. The key is to incorporate repetition. This is why we create a timeline of communication and interactions with users, based on a content calendar. This creates a sequence of different, exciting challenges that helps users stay engaged."

## Insights

According to PwC, lack of insight is an obstacle for behavioural change.<sup>6</sup> If you don't know what your carbon footprint is and how to improve it, it's harder to choose a more sustainable option. Bas Bogerd explains, "It helps to show people the consequences of their actions. Especially if you compare their behaviour and its consequences with the behaviour of the people they work with." Tanja van Kooten agrees, adding, "Insight is important. After all, people need to know about the consequences of their actions and which alternatives are possible or impossible for them. We call this 'psychological capacity'. But it's especially important to see whether this is also the reason that's keeping them from changing to a different behaviour. Because giving insights to someone who already has the knowledge, but simply cannot physically carry out a different kind of behaviour, doesn't have the motivation, or does not have the opportunity, is not going to bring about change."



<sup>6</sup> [www.pwc.nl/themas/sustainability/environmental-footprint-insights.html?gclid=EAlaQobChMIusGTxNCy\\_AIVF-13Ch3EgQx7EAAAYASAAEgJZovD\\_BwE](https://www.pwc.nl/themas/sustainability/environmental-footprint-insights.html?gclid=EAlaQobChMIusGTxNCy_AIVF-13Ch3EgQx7EAAAYASAAEgJZovD_BwE)





“It helps to show people the consequences of their actions.”

- Bas Bogerd



### Extending the employee journey

According to Marc van der Seijs, you can make the switch to sustainability in two ways: switching to CO2 neutrality immediately or taking a gradual approach. Regarding the latter, he says, “You can choose, for example, to optimise the employee journey by enticing employees to choose an electric car one year before their current lease contract expires.” That enticement could include providing timely information about the options, offering an electric vehicle trial period and/or allocating a higher budget for an electric alternative.



### Removing friction

The above interventions are mainly aimed at making the desired behaviour enticing to employees. Another effective approach is to remove any roadblocks standing in your employees' way. This could include interventions like offering changing rooms and showers on site to help encourage employees to cycle to work. Tanja van Kooten says, “Providing facilities is part of what we call the ‘physical opportunity’. It helps to make the desired behaviour – cycling in this case – more attractive. In addition to that, providing a social opportunity is also important. To what extent is the desired behaviour also accepted in the workplace? When people arrive at work by bike, do others look at them differently? Or can you actually make it the standard at your organisation and create even additional motivation for people to start cycling?”



## Work in progress

According to Bas Bogerd, sustainable mobility means “finding the ideal balance between time, cost and sustainability”. This statement neatly summarises what this white paper is all about. One thing is clear: the transition to sustainable mobility is coming. The question is how to achieve that ideal balance with the right resources and the right mindset.

The tools are already at your disposal. Excellent solutions like [XXImo](#) can already help your organization keep track of its workforce's travel, CO2 emissions and manage mobility budgets. Syndesmo, a consultancy for mobility-related issues, assists employers during their transition to sustainable mobility. With [Cycles, Toogethr](#) offers all-in-one solutions for the sustainable alternatives of cycling. And electric car manufacturers are making the switch to electric driving increasingly attractive.

Yet there are still plenty of challenges: from installing enough charging points to keeping employees motivated and responding to their specific wishes and needs. These are challenges that make your sustainable mobility transition a work in progress.



## DO YOU RECOGNISE ANY OF THESE CHALLENGES?

In our conversations with HR and mobility managers every day, these are some of the most frequent topics we hear about:

- Reducing the company's **CO2 footprint** is becoming more and more important.
- Organisations are struggling to move towards **less car usage**.
- The office or work location is **hard to reach**.
- Companies are struggling to **get employees to come back to the office**.

Do any of these challenges sound familiar? And are you curious about how we can help your organisation reduce its CO2 footprint, lower mobility costs and increase employee satisfaction? Then schedule a demo with Hessel. During the demo, he'll gain a clear picture of the challenges you face and give you a tour of our possible solutions. You'll also have plenty of time to ask questions, and there's never any obligation to buy. Click the button below to schedule your preferred time slot.



### QUESTIONS?

#### Contact Hessel

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[Book a demo](#)



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TOO  
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SOURCES

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