

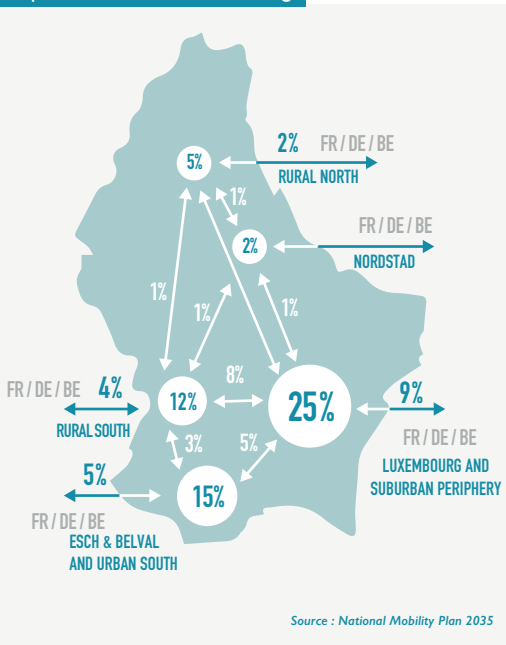
## IN NUMBERS

**45%** of home-to-work journeys are made by private motorised transport.

**49%** of residents' home-to-work journeys are less than 5 km long.

**61%** of Luxembourg's CO<sub>2</sub> emissions come from transport.

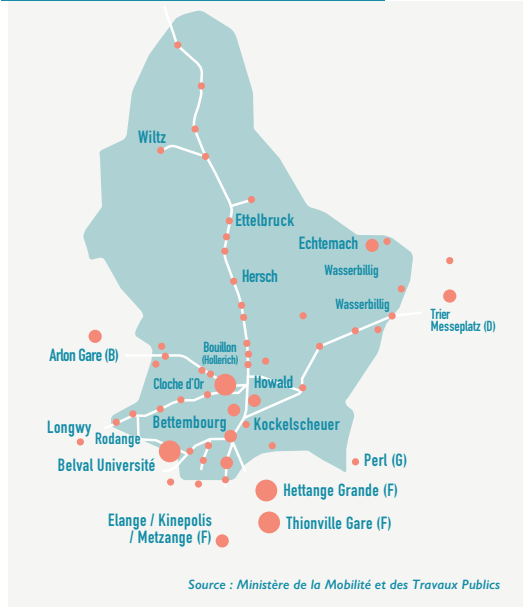
Map of the flows in Luxembourg



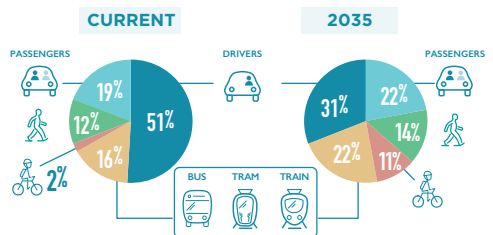
The occupancy rate of individual cars



Map of national and cross-border P+Rs



Current vs. 2035 modal split



# BENEFITS OF CARPOOLING

## FOR EMPLOYEES



### Ecological benefit

- **Reduction of individual greenhouse gas emissions** : - 750 kg CO<sub>2</sub> equivalent per year per person (Source : Vers la décarbonation, LIST, 2022)

### Social benefits

- **Reduced stress and fatigue** : commuting is the 3rd biggest stress factor after workload and management. (Source : Ekodev)
- **Time saved on transport** : in Luxembourg, drivers spend an average of 33 hr per year in traffic jams. (Source : Inrix study)
- **Improved road safety** : 70% of drivers say that carpooling makes them more respectful of the traffic regulations. (Source : BlaBlaCar survey)

### Economic benefits

- an average of **€2,000** saved per year by carpooling daily for an employee who lives 30 km from work. (Source : Ministère de la transition écologique et de la cohésion des territoires, 2023)
- **No need for a second vehicle in the household.**

## FOR COMPANIES



### Ecological benefit

- **Reduction in scope 3 greenhouse gas emissions.**

### Social benefits

- **Improved employer branding** on environmental issues and employee purchasing power.
- **Correlation between commuting time and employee turnover** : the more satisfied employees are with their means of transport, the longer they plan to stay with the organisation. (Source : Ekodev)

### Economic benefits

- **Lower travel and parking costs.**
- **Improved employee productivity** : less stress, less absences, and fewer late arrivals.



**GOOD TO KNOW**

## FOR THE PUBLIC SECTOR



### Ecological benefit

- **Greenhouse gas emissions reduced by up to 30% in medium-density areas.** (Source : The Shift Project)

### Social benefits

- **Relieve of congestion on roads and in parking lots.**
- **Improved road safety.**

### Economic benefits

- **Reduction in congestion-related costs: 1% of GDP.** (Source : INRIX)
- **Lower health and welfare costs.**

→ **Freedom of choice** : do not impose on employees, but rather offer several options.

→ **Importance of the act** : by giving importance to the mobility /carpooling policy, employees will perceive the issue as important and will spontaneously get involved.

→ **Sharing progress with teams** : communicate the results of carpooling and its positive impacts.

# SETTING UP A COMPANY CARPOOLING SCHEME

#1

## DEFINE STAKEHOLDERS AND THE WORKING FRAMEWORK

- **Identify the internal and external stakeholders with whom to collaborate** : infrastructure services, mobility/fleet services, human resources, financial services, city services, other companies in the business park, etc.
- **Search for influential sponsors and/or ambassadors.**
- **Involve employee volunteers** : for example a Green Team, or people who already carpool.
- **Define the framework for a carpooling policy** : identify the objectives and deadlines, the dedicated budget, the working group involved, and the methods and frequency of internal and external communication.

#2

## CARRY OUT AN ANALYSIS

### QUANTITATIVE

#### Objectives :

- 🎯 Define the critical mass, targets, and potential users.
- 🎯 Calculate the CO<sub>2</sub> emissions associated with commuting.

#### Some examples of questions to ask :

- What are the details of your journey (means of transport, time, km)?
- Define the number of days spent on site and working from home each week.
- Are you aware of your company's carpooling offer?

#### If the employee carpools:

- For how long?
- How many times per week/month?
- Do you carpool with someone from the same company?



#### Suggestion :

Conduct a simple online mobility survey.

### QUALITATIVE

#### Objective :

- 🎯 Understand how your employees work, so that you can offer a range of services tailored to their needs.

#### Some examples of questions to ask :

- What is your hometown?
- What are the main barriers of carpooling?
- What benefits would encourage you to carpool?
- What role should the company play? How can it promote carpooling?

#### If the employee carpools:

- What motivates you to carpool?
- What difficulties do you encounter when carpooling?
- Can you tell us about your carpooling experience?



#### Suggestion :

Conduct individual interviews with volunteer employees and/or workgroups or include these questions in the mobility survey.

# CHALLENGES OF CARPOOLING



## FOR EMPLOYEES

- **Changing habits.**
- **Striking a balance between different mobility solutions.**



## FOR COMPANIES



## FOR THE PUBLIC SECTOR

- **Balance the delta between investment and speed of deployment.**
- **Define long-term objectives and adopt an innovative approach.**
- **Evaluate and mitigate the risk of an offer not adapted to users.**



**GOOD TO KNOW**

- Use some of the answers that are already available.
- A survey sent by the management will have more impact.
- **Roll out the questionnaire through the usual channels** : newsletter, screens, stand near the cafeteria, QR code on car park/lift doors.
- **The questionnaire should be quick to complete and can be part of a more general mobility questionnaire.**

## #3 DEFINE AND IMPLEMENT A CARPOOLING ACTION PLAN

### STEP 1 = Definition of the action strategy



- Set **goals** and provide justification/meaning.
- Define **action levers** to achieve these goals.
- Consider **sharing certain mobility initiatives** with neighbouring organisations.

### STEP 2 = Selection of tools

- Define the **main means of establishing contact**: use of a carpooling platform (internal /external, inter-company) or other means.
- Identify potential **additional networking elements**: for example internal contact point, carpooling meeting activity, or mapping of potential carpoolers' places of residence.
- Propose **incentives** that best meet employees' habits and expectations (results of the analysis).

#### Some possible benefits to incentive :

- ✓ **Free or cheaper parking spaces, reserved spaces** (guaranteed access to a parking space).
- ✓ **Petrol card or vehicle maintenance voucher.**
- ✓ **Incentive funding for each trip.**
- ✓ **Flexible arrival and departure times to meet the carpooler's needs.**
- ✓ **Emergency solutions in case of a problem** (loan of a company car, taxi fare reimbursement).



#### GOOD TO KNOW

→ A carpooling policy is part of a long-term process: it takes 1 to 3 years to bring about a real change in habits :

- **Communication and actions must be regular** (quarterly, bi-annually, or annually).
- **Management involvement is key to success.**
- **There are already many company events. Mobility events can be part of existing events :** annual events, the start of the year, European Mobility Week, etc.
- **Think about sharing certain actions with other organisations.**

### STEP 3 = Mobilisation and communication

- **Identify formats for the launch** : awareness-raising campaign, involving other companies or experts, etc.
- **Create awareness-raising materials, and communication tailored to the needs of people who already carpool**, but also those who don't yet, the management, etc. Communicate at key moments to give meaning.
- **Set up mobilisation actions.**
- **Help people to discover the tools** that can be used to bring people together.
- **Mobilise teams.** Here are just a few examples: introducing and helping people to get to contact tools, mobility challenges, or even speed meetings to meet another employee making the same journey.

#### THE CARPOOL SPEED-MEETING (in 5 steps)



### STEP 4 = Monitoring and assessment

- **Monitoring and evaluation** : gathering feedback, assessing feedback, assessing effectiveness, raising awareness of actions.
- **Adjust** communication and actions according to feedback and results.



# IN PRACTICE

## Responding to obstacles

A question of trust...

*"I'm not sure about carpooling. I'm afraid of travelling with strangers."*

"Carpooling websites offer comprehensive profiles with all the important information about the user, with rating systems. This makes it possible to choose people you can trust."

A question of habits...

*"I'm used to travelling alone, I'm not sure I'd like to carpool."*

"The atmosphere and friendliness of carpooling make journeys much more enjoyable. Meeting new people can really transform a monotonous journey into a pleasant experience."



A question of insurance...

*"I wonder whether passengers are properly insured in the event of an accident."*

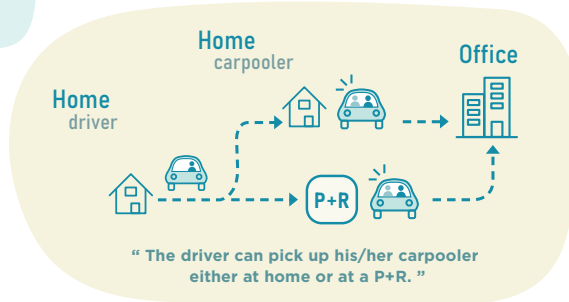
"Every vehicle owner must take out third-party liability insurance, which covers third parties in the event of an accident. Passengers in a carpooling scheme are therefore protected by this compulsory insurance."



A question of organisation...

*"None of my colleagues live near me and I don't want to make the detour..."*

"See if there's a P+R on the route to create a meeting point and avoid detours."



"The driver can pick up his/her carpooler either at home or at a P+R."

A question of changing plans...

*"How can I be sure of having a solution in case of unforeseen circumstances?"*

"The company must offer alternatives to provide a guarantee of return if necessary:

- Car-sharing vehicles available 24 hours a day
- Reimbursement of taxi fare."

**GOOD TO KNOW**

Keep in mind that carpooling is an alternative to an individual trip, and you do not have to do it every day. Starting with occasional journeys is a good first step.

# IN PRACTICE

## Take inspiration from organisations in Luxembourg

Save money...

"The car park is free for carpoolers, instead of €6 per day for single occupants. In practice, you simply need to show 3 badges when the car park opens to make it free. Anyone caught cheating will be barred from the car park for a month."

Company of 2 800 employees, in an urban area



Free up parking spaces...

"We needed to send out a strong message, to show the importance of the project. To do this, we transformed the parking spaces reserved for management, close to the access door, into carpooling spaces."

Company of 500 employees, in a suburban area



Raising awareness...

"You must work on the first time. The most difficult thing is to start carpooling. To do this, we take advantage of other events, to meet employees and help them install the application, to understand how it works, to deconstruct prejudices, etc."

Company of 1 500 employees, in an urban area



Leading by example...

"Management involvement is a key to our success. Our director carpools once a week with an employee. This allows him to get to know them better and to appreciate the social atmosphere."

Company of 100 employees, in a suburban area



**GOOD TO KNOW**



Carpooling should be one of the components of an organisation's overall mobility policy. The company must be able to offer multiple and complementary solutions: encourage the use of soft mobility (cycling, riding a scooter, walking, etc.), public transport, carsharing and flexibility at work (flexible working hours, home based working, satellite offices, etc.).

To go further...



## The “Ecomobility guide”

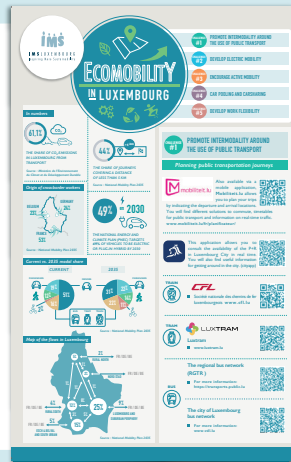
This guide is the result of a working group with IMS member companies involved in the subject of mobility. It is therefore intended to be a practical manual as well as a reflection tool to draw on innovative ideas and good practices. Request it on the IMS website (digital or paper version).

[www.imslux.lu](http://www.imslux.lu)

## “Ecomobility in Luxembourg”

Summary of the ecomobility guide in one leaflet. IMS Luxembourg invites you to share this brochure with your employees to help them discover the sustainable mobility solutions available in Luxembourg.

Scan the QR code to view or download the brochure



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