

## PRESS RELEASE

Luxembourg, the 27<sup>th</sup> of April 2017

Mobilisation campaign

### **“Positive Drive“: boosting mobility in the Cloche d’Or area**

*IMS - Inspiring More Sustainability - launched a campaign dedicated to mobility with companies located in the Cloche d’Or district. From the 2nd to the 31st of May, seven firms including AllianceBernstein, Alter Domus, BNY Mellon, the Translation Center for the Bodies of the European Union (CdT), the European Commission, PwC, as well as POST will encourage their employees, all together 7800 people, to participate in a mobility game through the use of the application “Positive Drive”.*

Transportation is the main source for greenhouse gas emissions in the Grand Duchy. Moreover, in the national modal split, the use of private cars presents the highest share with 72.5%, while public transport usage and active mobility account only for 14.5% and 13% (figures indicated in the 3<sup>rd</sup> Industrial Revolution Strategy Study for the Grand Duchy of Luxembourg, originating from the national Sustainable Mobility plan MoDu 2012). Hence, it will be essential to adopt a coordinated approach to address mobility challenges and improve mobility for all.

#### **The « Positive Drive » Application**

Co-financed by the European Commission and developed in partnership with LuxMobility, the mobile application "Positive Drive" can be downloaded anonymously by employees of the participating companies and will collect data on the mobility behaviour of users in the district. The overall objective of this initiative is to understand what means of transportation (cycling, walking, public transport, car, and so on) people use to commute. The application will also allow users to collect information about traveled distances, savings obtained by using different means of transport, the CO<sub>2</sub> emissions reduced, and so on.

#### **Improving mobility at the Cloche d’Or**

By using the « Positive Drive » App, the employees of the partner companies will be able to contribute to improve mobility in this district. Through the data collected, LuxMobility in collaboration with the University of Luxembourg will develop a mobility analysis of the Cloche d’Or. As a next step, IMS will engage in a dialogue with public authorities in order to identify the existing mobility gaps and seek solutions for the Cloche d’Or district.

#### **Win attractive prizes**

By using the application during the month of May, users can collect "(s)miles" and thereby win numerous prizes at our partners Oberweis and S-Cape. The winner of the campaign will be rewarded with an electric bike, presented by the Minister for Sustainable Development and Infrastructure, François Bausch, on the 6<sup>th</sup> of July!



#PositiveDriveClocheDor @imslux

Attachments: *Flyer Positive Drive and IMS, LuxMobility and Positive Drive logos*

## **IMS – Inspiring More Sustainability**

A catalyst for social innovation, IMS - Inspiring More Sustainability - is the network that accompanies organisations in their commitment to Corporate Social Responsibility by enhancing dialogue with their stakeholders. IMS Luxembourg supports its members through collaborative and federative projects by encouraging dialogue with stakeholders (private, public, associative). In this framework, IMS brings expertise (publications), concrete solutions, awareness-raising and information (campaigns, Forum, trainings, clubs, workshops ...). This network accounts for 15% of the workforce in Luxembourg and is the national representative of the European organization CSR Europe. IMS is an independent, non-political and recognized association of public utility.

## **LuxMobility**

LuxMobility is a private company, established in 2013, which is based in Luxembourg. The company has an extensive experience in the areas of mobility, transport and transportation, as well as in education and training concerning these topics and plays an important role in finding solutions regarding mobility problems in cities around the world.

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