



Kerstin Hanson  
2010-03-18

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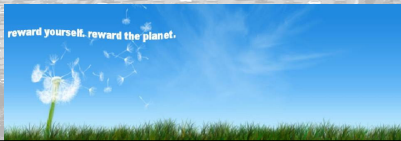
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Everyday commuting pattern turned into:

- Reduced CO2 footprint
- Attractive Individuals, Organizations, Authorities
- Increased usage and efficiency in transports
- **Commute Greener! & Environmental Care**



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### Commute Greener! Introduction

Commute Greener! steps up to reduce global and personal CO<sub>2</sub> footprints.

Use the web and your mobile phone as a personal CO<sub>2</sub> calculator together with an engaging social network.

#### Demo movie:

[www.youtube.com/CommuteGreener](http://www.youtube.com/CommuteGreener)



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## Commute Greener! Who benefits?

### Individuals

'Feel good' feeling in concrete actions  
Recognition and gain for changes  
Idealists as well as Rationalists

### Organizations

Better teamwork and 'walk the talk'  
Improve their brand/perception  
Gain and use time wisely

### Society

More public transport  
Effective usage  
Reduced CO<sub>2</sub>

reward yourself. reward the planet.



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## Commute Greener! How does it work?

Reach the *Commute Greener!* via web or mobile.

In a fast and simple registration process a person will:

1. enter her/his normal weekly travel behaviour (to/from work, supermarket...)
2. select ways of transportation (car, bus, bike...)
3. set a personal CO<sub>2</sub> footprint reduction target (5%, 30%...)



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## Commute Greener! How does it work?

In an 'everyday' process a person can then, on the web or mobile:

- 1) monitor his/her individual progress against personal CO<sub>2</sub> footprint reduction targets  
*start/stop to be fast on the go!*
- 2) use tracking of routes, type/s, time and CO<sub>2</sub> emission of the journey
- 3) in a trusted community share progress and experience  
*get stimulated for a minute!*



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## Create sub communities

**Ability to create specific Commute Greener!™ community (choose total offer or customized solution)**

- Establish an online community dedicated to your target group.
- Provide a fun way for your target group to connect & compete.
- Arrange competitions based on friendly challenges and compete on CO2 emission goals.
- Benchmark against other companies & organizations, who are part of the Commute Greener!™ challenge.



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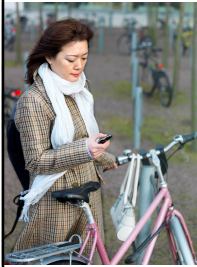
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## Deliver actions against CSR targets



- Inspire employees to make a contribution to the environment
- Strengthen your attractiveness as an employer
- Help to visualize & implement activities related to CSR targets
- Show your company's contribution to the global CO2 footprint reduction challenge

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## Drive cost savings & efficiency

**Drive Cost Savings & Efficiency for corporate-wide initiatives, such as:**

- Cost reductions in company car fleets
- Sustainable eco-driving
- Transport policy alternatives
- Design of compensation & benefits programs
- Health improvement projects

**Increased Efficiencies for Cities & Public Transport Authorities**

- Better understand commuting patterns in your city.
- A fun & effective way to promote public transportation.
- Boost usage of car pools and environmentally-friendly commuting options.



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## What People are Saying

Your CO2 pedometer has helped stimulate more environmentally friendly practices by allowing residents to conveniently monitor their carbon emissions. I appreciate your efforts to bring green solutions to everyday life and thank you for your leadership.  
*Richard M Daley, Mayor City of Chicago.*

Commute Greener! is a very inspiring example that demonstrate how it is possible to enable desirable change.  
*Åsa Torstensson, Ministry of Communications, Government Offices of Sweden.*

Together with Commute Greener! we are starting with an internal challenge to further reduce our carbon dioxide emissions.  
*Lars-Bertil Ekman, Director General of the City of Göteborg Traffic and Public Transport Authority.*

Commute Greener! will help us challenge ourselves as well as our customers in making the right daily choices of transport modes towards efficiency and sustainability.  
*Leif Johansson, Volvo Group President & CEO.*

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## Questions?



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