



## PLANNING FOR THE LONG HAUL

# Why Sustainable Mobility Is Much More Than A Fleet Management Issue

In this article, we'll address three often over-looked values of an enterprise-level approach to sustainable mobility:

- 1) Impact on employee recruitment and retention
- 2) Value to customers and partners
- 3) Cash-positive results when you go green

On the surface, the path to “sustainable mobility” sounds easy enough — swap out your existing internal combustion-engine vehicles with zero-emission electrics or lower-emission hybrids.

Presto! Lower emissions = sustainable mobility.

But the real value of a sustainable mobility initiative far exceeds the boundaries of fleet management to span the entire enterprise.

The return on investment (ROI) for sustainable mobility touches nearly every aspect of an organization, from human resources to finance, from facilities and fleet management to energy consumption, and from customer service to building customer loyalty.

“Transformation will not happen by simply replacing combustion engines with electric engines, while everything else stays the same.”

— Angela Hultberg, IKEA head of sustainable mobility

Companies that take this holistic view of green transportation have much to gain.

### **BRING EMPLOYEES ALONG THE PATH TOWARD SUSTAINABILITY**

Attracting and retaining talent can be a challenge for any organization, especially when you factor in how competitive certain geographies are for finding and keeping good employees.

But did you know the impact of sustainability on your company’s desirability?

Nearly two-thirds of office workers worldwide in a large survey from HP said sustainability is a “must have” in the workplace, and 58% said it’s key to engaging the workforce of the future. And four in 10 said if their company didn’t implement sustainable business practices, that alone would be reason enough for them to consider changing jobs.

Overwhelmingly, office workers who feel their workplace is ahead of others in sustainability felt happier (81% vs. 35% for those who feel their company is behind), more cared for (76% vs. 26%), more productive (81% vs. 51%), and were a stronger advocate for their employer (72% vs. 28%).<sup>1</sup>

**96%**

---

Employees at companies viewed as leaders in sustainability business practices who said they would recommend their workplace<sup>1</sup>

And for millennials — the newest generation of creative and passionate professionals — more ranked protecting the environment as their top concern than any other issue facing society today, according to the 2020 Deloitte Global Millennial Survey.

If you’re thinking about “sustainable mobility” as something that affects only your corporate fleet, think again.

Workforce-centered mobility means transportation programs that benefit all workers, not just the ones driving a company car or using a corporate vehicle while they’re doing their job.

<sup>1</sup> HP Worker Sustainability Survey Global Insights Report, April 2019

With a well-planned charging infrastructure, for example, you can incentivise employees by making it easy for them to use a low-emission vehicle. You can offer free or discounted charging for personal EVs, whether it's a car, a scooter or an e-bike. A corporate app could let them reserve charging spots and alert them when there's one available or their vehicle is all charged up. These perks could be used in tandem with salary increases or bundled into bonuses.

Another branded app could package up available public transit options into one view, giving them choices of green transport options that let them rack up rewards points they can trade in for company swag or vacation days.

Yet another sustainable mobility program could make the most of your corporate fleet by turning those assets into amenities. Let's say most of your corporate vehicles sit idle on the weekend. You can create a reservations system to allow off-hours use of corporate EVs, adding more tangible ways to show the benefits of your sustainable approach.

By including Human Resources and your employees in your sustainable mobility planning, you gain critical traction in the competition to be an attractive employer. Plus, you'll get more mileage from your actual transportation assets.

### **BUILD YOUR BRAND AND COMPETITIVE POSITION THROUGH SUSTAINABLE MOBILITY**

Make no mistake, change is coming. Most of the world's largest and most respected companies have joined together in major efforts to combat climate change and transition to a more sustainable planet.

The [World Business Council for Sustainable Development](#), for example, is a global, CEO-led organization of more than 200 leading businesses that represent a combined revenue of more than 8.5 trillion U.S. dollars and 19 million employees.

Not only is corporate sustainability an imperative, but it also represents an opportunity to build loyalty among your customers and trading partners and to differentiate yourself from the competition.

A retail or grocery store rewards program for customers could accumulate points based on their purchases, points they could track on a company app and spend using parking-lot EV chargers. Or maybe you have an incentive program that could track their charging time at home or at a public charger or their other use of sustainable transportation options and turn that into shopping rewards.

With companies like Apple and Amazon setting targets for 100% carbon-free footprints, manufacturers and distributors need to identify their own sustainable goals. Your business partners are likely stretching their sustainability objectives, and they need to know your mobility program supports them.

### **REDUCE COSTS AND CONTRIBUTE TO CORPORATE SUSTAINABILITY GOALS**

Change is hard, especially when it comes with a price tag. The "one in, one out" approach of swapping ICE vehicles for low-emissions alternatives is a quick, easy way to see immediate financial impact. Flow customers, for example, cut an average of 225€ each year per fleet vehicle in basic vehicle lease and maintenance costs when they integrated their fleet with a mix of EVs and hybrids where it made sense.

And no doubt, you'll deliver on carbon reductions. Again, in a 12-month period, Flow's customers cut CO2 emissions by 5,000 tons.

But it's on the hardware, energy management and facilities side that real overall value can be found.

Considering a charging infrastructure.

Smart, fast chargers may cost more than \$35,000, while a traditional slow-speed charger costs about \$4,000, based on general

market data. As your EV fleet expands, you're going to need more of these. And you're going to need the facility to house them, access points to plug in your vehicles, and the power capabilities to manage that charging load based on vehicles, charging speed and battery capacity.

If you think of sustainability mobility as simply a vehicle issue, you risk unexpected capital expenditures that can be avoided if you plan appropriately.

## **THE SOLUTION? BUILD AN ENTERPRISE-WIDE SUSTAINABLE MOBILITY PLAN**

You have an organizational directive to become more sustainable, and transportation is a big part of the near-term opportunity to make a substantial impact. The lasting value of a sustainable mobility initiative is deceptively complex, and true value lies in mapping out a flexible, strategic plan that will make the most of your current needs while providing the flexibility for the future.

### **01 Align Your Organization**

Sustainable mobility touches multiple points, so the first part of any plan should include various constituents from across your company — Human Resources, Finance, Sales, Marketing, Customer Support, Procurement, Facilities and Fleet Management. Together, you can identify individual and overarching sustainable mobility programs and success metrics that drive the company's high-level sustainability goals.

### **02 Ask Questions**

Remember, sustainable mobility doesn't happen in a vacuum. You'll want to understand the user's perspective, be they employees, fleet drivers, partners or customers. And questions should range from behaviours and motivations (Do you have an electric or hybrid vehicle? Why did you choose one? or What made you buy a traditional car/vehicle? How does your company being committed to sustainable mobility make you feel? Why is it important for your company to choose sustainable options?) to personal and department goals (How do you already contribute to or participate in your company's sustainability initiatives? What do you think you'll get from a more focused approach to sustainable mobility in our department?)

### **03 Prioritize for Success**

As with any large-scale program, you have to walk before you can run. You'll want to prioritize programs for an effective, measured rollout. And develop the success metrics that will both support the corporate sustainability program and generate benefits within each group.

From electrified fleets, charging infrastructure and facility allocation planning to energy acquisition and load balancing, to employee and customer loyalty programs, the Sustainable Mobility Plan should be viewed as a living guide for how to build and deploy the best approach that fits your organization's needs, both present and future.

#### **About GoWithFlow**

Flow's Sustainable Mobility Management (SMM) solution empowers businesses and cities to de-carbonize their mobility footprint. Decision-makers can plan and coordinate assets like vehicles, scooters and charging stations and provide real-time insights into how they're being used. By managing Mobility Planning, Energy Management, Fleet Management, Mobility Services and Transaction Management in the unified Flow SMM Platform, organizations can save money, reduce greenhouse-gas emissions and create a better, more sustainable transportation experience for their employees and customers.

Want to learn more about Sustainable Mobility Management and how you can plan for the long haul? Email [info@gowithflow.io](mailto:info@gowithflow.io)