CER SUSTAINABLE BUSINESS NETWORK

Sustainable mobility in companies

RECOMMENDATIONS FOR COMPANIES TO OPERATE MORE SUSTAINABLY

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Sustainable mobility as a pathway to more successful and sustainable business

In a world of constant change, companies face numerous challenges, yet within this uncertainty lie opportunities for sustainable innovation. Research shows that sustainable companies outperform the competition. Achieving sustainability excellence requires a systematic approach to prioritising objectives, selecting appropriate measures and choosing the right partners.

An essential component of sustainable business is sustainable mobility, which we place at the centre of this publication. Through sustainable mobility, companies can significantly reduce their environmental footprint, improve their employees' quality of life, contribute to a healthier environment and enhance their own efficiency and reputation. They can also identify business opportunities.

The "Sustainable mobility in companies" recommendations are the result of many years of collaboration with CER members, international and Slovenian experts, academic partners and policymakers, and of two years' work on the SmartMOVE: Smart Solutions for Sustainable Mobility project, which promoted sustainable mobility in companies.

The recommendations present practical benefits, measures, and examples of good practice for the transition to sustainable mobility. They are relevant for companies of all sizes and sectors and for employees at all levels. With these recommendations, we aim to encourage companies to integrate the principles of sustainable mobility into their business strategies, reducing the environmental impact of their operations, improving the quality of life for employees and the local community and fostering a corporate culture that promotes responsibility, innovation and sustainability. Such a culture not only improves a company's internal operations, but also strengthens its reputation in wider society.

Ana Struna Bregar

CEO,

CER Sustainable Business Network

Coexistence

The authors of this publication pursue a goal that we have long known must become central to our vision of a new model of coexistence and our relationship with nature. While the destination is clear in principle, the path toward it remains uncertain – a process of transformation whose form and driving forces we cannot yet fully anticipate.

Recommendations for more sustainable mobility in corporate settings therefore serve as a starting map to help launch your own journey. It is important that a company takes into account both its specific characteristics and existing mobility patterns within the organisation, and that its approach remains open to tracking and implementing changes driven by technological progress in this highly dynamic field.

From a contemporary European perspective, both in business and in broader social and personal contexts, the main obstacles are mental and behavioural rather than technical or organisational. The development of technologies, tools and opportunities for new spatiotemporal patterns of movement has not only outpaced us but also surprised us, leaving much of their potential still untapped.

A major reason is undoubtedly our high level of personal mobility comfort, which markedly holds us back from introducing bolder changes. In this respect, the corporate environment is different. The comfort of slowness, along with time- and energy-wasting practices, both among employees and within systems as a whole, is a weakness that undermines competitiveness and one that companies often recognise more clearly than individuals.

This handbook focuses on one of the key drivers of change: companies are differently motivated to step beyond the comfort of established mobility habits. They have the capacity to ensure that, through the changes and good practices they introduce, we as a society, as well as individuals, move more swiftly toward a transformation in mobility. And that is what enterprise is about.

Andrej Brglez

Researcher in sustainable mobility,
Director of the ICK Institute

Sustainable mobility as a core business and societal value

Sustainable mobility is a key systemic policy priority for society. Its successful implementation requires the cooperation of all major stakeholders, including those in infrastructure, transport, energy, digitalisation, social security, education and the economy. It represents one of the key drivers for broad transition towards a thriving, people- and planet-friendly society. Businesses increasingly recognise that effective mobility solutions are a vital component of both the business environment and business performance. Hours lost in traffic congestion, uncoordinated public transport timetables, environmental pollution and the emotional toll of road traffic accidents resulting in loss of life or long-term disability all diminish people's productivity, creativity, engagement and motivation at work.

Businesses can play an active role in transforming mobility towards greener, safer, more inclusive, and cost-effective solutions, at least in five key areas. They can do so by deploying green, on-demand mobility services; by promoting the use of digital platforms that aggregate transport demand and services, enabling multimodality and the integration of micromobility with public transport; by maintaining a modern vehicle fleet powered by renewable energy and supported by appropriate infrastructure; through active cooperation with the state and non-governmental organisations in the systemic transformation of mobility; and by providing meaningful incentives for employees who, through innovation and personal example, contribute most to implementing modern mobility within their company.

Only in this way can mobility move beyond a logistical challenge to become a core value for businesses and society alike.

Dr. Violeta Bulc

Former European Commissioner for Transport and Mobility
www.ecocivilisation.earth

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The active role of businesses in adopting sustainable mobility

Why are companies key actors in sustainable mobility?

In today's world, public and private companies have become a central driver of traffic, with the majority of it being road traffic generated by daily commuting. These commutes account for most traffic flows in urban areas, often exceeding the capacity of existing infrastructure and undermining cities' economic competitiveness.[1]

Road traffic is also a major problem in Slovenia, with data showing that most employees still commute to work by private car.[2] This results in delays, parking shortages and pollution, which also adversely affect work performance.

Companies are therefore crucial actors in improving the traffic dynamic and mitigating its impacts on the environment and society. In partnership with local communities and other stakeholders, they have a unique opportunity to play an active role in shaping an efficient transport system that is key to sustained economic growth.

Economic, environmental and social challenges of mobility

Today, mobility presents companies with numerous economic, environmental and social challenges. High costs, such as those for fuel, vehicle maintenance, business travel and insurance premiums, put pressure on company budgets.

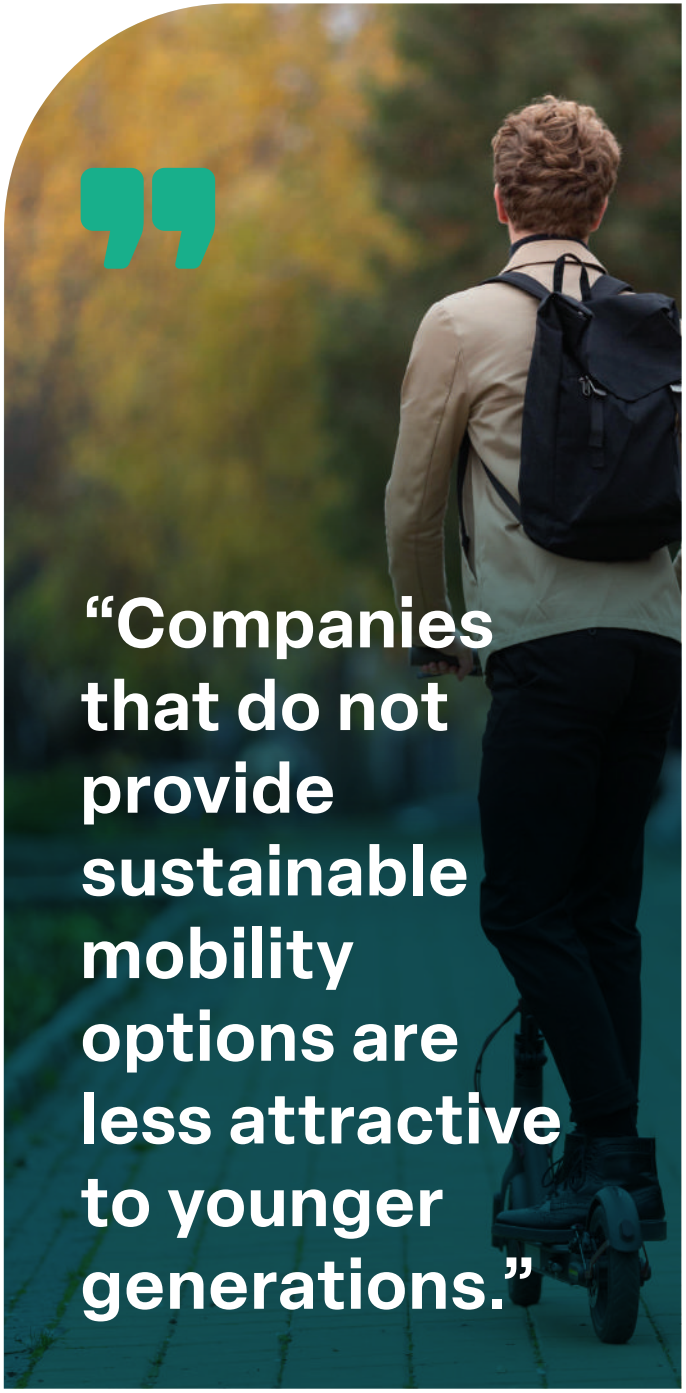
Environmental impacts, including greenhouse gas emissions, air, water and soil pollution and biodiversity loss, contribute to climate change and deterioration of environmental quality.

Frequent business travel and daily commuting cause stress, fatigue and health problems, reducing employee productivity and efficiency.

Mobility is also associated with the risk of road accidents, traffic congestion, pollution and noise, all of which degrade the quality of life in the communities where companies operate.

Companies that do not provide sustainable mobility options are less attractive to younger generations, while non-compliance with stricter environmental and climate regulations can damage their reputation.

Many companies report that adopting sustainable mobility solutions not only improves their environmental performance and employee well-being but also strengthens their reputation and competitiveness in the market.



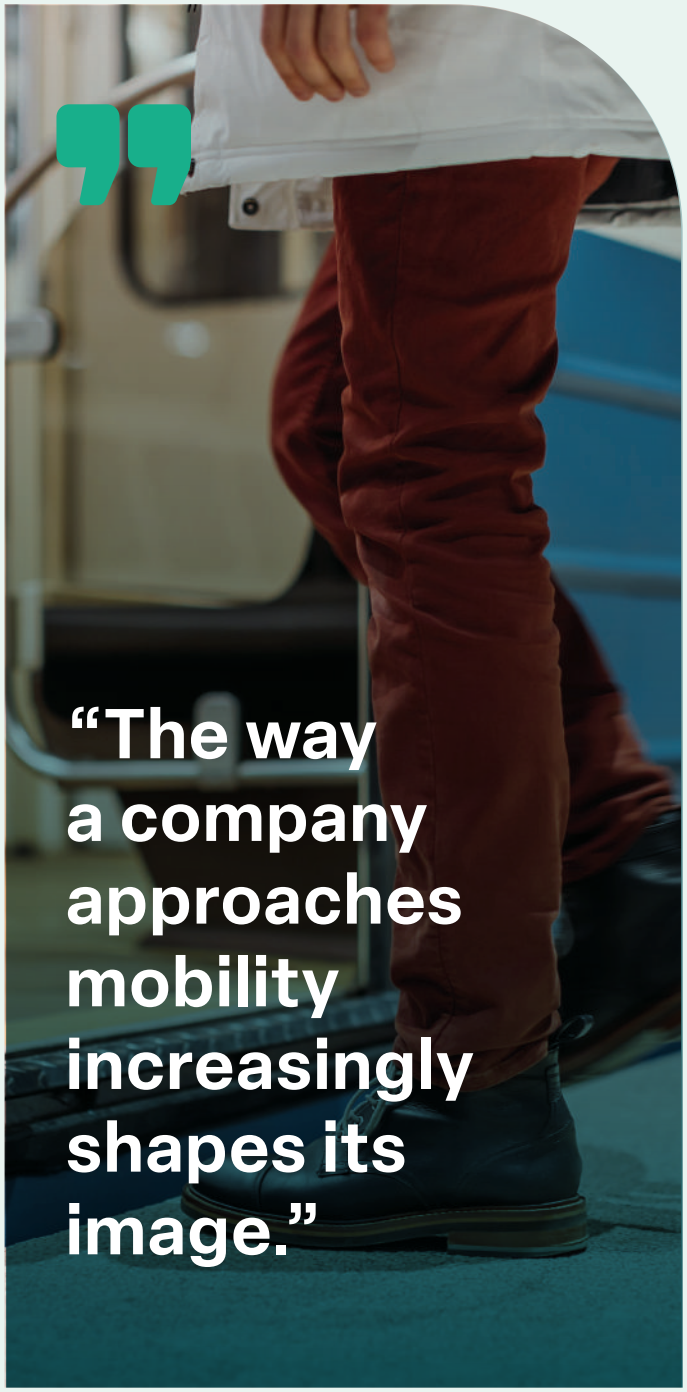
What is sustainable mobility?

Sustainable mobility is a way of moving people and goods that reduces negative environmental impacts, improves quality of life and delivers a more inclusive society.

It is based on strategies, technologies, services and infrastructure that cut greenhouse gas emissions, improve energy efficiency and reduce pollution. It promotes active modes of transport and the development of accessible, efficient public transport. It involves urban planning that reduces the need for long journeys and, by integrating different modes, enables more connected and efficient transport systems.

BENEFITS OF SUSTAINABLE MOBILITY

- Protects the environment
- Improves efficiency
- Improves employee satisfaction
- Reduces costs
- Strengthens company reputation

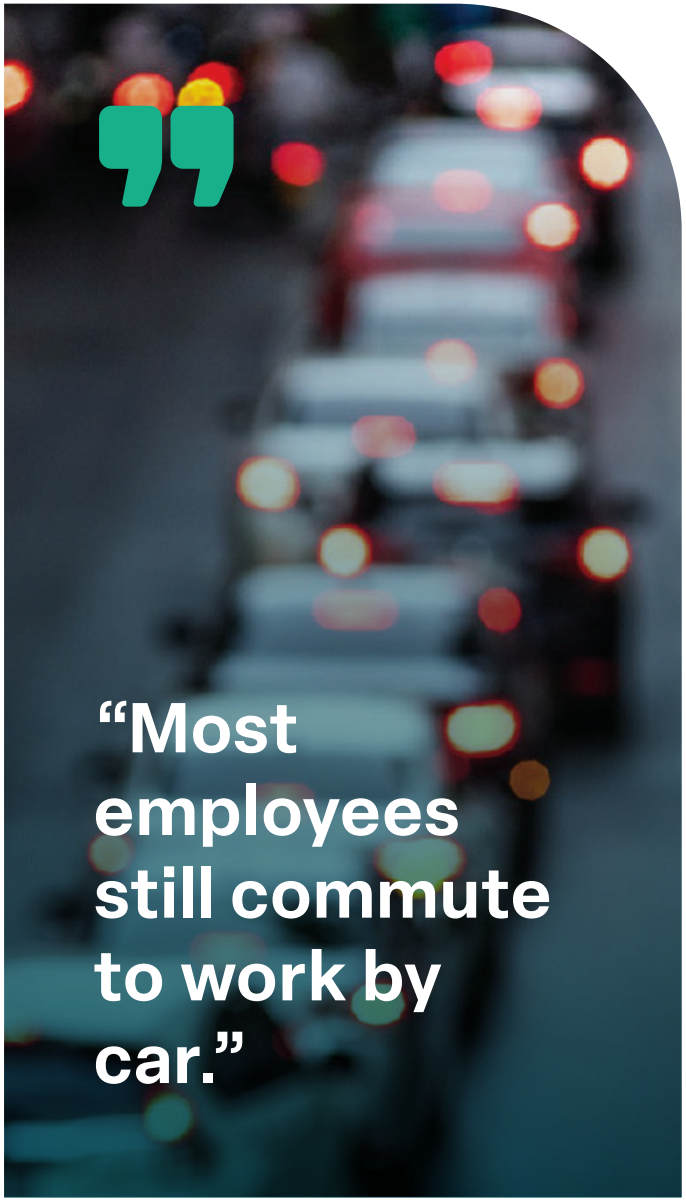


Development of transport policies in the European Union and Slovenia

EU and sustainable mobility. To promote sustainable mobility, the EU has adopted numerous legislative measures, including the European Green Deal to reduce greenhouse gas emissions by at least 55% by 2030 and the Sustainable and Smart Mobility Strategy, which aims for a 90% reduction in transport emissions. The EU also funds numerous projects and implements initiatives that companies can leverage to develop infrastructure or promote sustainable mobility.[3]

Transport in Slovenia. In Slovenia, transport accounts for 33% of all emissions, which almost tripled between 1986 and 2019, with road transport as the main source.[4] In Slovenia, too, there are various financial and non-financial incentives to promote sustainable mobility that benefit both companies and employees. Measures to roll out sustainable mobility are evolving,[5] but achieving more visible results will require many further significant steps at national, local and business level.

Transport accounts for 24% of global energy demand,[6] with urban mobility responsible for 40 % of emissions.[7] More than 80% of the urban population is exposed to pollution,[8] and, according to the EEA, transport emissions will continue to rise in the future.[9]



Sustainable mobility is no longer a question for the future, it is a necessity today. Companies have both a responsibility and an opportunity to reduce their carbon footprint and operational costs, while contributing to healthier communities by choosing low-emission vehicles, investing in charging infrastructure, and promoting fuel-efficient driving. At Porsche Slovenia, under the Moon brand, we provide end-to-end sustainable solutions: electric charging stations, energy storage systems and solar power plants, a wide range of electric vehicles and advanced management systems that connect all components into one integrated sustainable system. Our vision is to integrate mobility and energy into a system that companies can monitor, measure and improve, enhancing their competitiveness through smart data analytics. The future of successful companies lies in innovation, collaboration and environmental responsibility.

Slavko Ažman

Head of Business Management Porsche Slovenija, member of the CER board

In companies, introducing sustainable mobility is one of the key steps towards reducing the carbon footprint, increasing efficiency and making themselves more attractive to employees. The first step is always strategy – companies should assess their current mobility patterns, set clear targets and link them to sustainable mobility measures. At Toyota, we believe sustainable mobility is not just about choosing a vehicle, but a holistic approach. Our experience shows that implementing sustainable mobility brings numerous benefits – from lower costs and reduced emissions to higher employee motivation and a stronger corporate reputation. Companies that choose this path are not only investing in technology; they are building a culture of responsibility and innovation. I am convinced that collaboration between companies, suppliers, employees and solution providers will accelerate the transition towards a more sustainable mobility future in Slovenia. Changes in habits and mindsets for all of us will be crucial.

Gregor Mauko

Director of Toyota Slovenia

Key benefits of sustainable mobility for businesses

Benefits of sustainable mobility

Businesses can harness the many benefits of sustainable mobility through an integrated approach that combines multiple sustainability aspects.

1. ECONOMIC BENEFITS

Using energy-efficient vehicles brings lower fuel and maintenance costs for businesses, while optimising logistics routes increases operational efficiency and directly delivers financial savings. Companies that invest in sustainable mobility can access numerous grants and tax incentives, further boosting their savings. Using videoconferencing reduces business travel costs, while encouraging remote work lowers the need for large office space and helps cut congestion, thereby increasing economic productivity. Active forms of mobility reduce sick leave and improve air quality, positively affecting the economic performance of companies and local communities.

2. ENVIRONMENTAL BENEFITS

The use of sustainable modes of transport primarily reduces greenhouse gas emissions that contribute to climate change. Lower use of fossil-fuel vehicles reduces extraction of natural resources, pollutant emissions, fuel and oil runoff and disposal of hazardous substances, leading to better air, soil and water quality. Reducing transport infrastructure and traffic-related pollution protects natural habitats and helps conserve biodiversity, reduces the need to expand roads and car parks, safeguards green spaces and enables more efficient land use. Fewer cars on the roads also means less noise, contributing to a more pleasant and healthier living environment.

3. EMPLOYEE SATISFACTION AND WELLBEING

Companies that promote sustainable mobility also contribute to greater employee satisfaction and wellbeing. Active modes of transport such as walking and cycling boost energy levels, reduce stress, improve wellbeing and increase motivation at work. Flexible working conditions and the option of remote work save time and improve work–life balance by allowing tasks to be adapted to employees' personal needs. In addition, public transport offers a safer alternative to the private car, which is considered the main cause of road accidents.

4. COMMUNITY BUILDING AND A STRONGER SENSE OF BELONGING

Engaging, raising awareness and training employees on sustainable practices leads to higher levels of personal involvement and, consequently, greater willingness to help achieve the company's sustainability objectives. Companies that succeed in involving their employees in the design, promotion and implementation of strategies for sustainable mobility are also more successful in implementing measures, as the process builds a mutually supportive community. Campaigns, rewards or team competitions to achieve targets provide an additional boost to community-building and employee engagement, while strengthening the sense of belonging to the company.

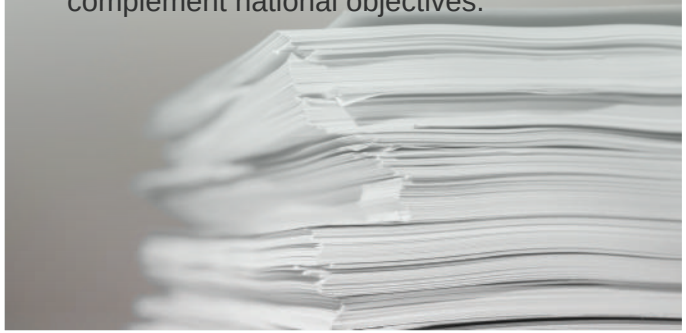
5. SOCIAL RESPONSIBILITY AND ENHANCED REPUTATION

A company that reduces its environmental footprint through sustainable mobility positions itself as socially responsible and forward-looking, which strengthens the brand and increases trust among consumers, business partners and investors. Reducing car traffic helps create more pleasant and safer public spaces, such as parks and playgrounds, improving quality of life and enhancing the company's standing in the local community. Such companies also find it much easier to attract talent, especially younger generations who value employers' environmental and social responsibility.

6. LEGAL COMPLIANCE

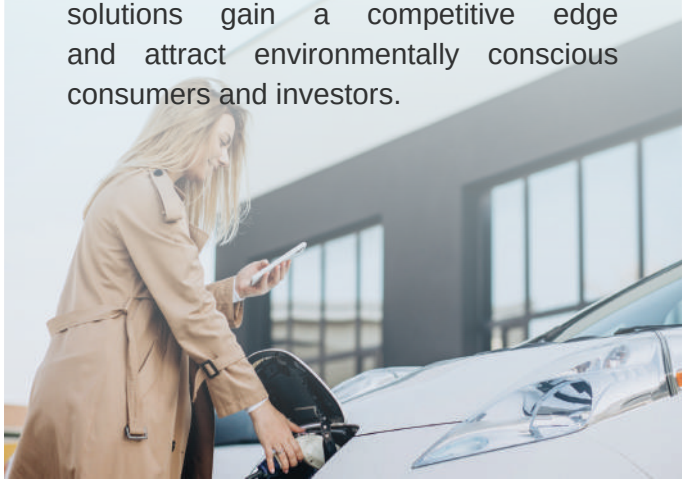
Compliance ensures alignment with increasingly stringent environmental standards and regulations, reducing the risk of fines and other legal sanctions for breaching environmental law.

The key European acts guiding sustainable mobility are the European Green Deal[10] and the Sustainable and Smart Mobility Strategy.[11] In Slovenia, the Act on Infrastructure for Alternative Fuels and the Promotion of the Transition to Alternative Fuels in Transport[12] and the Resolution on the National Programme for the Development of Transport until 2030[13] are already in force, and the National Energy and Climate Plan[14], which promotes sustainable mobility, is being adopted. The Environmental Protection Act[15] and the Road Traffic Act[16] govern the reduction of transport's environmental impacts, while local sustainable mobility strategies complement national objectives.



7. TECHNOLOGICAL PROGRESS & INNOVATION

Technological progress and innovation in mobility bring companies numerous benefits, such as improved efficiency, cost reductions and enhanced competitiveness. They also open the door to new business models, such as vehicle sharing, micromobility, smart logistics solutions and the integration of Mobility as a Service. The use of alternative-fuel vehicles (electricity, hydrogen, etc.) reduces negative environmental impacts, fuel consumption and operating costs. Automation, digitalisation and the use of data analytics enable better fleet management, route optimisation and reduced congestion, leading to improved business performance. Companies that invest in innovative and technologically advanced sustainable solutions gain a competitive edge and attract environmentally conscious consumers and investors.



26 hours

"In Ljubljana, an average driver working from home one day a week would save 26 hours a year, reduce emissions by 161 kg and save €108 on fuel… "[17]

The future of mobility is closely linked to energy. At ELES, through the E8 concept, we have demonstrated that electric vehicles can be seen not merely as a means of transport, but as an integral part of the energy system of the future. Businesses have a key role to play. By promoting low-carbon mobility, they can reduce their carbon footprint while becoming active participants in the energy transition. As companies adopt electric vehicles, shared mobility, and smart charging systems, they create opportunities for new forms of sector coupling between energy and mobility. This is no longer just a logistical challenge, but a strategic decision that benefits employees, companies and society as a whole. The E8 concept shows that by integrating sectors, we can build a smarter, more resilient and more sustainable energy and mobility ecosystem.

Uroš Salobir

Director of Strategic Innovations,
ELES

When it comes to sustainable mobility in companies, there is no one-size-fits-all solution. Every company is different, which means that measures should be tailored to employees' commuting habits, their business travel patterns and how they spend their time at work. At Nomago, we encourage companies to adapt mobility measures to their people. A great example is joining a public e-bike sharing network, which makes it easier for employees to commute, go out for lunch, or attend meetings – all while promoting a healthier lifestyle and stronger connections among colleagues. Shuttle transfers to airports and coach transport to corporate events or team-building activities are also becoming more common, helping to reduce the number of cars on the road and create more connected teams. The key lies in practical, meaningful solutions – because only when sustainable mobility becomes part of employees' everyday lives can it bring lasting benefits for both companies and society.

Marjan Beltram

Executive Director for Tourism and Mobility,
Nomago

Implementing sustainable mobility through a multi-layered approach

How to prioritise measures

IMPLEMENTING SUSTAINABLE MOBILITY IN COMPANIES REQUIRES A MULTI-FACETED APPROACH ...

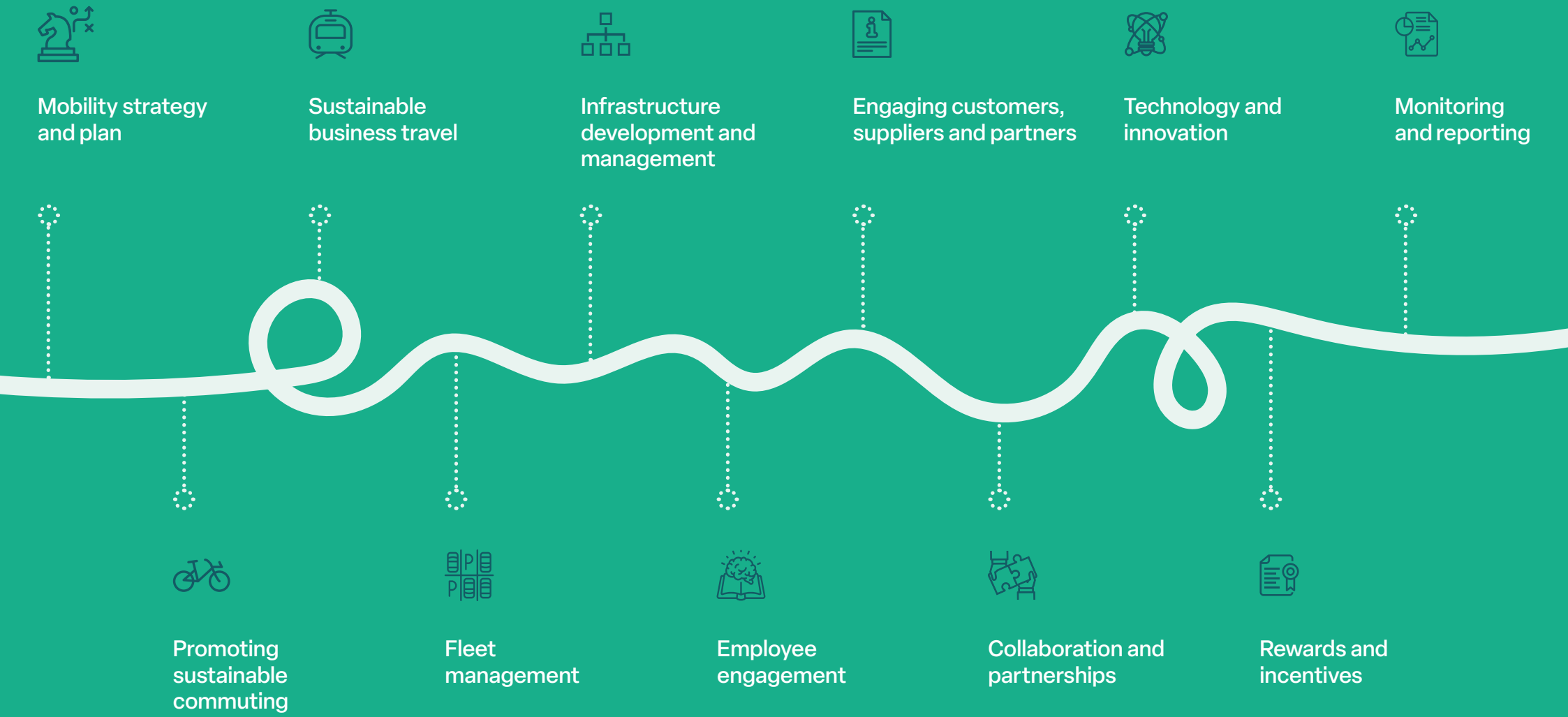
..., which brings together mobility policies, appropriate technologies, infrastructure investments and the engagement of employees, suppliers and partners. The choice of measures depends on company size, location, industry sector, environmental policy, existing infrastructure and the culture and commitment of employees.

COMPANIES SHOULD BEGIN BY ASSESSING THE CURRENT STATE OF MOBILITY WITHIN THE ORGANIZATION AND BY SETTING CLEAR, MEASURABLE GOALS FOR IMPROVEMENT.

Stakeholder engagement is crucial for securing support and feedback. On that basis, companies should develop a sustainable mobility strategy with clear short- and long-term measures. They should prioritise measures according to their impact, feasibility and cost-effectiveness, starting with those that deliver quick wins. Regular monitoring of progress, adapting the strategy, and communicating and recognising successes are essential for long-term success.

Start treating sustainable mobility holistically. Prioritise measures with the greatest impact. For example, allowing private use of company cars, reducing business travel, and choosing branch locations close to infrastructure that enables sustainable mobility ...

Proposed measures for sustainable mobility



MOBILITY STRATEGY AND PLAN

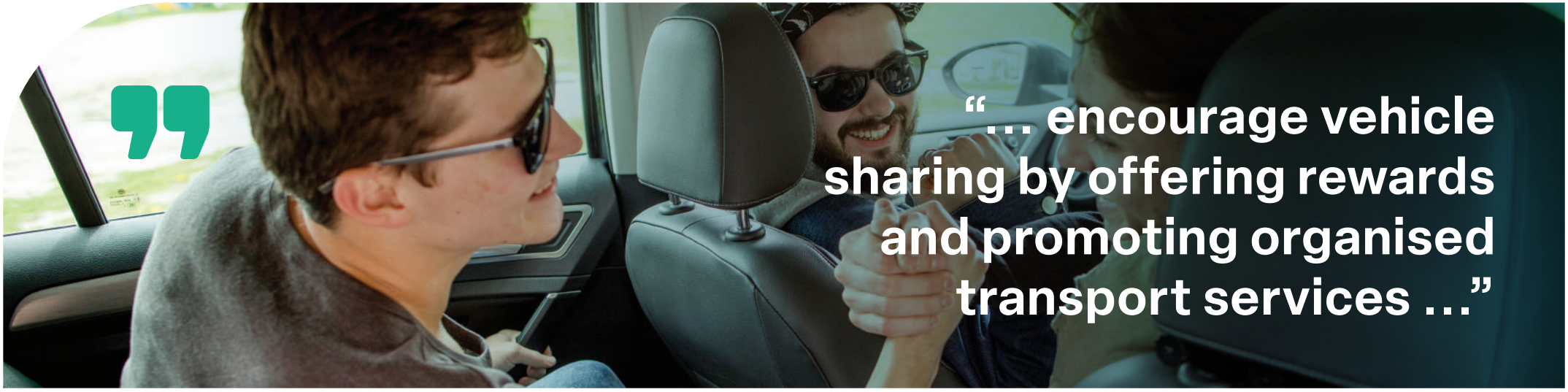
Develop a sustainable mobility strategy, i.e. a mobility plan, that includes clear, measurable targets to cut the carbon footprint of vehicles, business travel and employee commuting and to reduce emissions from customers, suppliers and partners. Prepare a comprehensive plan based on detailed analysis, with a long-term vision, SMART targets, regular progress monitoring, adaptive measures and transparent reporting on achievements. Appoint a Mobility Coordinator to oversee and implement activities, provide them with further training and offer employees personalised mobility advice.

PROMOTING SUSTAINABLE COMMUTING

Encourage public transport use by informing staff and providing timetable information, subsidising tickets or counting public transport travel time as working time. Promote carpooling with benefits such as reserved parking spaces for employees who commute together. Provide flexible working arrangements, such as working from home and flexible hours. Support active commuting by promoting cycling, walking and other forms of active mobility. Boost all the above sustainable commuting modes with campaigns, prizes, raffles and competitions. You can also organise cycling days or group bike rides.

SUSTAINABLE BUSINESS TRAVEL

Reduce business travel through planning, shared rides, use of shared mobility services and holding meetings and conferences online where feasible. Promote virtual meetings by investing in high-quality videoconferencing tools. Introduce a travel policy that prioritises rail over short-haul flights, and work with carbon offsetting programmes to mitigate emissions from unavoidable travel.



FLEET MANAGEMENT

Introduce low-carbon vehicles, i.e. vehicles powered by alternative fuels and electricity, and micromobility solutions, which reduce emissions and maintenance costs. Promote vehicle sharing and leasing of company vehicles. Deploy route optimisation software to cut fuel consumption and emissions and ensure regular vehicle maintenance for optimal performance. Leverage grants for electric vehicles and e-bikes and preferential loans to finance sustainable transport assets.

INFRASTRUCTURE DEVELOPMENT AND MANAGEMENT

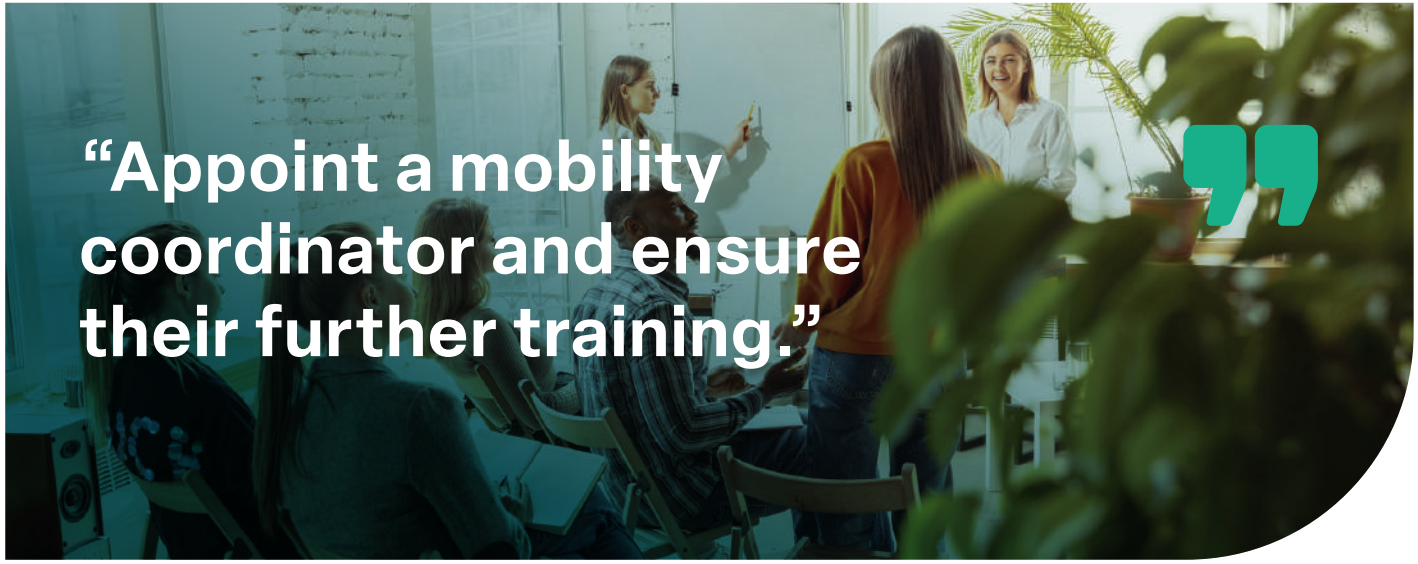
Provide suitable infrastructure to promote sustainable mobility. Encourage local authorities to expand e-bike and e-scooter hire schemes and organised transport services in your area. Build out and maintain micromobility infrastructure (parking and bike storage for bicycles, scooters, etc.; charging points for e-micromobility; service points; changing rooms, showers). Provide charging infrastructure for electric vehicles and other alternative-fuel vehicles. Plan new builds and refurbishments with sustainable mobility and energy solutions in mind (use of renewable energy sources and energy storage). Optimise parking policy by introducing paid spaces and a smart management system, reducing maintenance costs and enabling existing car parks to be used for other purposes.

EMPLOYEE ENGAGEMENT

Conduct surveys on employees' travel habits. Based on feedback, adapt and improve sustainable mobility programmes. Organise training and raise employee awareness of eco-driving. Run competitions to promote more economical driving (energy savings, reduced tyre wear, etc.).

ENGAGING CUSTOMERS, SUPPLIERS AND PARTNERS

Promoting sustainable mobility among customers, suppliers and partners is an essential step towards achieving your sustainability objectives, which you can reach through awareness-raising, various benefits, incentives, appropriate infrastructure and active engagement. It is also important that the company leads by example and communicates its sustainability values transparently. Use multiple communication channels to communicate sustainable mobility solutions. Obtain credible certifications to increase stakeholder trust in your sustainability practices.



COLLABORATION AND PARTNERSHIPS

Engage with national and local decision-makers to improve transport strategies, with suppliers and business partners to adopt sustainable practices, with neighbouring companies for shared mobility solutions, and with providers and experts in sustainable mobility. Participate in multi-stakeholder projects and take part in national and international initiatives and industry events to promote sustainable mobility, such as Polni zagona, European Mobility Week, EV100 and others.

TECHNOLOGY AND INNOVATION

Deploy software to manage and optimise business travel, coordinate company transport and commuting, including a personal travel assistant for employees. Use advanced data analytics to monitor and analyse mobility patterns and identify areas for improvement. Contribute to the development and uptake of MaaS technologies (Mobility as a Service) when they enter the Slovenian market. Train employees to use modern technologies.

REWARDS AND INCENTIVES

Reward the efforts of employees, suppliers and partners who make a significant contribution to the company's sustainability objectives with incentive awards. Establish a mobility fund to support sustainable mobility activities.

MONITORING AND REPORTING

Implement systems to monitor emissions from all mobility-related activities and calculate the company's carbon footprint (direct and indirect emissions). Report regularly and transparently on progress towards sustainability targets, and regularly review and update policies and practices to reflect new technologies and changing circumstances.

Navigator for assessing sustainable mobility in your company

Self-assessment checklist for companies, structured around the key steps for the transition to sustainable mobility. Each step includes suggested reflection questions and space to assess the situation in the company (✓Yes, ? Partly, ✗No)[1].

✓ MOSTLY

You're on the right track – the next step is to consolidate and scale the measures.

? FREQUENT ANSWER

You require further analysis and strategic planning.

✗ PREVAILS

It's time to launch concrete sustainable mobility projects and train the team.

		YES	PARTLY	NO
Mobility strategy and plan	Do we have a mobility strategy and mobility plan with clear targets?			
	Is a mobility coordinator appointed?			
Promoting sustainable commuting	Do we encourage employees to use public transport, car sharing, cycling and walking?			
	Are we running campaigns, cycling days and other initiatives?			
Sustainable business travel	Do we have a policy that prioritises digital meetings and rail over air travel?			
	Are we investing in video conferencing tools?			
Fleet management	Are we using low-carbon vehicles?			
	Are we using route optimisation tools?			
Infrastructure development and management	Do we provide cycle parking, changing rooms and showers and bicycle repair points?			
	Do we have adequate infrastructure for e-bikes and electric vehicles?			
Employee engagement	Are we involving employees in developing mobility solutions?			
	Do we offer training on fuel-efficient driving?			
Engaging customers, suppliers and partners	Do we communicate sustainable mobility objectives and results to external stakeholders?			
	Are we collaborating with various partners to implement sustainable mobility?			
Technology and innovation	Are we using data analytics to monitor the impacts of sustainable mobility?			
	Are we piloting Mobility as a Service solutions?			
Rewards and incentives	Do we reward employees for sustainable mobility initiatives?			
	Do we have a mobility fund in place?			
Monitoring and reporting	Are we monitoring mobility emissions and carbon footprint?			
	Do we have a system for regular progress reporting?			

Best practices

MOBILITY STRATEGY AND PLAN

The company **BTC**, as part of the SmartMOVE project, has already prepared its second mobility plan, which followed the methodology of the six National Guidelines for preparing mobility plans:[18]

1. Initiation: the company established a project board and prepared a project brief.

2. Situation analysis: the company carried out an accessibility analysis for the site, a survey of employees' travel habits and their willingness to change.

3. Defining key challenges and objectives: based on the analysis results, the company set the vision of the mobility plan and the objectives.

4. Preparing the package of measures: various measures were proposed to encourage walking, cycling, use of public transport and more sustainable car use.

5. Developing the mobility plan: the company prepared a mobility plan with an action plan for implementing the measures, descriptions, cost estimates and a proposed timeline; the plan was formally approved by management.

6. Implementation and delivery: finally, the company presented the project to interested stakeholders and began implementation.

FLEET MANAGEMENT IN A LARGE COMPANY

A1 Slovenija incorporates sustainable mobility as part of its sustainability strategy. To reduce environmental impacts in mobility, the company provides various incentives to adopt sustainable travel habits, including offering more sustainable mobility options to employees.

The company is regularly renewing its fleet with hybrid and electric vehicles. By the end of the year, in addition to two electric cars, 66% of the fleet will consist of Toyota hybrid vehicles. The aim is to increase this share to 72% by the end of 2025, and to replace all fossil-fuel vehicles with hybrids by 2030. This will reduce fuel consumption and emissions and significantly contribute to lowering the carbon footprint. An EV charging station for employees and business partners will also contribute to achieving this goal.

The company also actively encourages employees to cycle to work and provides a free annual bike service. Fuel-efficient driving is also rewarded. These initiatives contribute to a cleaner environment and build healthier, more connected communities.

REWARDS AND INCENTIVES

Decathlon Slovenija has introduced a reward system for employees who commute to work sustainably. To identify the most effective motivational approach, employees were consulted for their input. The company found that rewards and secure bike parking would most encourage active commuting. Decathlon now rewards employees for each kilometre of active travel with a payment of EUR 0.21, up to a maximum of EUR 50 per month. All forms of active mobility are recognised: walking, cycling, using scooters, skateboards and rollerblades. This amount is added to the payment of the monthly public transport pass, which employees receive in any case (even if they commute actively every day).

Another example of good practice in encouraging employees is the Austrian company **Haberkorn**. Once a week, the company offers a free “mobility breakfast” to all employees who commute sustainably at least three times per week. Once a year the company also runs a “mobility lottery”, in which all employees participate. One person is selected at random to receive a cash prize if they commuted sustainably that day – if not, the cash prize rolls over to the next draw.

A MULTI-LAYERED APPROACH TO SUSTAINABLE MOBILITY

IKEA has set the goal of halving greenhouse gas emissions across its value chain by 2030, part of which includes promoting sustainable commuting by employees. In Slovenia, the company aims to achieve the global goals through various measures. To this end, it has installed a secure bike shelter for employees in front of the store, with parking and charging available for e-bikes and e-scooters. The bike shelter is reportedly full even in winter. The company offers showers and lockers for employees to freshen up after an active commute to work.

Information packs are currently being introduced to help new employees opt for a sustainable commute to work. To encourage employees to cycle to work, the company will in future occasionally hire a mechanic to service employees’ bikes during working hours, and a platform for arranging car sharing is also being discussed. The company has also appointed a mobility manager, who has another role as well, and mobility-related work takes up 25% of their working time. The company is aiming to reduce emissions in both employee mobility and deliveries. Measures in this area include procurement of electric delivery vehicles, as well as parking spaces and EV charging points for employees’ vehicles.

COOPERATION AND PARTNERSHIPS

A good example of combining private and public partnerships is the **SmartMOVE: Smart Solutions for Sustainable Mobility project,**[19] which focused on introducing and promoting sustainable mobility in companies and organisations. It brought together expert partners from RRA LUR, the Jožef Stefan Institute, LUZ, IPoP, GoOpti, the CER network, ZDS and NRI, who during the project developed mobility plans for the BTC City area, the University Medical Centre Ljubljana, IKEA Slovenia and the Ljubljansko barje nature park. A pilot project on ride sharing, i.e. dynamic, on-demand transport, was carried out. In addition, a sustainable mobility certificate was developed, along with recommendations for local and national decision-makers.

Another example of good collaborative practice is **Projekt Trata 2.1.**[20] In this project, the Municipality of Škofja Loka, the Sora Development Agency, IPoP, CIPRA Slovenia, CIPRA International, and the companies Knauf Insulation, LTH Castings and SIBO G joined forces. As part of the project, the municipality built cycle lanes in the business zone, while the companies received individual mobility plans, a bike shelter with solar collectors, e-bikes for employees and a charging station. The employees were informed about the benefits of sustainable mobility through numerous promotional campaigns.

TECHNOLOGY AND INNOVATION

The Swiss company **SFS Group** chose to promote sustainable mobility by using the EcoPoints[21] app – a system/app that tracks how employees commute to work and allows them to collect points for commuting sustainably. It is integrated into the company's employee clock-in system. Upon arrival, a question appears on the screen asking employees how they commuted that day. Employees indicate whether they came on foot, by bicycle, by bus, by train, by carpooling, or alone by car. Depending on the mode of travel, the employees receive a certain number of points that are collected throughout the year. Points consist of a basic amount for not using a parking space and the number of kilometres the employee has travelled or walked on their route. They generally correspond to roughly one euro for each sustainable arrival, and the number doubles in bad weather. Points are redeemed by choosing a reward from the catalogue of offers. Employers have pre-arranged agreements with the service providers listed in the catalogue.[22]

INFRASTRUCTURE DEVELOPMENT AND DEPLOYMENT OF INNOVATIVE TECHNOLOGIES

The city of **Kranj** has been actively working for years on transport decarbonisation under the 100 Climate-neutral cities by 2030 mission. A free e-minibus service operates in the city centre. More than half of the city's buses are electric, and the goal is for the entire fleet to be electric by 2026. The city has the KRsKOLESOM e-bike hire system, parking spaces for electric vehicles and car sharing, park-and-ride sites, and a Sustainable Mobility Centre. By 2035, the vehicle fleets of the City Municipality of Kranj and public institutions will be fully electric. The municipality is also building charging stations and solar power plants for charging electric vehicles. As a signatory to the consortium agreement, the municipality is planning to deploy hydrogen technology, which will also be integrated into public transport. The UP-SCALE project is developing a sustainable route planner and optimising public transport, while the CeKR city card will enable digital payments on buses and the rewarding of sustainable actions. The Mission Action Plan provides for improved infrastructure, incentives for cyclists and pedestrians, car sharing and remote working.

PROMOTING SUSTAINABLE MOBILITY THROUGH SERVICES AND INVESTMENTS

As Europe's green ambassador, a member of the 100 Climate-neutral cities by 2030 mission and of Slovenia Green, the municipality of **Velenje** has been reducing its carbon footprint for many years. Sustainable mobility is being promoted under the slogan "My city, my choice". The municipality is developing cycle lanes and electric vehicle charging points, providing free transport on the Lokalc bus, use of Bicy city bikes, and transport for seniors with the Kamerat vehicle. The Tourist Information Centre offers the rental of bicycles, children's bikes, scooters, trailers, and a tricycle adapted for people with disabilities. It also organises guided cycling tours with experienced instructors. In summer cyclists are able to travel by Bicikel bus to the Logar Valley and by Štrekna bus to Austrian Carinthia. As part of sustainable mobility, the municipality will also refurbish public spaces, upgrade the cycling network and install a charging station for public vehicles. With the "Digital Platform Smart Velenje – Mobility" project, all mobility systems will be interconnected, sensor technologies integrated and public transport optimised in the future.

FLEET MANAGEMENT IN A SMALL COMPANY

The **stroka.si group** has committed to sustainable mobility, as it delivers both environmental and economic benefits. Replacing conventional company cars with three hybrids and introducing Toyota's electric vehicle car-sharing system (Kinto Share or Toyota DriveMe) has enabled greater flexibility in using vehicles in major cities across Slovenia. Instead of maintaining a larger owned fleet, the company now uses only as many vehicles as they actually need, significantly reducing fleet costs. In addition, by using electric and hybrid vehicles the company reduces its carbon footprint and contributes to a cleaner environment. In the company's experience, sustainable mobility practices mean not only environmental responsibility but also tangible financial savings and increased operational efficiency.

MOBILITY COORDINATOR AND ENGAGING EMPLOYEES IN SUSTAINABLE MOBILITY

As part of the Trata 2.1 project, the company **Sibo G** introduced a range of measures to promote sustainable mobility, including appointing a mobility coordinator or manager responsible for implementing the mobility plan. For this role, an employee who had already demonstrated a strong commitment to sustainable mobility prior to the project was appointed, which is crucial for effective leadership and management. The company also established a sustainability team responsible for promoting sustainable mobility. It further engaged employees by raising awareness of public transport use, especially trains and bike rental systems. To shift travel behaviour, the company also ran several campaigns promoting sustainable commuting, supported by a rewards system. These measures encouraged an additional 11% of employees to choose sustainable modes for commuting.

ENGAGING CUSTOMERS, SUPPLIERS AND PARTNERS

Knauf Insulation works with numerous logistics companies whose carbon footprint accounts for a large share of its scope 3 greenhouse gas emissions. In an effort to cut transport-related emissions, which for logistics companies represent as much as 99% of all greenhouse gases generated, Knauf Insulation decided to work more closely with its transport partners and to educate and empower them on sustainability. To this end, the company invited twenty partners to take part in the Green Star certification process, which helps companies and organisations implement sustainable ESG principles. Logistics companies are already familiar with such practices, as many tenders for overseas contracts require completing sustainability questionnaires. The response reflected this, with half of the partners deciding to obtain the certificate. This gave Knauf Insulation insight into their operations and enabled it to analyse opportunities for better cooperation in achieving sustainable mobility objectives in the future.

> **“Exchanging companies’ best practice and experience accelerates progress in sustainable operation.”**

Providers of sustainable mobility solutions

KINTO One is a comprehensive long-term business vehicle leasing service for companies and legal entities. The lease is tailored to users' needs: they set the term, kilometres and required services. The service allows users to select a vehicle and configure additional options such as maintenance, tyre changes, registration and insurance. With a fixed monthly rental, companies avoid unforeseen costs and issues associated with ownership, which is less environmentally sustainable than leasing. KINTO One also enables an easier and more cost-effective transition to an electrified fleet with Toyota and Lexus hybrid and electric vehicles, with a team of experts on hand at every step to deliver the optimal solution for each company's needs. KINTO One therefore provides a sustainable mobility solution that combines cost-effectiveness, flexibility and ease of use in a single package.

www.kinto-mobility.eu/si/sl/kinto-one

masa.meden@toyota.si

The ToyotaGO service addresses, simply and effectively, the challenges of dispersed settlement, transport poverty and first-/last-mile mobility faced by many Slovenian municipalities. The service provides door-to-door transport for individuals in rural areas. When a user needs a ride, they use the app to select the time and place where the vehicle will wait for them. ToyotaGO also enables the establishment of route-based services operating on a demand-responsive basis. As a result, vehicles never run empty and the booking system prevents them from becoming overcrowded. Depending on demand, the operator can supply a more suitable smaller or larger vehicle. The main target users are children and young people – or their parents, who are relieved of trips to extracurricular activities – as well as older people without their own transport, who can use ToyotaGO to re-engage in society.

toyota-go.si

masa.meden@toyota.si

As e-mobility expands, the transport and electricity systems are becoming increasingly interconnected. It is becoming clear that the sustainable transition to mass e-mobility will not be achievable unless we ensure that e-vehicles are powered to the greatest possible extent by energy from renewable sources. That is why it matters when, where and how e-vehicles are charged. In recent years, experts at ELES have developed the E8 concept for the integrated development of infrastructure for mass charging of e-vehicles, which promotes charging on smart private chargers. This approach to charging enables dynamic adjustment of charging power to the capacity of the metering point, alignment of charging power with surpluses from renewable electricity generation and surplus energy due to lower consumption by other consumers, as well as participation in the electricity balancing market. That is why smart slow charging is also the most cost-effective option.

www.e8concept.com

info@e8concept.com

Nomago offers companies a broad portfolio of environmentally friendly mobility services, including bus, van and VIP transport that meet strict environmental standards, and the Nomago Bikes bike-sharing system. Companies can choose various forms of collaboration, e.g. purchasing or co-financing an annual subscription to Nomago Bikes for employees, with Nomago providing monthly and annual system usage reports based on concrete data and metrics on the sustainable behaviour of employees and customers, which companies can incorporate into their ESG monitoring and reporting in line with the European Sustainability Reporting Standards.

The effectiveness of the Nomago Bikes system is supported by service availability for employees and customers with 24/7 support, a simple modern user experience, a reliable maintenance team and a well-developed network. The system currently operates in 17 municipalities across Slovenia with more than 700 bicycles.

www.nomago.si/izposoja-koles/za-partnerje

luka.lojk@nomago.si

Sustainable mobility is truly achieved only when a company generates its own electricity and uses it to charge its electric vehicles. Everything needed for this is available in one place from the MOON brand, which operates under the umbrella of Porsche Slovenia. MOON offers charging stations for electric cars, electricity storage systems and an energy management system for your premises, as well as turnkey solar PV installations in various sizes. There is also MOONelektrika, which provides electricity in an affordable, simple, and transparent way. If you already have your own solar PV installation, you can use and export any surplus electricity you generate. If not, MOONelektrika can offer you a competitive price and other benefits within the MOON ecosystem. It is available for both small and large business customers.

www.moon-energija.si

moonpower@porsche.si

Telekom Slovenije has developed a comprehensive smart charging network solution, aiming to become a partner to companies in the electrification of their fleets. The smart charging network enables an easier transition to electric vehicles, control and management of charging infrastructure, oversight of EV charging stations and optimisation of electricity consumption. The solution is intended to encourage more frequent and longer charging of EVs, which is feasible in corporate fleets as EVs are parked there for most of the day. This enables optimal charging power and utilisation of connection capacity for the greatest possible number of simultaneous users of charging points. Telekom Slovenije is also a partner in the E8 concept, which promotes multiple long-duration charging sessions and is based on the principles of energy efficiency, sustainability and innovation, with a focus on advanced technologies for charging electric vehicles. The solution represents a further step towards the digitalisation of society and sustainable business practices.

www.telekom.si

poslovna.prodaja@telekom.si

Mini glossary

Active mobility
Walking, cycling and other forms of mobility thatinclude physical activity.

Micromobility
All forms of mobility using non-motorised means of transport or light motor vehicles (for example, bicycles, e-bikes, scooters and e-scooters, skateboards).

Multimodality
The use or combination of different travel modes or means of transport on a single journey.

First/last mile
The first and last part of any combined journey or transport; for example, “from the door” to a passenger terminal or distribution centre and back.[23]

Partners

AmCham Slovenia

Chapter Zero Slovenia
The Directors' Climate Forum

MESTNA OBČINA KRANJ

RRA LUR
regionalna razvojna agencija ljubljanske urbane regije

MESTNA OBČINA VELENJE

ŠTAJERSKA GOSPODARSKA ZBORNICA

ZDRUŽENJE MANAGER 35 let

Useful links

- Slovenska platforma za trajnostno mobilnost (Slovenian Platform for Sustainable Mobility)
- National guidelines for preparing mobility plans
- EU Sustainable Mobility Observatory
- EIT Urban Mobility
- Pravilnik o uveljavljanju davčnih olajšav za vlaganja v digitalni in zeleni prehod (Rules on claiming tax incentives for investment in the digital and green transition)
- LIFE IP CARE4CLIMATE project

Initiatives for sustainable mobility

- European Mobility Week
- EV 100 – international initiative to promote electric vehicles
- Polni zagona – Slovenian initiative to promote cycling to work

Useful tools

- Green Star – navigator and certificate for comprehensive integration of sustainability into business operations
- SmartMOVE certificate – for sustainable mobility of employees
- Transport Index
- E-learning platform for mobility coordinators

CER Sustainable Business Network

CER is Slovenia's leading association for sustainable business, bringing together more than 100 companies and numerous experts from various sectors.

Since 2012, it has acted as an advocate of the sustainable economy, bringing together stakeholders and accelerating the sustainability transition. It is founded on expertise, collaboration, open dialogue and trust.

Through a range of activities, CER encourages companies to adopt sustainable business practices and supports their sustainability transformation. It develops own projects, participates in EU programmes and awareness campaigns and has received multiple awards.

It advocates for an ambitious and responsible approach to sustainable business and addressing the climate crisis. CER operates as an information hub, an advocate for business in strategic debates, and a coordinator within national and international networks. CER's activities are based on four pillars: sustainable business, cross-sector collaboration, innovation and stewardship.

By joining CER, companies gain access to a community that fosters a mindset shift and responsible, long-term oriented business based on collaboration, knowledge sharing and strategic partnering.

www.cer-slo.si

Green Star

Green Star is a tool and certification developed by CER for a comprehensive assessment of companies' sustainability performance. It is based on the analysis of more than 150 indicators across environmental, social and governance (ESG) dimensions. It provides insight into a company's sustainability maturity, highlights strengths and opportunities for improvement and enables comparisons between companies. Based on the results, companies receive a report and recommendations for further action, while the certificate serves as evidence of commitment to sustainable development. It encourages companies to underpin their sustainability decisions with facts and data.

For Green Star, CER received the 2023 Energy Award from the Finance newspaper for the best promotional project and became the national winner of the European Commission's European Enterprise Promotion Award in the "Supporting the sustainable transition" category.

www.green-star.si

Recommendations for companies to operate more sustainably

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Sustainable mobility in companies

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